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REUNION D'ÉLABORATION D'UN PROGRAMME DE RECHERCHE  
EN COMMUNICATION PARTICIPATIVE POUR LE DÉVELOPPEMENT  
EN AFRIQUE CENTRALE ET DE L'OUEST

RAPPORT DE CONSULTATION

COMMUNICATION PARTICIPATIVE POUR LE DÉVELOPPEMENT  
ET ONG DU GHANA, DU NIGERIA ET DU CAMEROUN

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## MISSION REPORT(GHANA,CAMEROON AND NIGERIA)

A total of thirty NGOs were visited and interviewed in Ghana (10), Cameroon (9), and Nigeria (11). The mission report for the interviewed NGOs are presented below.

### **1. PARTICIPATORY COMMUNICATION APPROACHES**

#### **1. Interpersonal communication .**

Personal contacts and house to house visits are included in this category and is mostly used in rural communities, where the population is small and individuals know themselves. The above approach is used to solicit the involvement of opinion leaders in the formulation and dissemination of development messages, and in influencing community opinions, and decisions. Increased community support and identification to project objectives are attributed to the use of this approach. Limitations relates to the fact that message impact will highly depend on the degree of support and involvement of the contacted persons. Related to this, is the ability of the project officials to be able to identify the right influential/contact persons, acceptable to the majority of the villagers. Identified influential may not be acceptable within the community. The project officials, as outsiders, may not be aware of such rejection. Individuals in a community should be allowed to choose their influential persons. Spiritual and psychological orientations, of the influential may also affect attitudes towards project objectives. Some may be positively predisposed, some may be negatively predisposed, yet others may be indifferent. All of them command a variety of political, religious, social, and cultural influences within their communities. Considering their potential influences, IDRC may explore the appropriate and effective ways of identifying influential and mobilizing their support, collaboration and commitment to guarantee maximum message impact for sustainable behavioral change.

#### **2. Group communication .**

Among the elements identified under this category includes: group discussions , meetings, community networking, group exchange visits, conferences, rallies, community dialogues, seminars, workshops, training, role modelling, rural community clubs, and cooperatives. The use of this approach has made tremendous impact in the areas of agriculture, training, nutrition and health information. Africans have been accustomed to dealing with each other and with outsiders in groups. The application of group dynamics to development communication strategies has facilitated project success and impact through:

- i. Enhancing the visibility of project objectives
- ii Sensitizing both members and non-members on project principles and objectives
- iii. Providing individual and collective support, and identification with project activities.
- iv. Enhancing increased participation of target beneficiaries
- v. Providing psychological and sociological justification to participation in project activities.

- vi. Providing channels for the dissemination of development information, and the sharing of information and experiences.

Limitations emphasis is placed on two critical factors:

- i. **Source credibility factors.** Message impact will depend on what the source brings to the communication environment, in terms of communication competence, communication skills, training, experiences, trustworthiness, expertise and dynamism. The above source variables may pose limitations to message impact if not carefully and adequately considered at both the project design and implementation levels.
- ii. **Effective group management.** Individuals in groups bring along with them their personal psychological and sociological predispositions to bear on the group personality. Inter and intra-group conflicts arising from personality differences hinders message impact and the achievement of project objectives. A case in point is the conflict that arose in a Ghanaian village, between farmers and fishermen over the implementation of a project. The project was designed to help only the fishermen living within the community without considering the needs of the farmers. This omission adversely affected project impact. Projects should be designed and communicated to promote interdependence, cooperation and collaboration among groups, rather than emphasizing dependent or totally independent relationship.

Future research will focus on ways of enhancing message impact through group communication. Specific research attention will be given to conflict management, trust and relationship building, tolerance, patience, respect, listening skills, cooperation and collaboration as factors facilitating supportive communication. Defensive and offensive communication poses barrier to development objectives.

### 3. **Traditional Communication**

Traditional communication approaches mentioned include: songs, stories, plays, narrations, orations, proverbs and analogies. These are mostly used in the market places, at ceremonies, churches, mosques, and other social gatherings. The approach involved limited cost, no technology, and no literacy requirement. Hence its success lies with the fact that it represents the people's accustomed way of communicating with each other. Traditional forms of communication provides no avenue for feedback and can only reach a limited people at a time. It gives room for gossip. Future research will focus on case studies investigating the various traditional forms of information exchanges, and message transference, among rural communities, such as who transfers what, and how it is being transferred.

### 4. **Mass Media**

Mass Media channels include radio, television, posters, newsletters, pamphlets, booklets, stickers, banners and bill boards. The approach has been acknowledged to reach a wide variety of audiences at repeated intervals thus leading to increased message awareness. The use of the mass media is linked with the problems of illiteracy, ignorance and appropriate language use. The key limitation lies with how the rural communities can have access to mass media, understand and listen to media messages. Appropriate broadcast time, in the case of radio and

television, also poses another problem. For the rural people, broadcast may coincide with their several other activities such as farming, marketing, festivals and meal time preventing a lot of potential beneficiaries for listening. For the urban cosmopolitan dwellers, broadcast media may have some degree of success due to their different lifestyle. Impact of broadcast media on rural communities will require appropriate choice of indigenous language, appropriate broadcasting hours, and an interfacing of the broadcast media with the traditional forms of communication. Future research will explore ways of interfacing broadcast media with the traditional media of communication for maximum message benefit and impact.

## 5. Research and Training

Research and training are identified as tools for development communication. It is used mostly in gathering information and in transferring knowledge and skills to beneficiaries. Research is used at all levels of project activities. At the planning stage, it is used to gather information about the target communities and identify their needs, fears, customs, aspirations, leaders, decision making process, resources as well as movement pattern. At the implementation stage, it is used to monitor and evaluate project success. Research methodologies identified include, focus group discussion, survey, individual indept interviews and case studies

## 6. Mix Approaches

Besides the identified approaches, NGOs also used combination of approaches.

### 6.1 Combined interpersonal/group communication approach.

Several variations of this model was identified. The Abokobi rural Women approach (Ghana) will be highlighted for illustration. It involves the following five process:

- i. **Awareness creation.** At the beginning of project, the enabler informs beneficiaries individually of project objectives. She pays personal visit to prospective beneficiaries, scattered within the community, connecting them directly and providing all the necessary information they may need. At this stage, information flows directly from the center (enabler) to the beneficiaries.
- ii. **Meeting.** A forum is provided at the end of the above process for prospective beneficiaries to come together, interact with each other, discuss the project, identify needs, interests, fears and aspirations, coordinated by the enabler. Information flow is centralized within the prospective beneficiaries with the enabler as an observer and facilitator.
- iii. **Strategizing/Individual Workplan.** Members meet to discuss individual workplan and collectively agree on strategies for project implementation under the direction and leadership of the enabler.
- iv. **Implementation of Individual Workplan.** Individuals execute projects under the supervision of the project facilitator. Members inform the facilitator when problems arises, and also report project progress. Information at this level flows from the beneficiaries to the center (enabler). Feedback is provided and used to improve existing and future projects.
- v. **Intergroup Meeting.** Various groups meet to exchange visits, ideas and information in an atmosphere of mutual inter-dependence.

**The above model has advantages :**

- i) it is ideal for rural community based projects
- ii). it provides opportunities for increased participation and ownership of projects
- iii. it provides avenue for feedback.
- iv) it uses two way channels of communication ,with provision for interfacing person to person with group communication approaches.
- v). the model is flexible, adaptive and innovative.

**The approach has limitations:**

- i) It can only be used effectively in the design and implementation of small projects in small communities
- ii. The level of communication skills of the enabler may determine the level of project success and impact.
- iii. Good knowledge of the people and local customs of the community is a pre-requisite to the success of this approach

A case study of the above model may be necessary to investigate its various dimensions and approaches, with a views to adopting it as a viable development communication model for a small scale community projects.

## **6.2. Combined Mass Media/Interpersonal Communication.**

A combination of the above approach is used when target beneficiaries are shown television or radio programme on specific development projects, and thereafter encouraged to discuss the programme as a group under the direction of a facilitator.

**The advantages are:**

- i). The pictorial and entertainment qualities of the medium enhances information retention.
- ii). Group discussion especially when lead by a skillful facilitator enhances attitude and behavioral changes.
- iii). Group discussion gives the beneficiaries the opportunity to express their opinions, fears and expectations from the project, providing avenue for feedback.
- iv). Video presentation of the project( especially with real life pictures of the target beneficiaries) stimulates interest towards project objectives.

**The approach has limitations:**

Power to operate the medium may pose a problem. Electricity in most cases is not available. Generating sets which may provide an alternative is not affordable. It requires capital to purchase and maintain .It is also difficult to transport from one community to another.

Research is needed to explore ways and means of integrating mass media with interpersonal communication strategies .

## **11. SUMMARY OF FUTURE PRIORITY RESEARCH AND ACTION THEMES**

Future development communication research agenda should be seen primarily as a key mover of attitude and behavioral changes. The impact of research interventions will positively influence maximum message impact for sustainable development . Research Agenda should be

pro-environment, pro-women, pro-employment and pro-poverty alleviation, if it is to focus on sustainable human development. Below is a summary of the proposed research agenda.

### **1) Poverty Alleviation**

Majority of the poor, and the deprived members of the society engage in agriculture in the rural areas, and in informal income generating activities in the urban areas. They lack access to information, education and credit. Poverty alleviation research agenda will address the following:

- i) What types of agricultural information is needed by the rural communities in order to meet their agricultural information needs?
- ii) How can these messages be designed and disseminated for maximum adoption?
- iii) How can information and communication be used as a tool to promote access to credit and small scale entrepreneurship?
- iv) How can urban poor and rural communities be mobilized to have a better access to communication and information services and resources?
- v) What are the various feedback mechanisms that can be identified and assessed as a tools for greater message impact?

### **2.) Utilization of Research Knowledge/ Technological Adoption and Adaption.**

One of the problems militating against development efforts in Africa is the non-provision of an established mechanism for the utilization of research knowledge for development. Several research knowledge exist. Modern and indigenous technological innovations, also abound. The mechanisms for their adoption and adaptation (especially among the rural communities) have not been much of a topic of concern and consideration among development analysts. With the existing body of knowledge, and especially considering the hugh resources invested in seeking those knowledge, and the potential impact they may have on development efforts, the following research topics are proposed.

- i) How can local and community based organizations be empowered to provide information access to rural communities, addressing their identified needs in health education, agriculture, food, security, rural economics, entrepreneurship, politics and legal matters, utilizing established research knowledge?
- ii) Related to (i) above, how can technological innovations be promoted for maximum adoption and adaptation ?
- iii) What are some of the socio-cultural constraints mitigating against its adoption and adaptation therein?

### **3.) Environment**

In recent years, environmental issues have occupied significant position in the design and implementation of development efforts. It is therefore very crucial to the attainment of all development objectives especially as it relates to the management and preservation of environmental resources, as well as its equitable distribution. The following research questions addresses some of the issues in this area.

- i.) How can communication be used as a tool for a better management and preservation of environmental resources?
- ii) What are the fundamental and strategic relationships between women, environment and development?
- iii) Related to (i) above, what are the various sources of environmental information available to the urban poor and rural women?

- iv) How can we increase their access to environmental information services and resources?
- v) Are there any identifiable environmental information seeking patterns of rural and urban poor women? What are those patterns if any?
- vi) Related to the identification of those patterns, what roles does illiteracy, socio-economic indicators and access to modern and alternative communication resources and services play in the formation of those patterns of information seeking behaviour?
- vii) In essence then, how can education, income generation and access be to information used strategically to positively influence women decision making as it concerns their general well being?
- viii) What are the linkages between traditional African knowledge system on the environment and modern environmental knowledge system? Are there any interfaces between the two? How do we promote the utilization and advancement of traditional knowledge system on the environment using communication?

#### 4) **Women**

Identified as the most vulnerable group in societies, women movement have resulted in greater awareness and sensitivity to women concerns. Efforts should be made to recognize African women's economic contribution in national development. Below are some research questions.

- i) What are the various strategies by which information and communication can be used to enhance the participation and decision making capacities and capabilities of the women populace.
- ii) What are the various epochs of women movement in Africa? What has been achieved? What remains to be achieved, and how can communication be used in the achievement of these objectives?
- iii) How do we design effective development messages addressed to the urban poor and rural women communities? How do we go about determining the acceptable source of communication (spoke's person) for the dissemination of these messages? Where do we disseminate these messages, when and how?
- iv) How do we mobilize and constitute rural women (in agriculture) and urban poor women (in the informal sectors) into interest groups to press harder for greater rewards from her economic activities?

#### 5.) **Employment**

The level of unemployment in a society is directly linked to the state of its economic well being. In most African countries, unemployment is very high with attendant social and cultural problems. Any development effort that does not take into consideration ways and means of generating employment, may risk sustainability of its efforts. Employment related research topics are addressed below.

- i) How can communication and information be used as tools for employment generation?
- ii) What are the various ways by which information services and resources can be used and adopted for greater access to marketing and employment information?
- iii) What are the various relationships between unemployment, poverty, women advancement and the environment? How can information and communication be used to effectively maximize development impacts in these areas?

## **PROPOSED FRAMEWORK AND MECHANISMS FOR COLLABORATION AND CO-OPERATION BETWEEN VARIOUS ORGANIZATIONS IN THE REGION**

For the NGOs interviewed, majority of their activities is in the areas of: Health, Education, Agriculture, Environment, Women in Development, Informal Sector, Small and Medium enterprises and Trade development. NGO have registered tremendous success in their areas of intervention and in some cases have had multiplier effects in the life of target beneficiaries.

However, despite the impacts made, NGO activities have not been sustainable enough due to:

- i) Low quality and quantity of technical and managerial staff, including weak design, management, monitoring, evaluation, analyses and co-ordination of projects.
- ii) Inadequate funding and inappropriate use of project funds.
- iii) Lack of support facilities to facilitate project activities.
- iv) Marginalization of target beneficiaries in the identification, formulation and implementation of project activities.
- v) Lack of political and organizational framework to guide NGO activities and its integration into the national development framework.
- vi) Ineffective collaboration, co-ordination and harmonization of NGO activities to avoid unnecessary competition and duplication of efforts.

The above scenario resulted in efforts that has not been participatory enough. Collaboration and co-ordination within/and among NGOs are poor. Activities are bugged down in organizational competitiveness which further cripples the already weak management of NGO activities.

There is therefore need to constitute an effective NGO framework and operational mechanism to guide and facilitate their efforts in the implementation of IDRC new research agenda. To this end, it is proposed that:

- i) An NGO forum for collaboration, co-ordination and harmonization of IDRC projects be constituted with membership drawn from representatives of all participating NGOs in the region.
- ii) Officials of the forum will be selected by IDRC or in the alternative by constitutive members, during the inaugural meeting, with an Executive Secretary, a Chairperson and a Secretariat located within IDRC regional office.
- iii) The forum will be mandated to (under the guideline and over guidance of IDRC) exchange information and experience; deliberate on future activities; and make suggestions for improved programme impact .
- iv) The forum will meet once a year or once every two years for a General Meeting but within each country, a designated IDRC representative can call a meeting when necessary (but not more than twice a year), and also channel information and communication from member NGOs within a country to the regional network and vice versa. The designated representative therefore will co-ordinate all participating NGOs activities within a given country.



## **PROPOSED AGENDA FOR THE NGO MEETING**

The various interviews conducted yielded the following proposed agenda.

- i). Capacity gaps in the effective use of NGOs in the design and implementation of IDRC research projects.
- ii). Gaps in the NGOs organizational capacities/ capabilities.
- iii). Lack of political and organizational framework to guide NGO activities and its integration into national development framework.
- iv). Framework for collaboration, co-ordination and harmonization of the activities of participating NGOs within the IDRC research projects.
- v). NGO-government relationship.
- vi). Gaps in funding resources.
- vii). Accountability for donor resources.
- viii). Gaps in information management and dissemination among NGOs.
- viv) Increased co-operation and collaboration among NGOs.
- x) Women and the environment.
- xi). Aids awareness.
- xii). Training programme for NGOs (training in proposal design, research methodologies, acceptable accounting procedures and practices).
- xiii). Use of communication and information for sustainable human development.
- xiv). Proposed IDRC research agenda and possible topics for investigation.

## **ISSUES IMPARTING ON IDRC'S RESEARCH AGENDA**

Below is a summary of observations for possible consideration.

- i). Institutional strengthening is crucial to the success of the proposed research agenda. The role of project volunteers is also significant.
- ii). Research agenda will require closer collaboration between NGOs.
- iii). Sensitivity to socio-cultural and psycho-social factors in the use of development communication will facilitate maximum message impact.
- iv) Research is needed to identify the causes of poor collaboration and co-operation among NGOs and suggest possible solutions for increased co-operation and collaboration.

## **NGO PROFILE**

### **CAMEROUN**

#### **COLLECTIF DES ORGANISMES DE PARTICIPATION AU DEVELOPPEMENT (COPAD),**

**B.P. 4560 YAOUNDE**

**TEL. 21-15-51**

**FAX: 21-11-44**

**LOCATION: WITHIN INADES FORMATION BUILDING  
YAOUNDE**

### **BACKGROUND INFORMATION**

**COPAD** is an NGO Umbrella Organization formed in 1990 to coordinate all NGO activities in Cameroun. Presently it has a membership of 40 collaborating NGOs, which pay a membership fees of CFA50,000 per year. The organization has six Sub-committees or Commissions to address issues in the following sectors: Women in Development; Health and Nutrition; Water and Sanitation; Environment; Agriculture; Communications and Democracy and Human Rights. **COPAD** activities however are limited at the policy level. They have no operation at the field level.

### **ACTIVITIES**

1. Coordinate all NGO activities in Cameroun.
2. Design draft plans of action for the organization which are sent to executive members of **COPAD** for comments, discussion, approval and subsequent adoption.
3. Identify Operational and Communication problems of members and suggest possible ways of alleviating those problems.
4. Project the image of member NGOs through the activities of **COPAD**.

### **PARTICIPATORY COMMUNICATION APPROACHES USED**

1. Need assessment studies.
2. Seminars/Workshops.
3. Information sharing through Bulletin, Newsletters, and similar fora.
4. Meetings and discussions

### **SUCCESS/LIMITATIONS**

No available information .

### **CAPACITY TO UNDERTAKE RESEARCH ACTIVITY**

**COPAD** is a policy oriented umbrella organization, with no operational field activities. Although it has a Communication Department, an office and reasonable membership, the membership however is composed of individuals from specific NGOs who have, as a priority, the activities of their specific NGOs to attend to. **COPAD** therefore, at present will have to recruit and strengthen the technical and managerial capacity of their staff before they can engage in any meaningful field activity such as research projects.

**CONTACT PERSON**

Docteur Aaron Tolen, President.

**PARTNERSHIP MANAGEMENT AND SUPPORT PROGRAMME  
(PMSP)  
B.P. 7124  
DOUALA, CAMEROUN**

**BACKGROUND INFORMATION**

While in Central African Republic, the coordinator of Partnership attended many meetings and Workshops, and began to sensitize local NGOs and grassroots organizations on information sharing in sustainable development. Out of this interest, a network (Center d'information pour le développement et la vulgarisation) was created in 1987 (in Central African Republic) as a private non-profit organization. Back in Cameroun since 1987, the coordinator of Partnership re-established the network as a voluntary organization created out of the need to establish support mechanism for communities to enable them develop according to their needs and priorities.

**ACTIVITIES**

1. Setting up and organizing two sustainable development information centers in Yaounde and Douala respectively.
2. Liaising and networking among NGOs, and training institutions with the aim of fostering collaboration.
3. Establishing directories of NGOs, co-operatives, and resource persons in order to link needs and available resources.
4. Acting as the NGO organization in charge of communication for **COPAD** (the NGO umbrella organization in Cameroun)

**PARTICIPATORY COMMUNICATION  
APPROACHES**

1. Radio.
2. Educational Conferences.
3. Networking.
4. Exchange visits.
5. Interpersonal Communication.
6. Newsletters and Information bulletin.

**SUCCESS/LIMITATIONS APPROACHES**

The successes/limitations were not identified as the coordinator during interview repeatedly evaded the question, rather elaborating on his personal achievements.

**CAPABILITY TO UNDERTAKE RESEARCH STRENGTH**

Coordinator demonstrated enthusiasm and interest in development Communication,

although a Financial Manager by training.

### **WEAKNESSES**

1. Organization lacks facilities, technical, managerial and infrastructural. It has two staff, tattered, unkept and dirty two rooms office.
2. Communication facilities are lacking.
3. Accountability may be a problem. Organization has no Board of Directors or Council to direct and manage its affairs. Put differently, administrative and managerial infrastructures are weak at best, and non-existence at worst.

### **COMMENTS**

The coordinator of Partnership, Mr Pierre Chekem was the person chosen by **PAID** to facilitate my mission in Cameroun. There is need for partnership to address the above identified weaknesses in the organization.

### **CONTACT PERSON**

Mr. Pierre Chekem, Programme Coordinator

**ASSOCIATION POUR LE SOUTIEN ET L'APUI A LA FEMME  
ENTREPRENEUR (ASAFE),  
B. P. 5213  
DOUALA, CAMEROUN.  
TEL/FAX 42-29-70**

**BACKGROUND INFORMATION**

ASAFE was created in 1987 as an NGO by a group of willing individuals from different discipline (bankers, lawyers, teachers) to promote women entrepreneurship and micro enterprises in all sectors of activities by pulling together resources (financial and technical) so as to better the quality of the lives of the women.

**ACTIVITIES**

1. Training
2. Provides small loan for income generating
3. Technique for improved agricultural productivity
4. Environment
5. Women in Development
6. Informal sector and small and medium enterprises
7. Health Education.

**PARTICIPATORY COMMUNICATION ACTIVITY**

1. Information exchange
2. Peer pressure through group membership.
3. Committee of elders
4. Field visit
5. Seminar for information and sensitization exercises.
6. Colloquium and round-table discussion.
7. Brochure, cartoons, booklets, and posters with development messages.
8. Radio and newspaper messages for empowerment.
9. Group meeting/inter-group exchanges of visit .
10. Counselling.

**SUCCESS/LIMITATIONS**

**SUCCESES**

1. Through rural group communication dynamics, beneficiaries of the loan scheme have been compelled to repay their loans on time.
2. Project activities have also contributed to the improved health of the beneficiaries.

**LIMITATIONS**

Problems arising due to inter-group conflict poses certain constraints to projects objectives.

### **CAPACITY TO UNDERTAKE RESEARCH ACTIVITY**

#### **STRENGTH**

1. Resources available include: Six permanent and five volunteer staff; office building and communication facilities.
2. Organization's projects have been funded by international bodies in America, French, Germany etc.

#### **COMMENTS**

The organization's track record, layout, activities and the capacity and capability of its staff suggest that they have the capability to engage in research activities.

### **SUGGESTED REPRESENTATIVE TO NGO MEETING.**

Jean P. Yitamben (Economiste), charge des programmes.

**RÉSEAU D'APPUI AU DÉVELOPPEMENT FÉMININ (RADEF),**  
**B. P. 7165,**  
**YAOUNDE, CAMEROUN**  
**TEL: 23-48-73.**

**BACKGROUND INFORMATION**

**RADEF** was registered in 1992 as a non-profit, non-governmental organization (NGO) to address the concerns of women in development. The coordinator of **RADEF** had been in the employment of INADES formation as the head of the IEC division where she gathered extensive experience in development communication.

**ACTIVITIES**

1. Promotes networking and grouping of women at national, regional and international levels in order to promote exchanges of expression, experiences, expertise, application and popularization of work skills.
2. Consultancy/Research
3. Dissemination of development information in agriculture, technology, environment and family.
4. Contributes to the betterment of women incomes and grouping through IEC.
5. Provides institutional data base on Women in Development activities.
6. Develop strategies for a better appreciation of the contribution of women to ensure a better sharing of resources.

**PARTICIPATORY COMMUNICATION APPROACHES.**

1. Use of women leaders and journalist to transmit messages.
2. Publication of success stories in the organization's newsletter "Femmes Au Podium" which are disseminated to the relevant target audience.
3. Award of gifts and prizes to successful women animators as a motivation and strategy for others to emulate.
4. Exchange visit and sharing of experiences.
5. Seminars/Workshops/Conferences
6. Calendars and pictures showing women's realities, aspirations and activities.
7. Radio.
8. Community leaders
9. Research, Monitoring and Evaluation.
10. Field visits.

**SUCCESS/LIMITATIONS**

Organization is still young. No available information to suggest success rate. Language, ignorance and illiteracy problems however have continued to pose problems generally in imparting effective development messages to the rural dwellers.



## **CAPACITY TO UNDERTAKE RESEARCH ACTIVITY.**

### **STRENGTH**

1. Available resources include: a staff of two, an office, books and various literature.
2. The coordinator seem to be knowledgeable in IEC and research methodologies .

### **WEAKNESS**

1. The organization is young but have potentials for expansion.

### **COMMENTS**

With appropriate guidance, the organization may successfully design and execute research activity.

### **SUGGESTED REPRESENTATIVE TO THE NGO MEETING**

Mme. MPoL Zalang Florentine Aimee, director .

# **ASSOCIATION INTERNATIONALE POUR LA PROMOTION DES INITIATIVES COMMUNAUTAIRES AFRICAINES (APICA)**

**B. P. 735**

**DOUALA, CAMAROUN.**

**TEL: B(237) 42 - 12 - 28\ 43 - 26 - 36. FAX (237) 43 - 17 - 30**

## **BACKGROUND INFORMATION**

**APICA** is registered in 1980 as an NGO to provide training for better life and rural development. It is governed by a Board of Directors and has an IEC division which produces on a quarterly basis "Communes African" distributed in Equatorial Guinea, Central Africa, Gabon, Chad, Congo and Cameroun.

## **ACTIVITIES**

1. Training
2. Agriculture
3. Food security and preservation
4. Research
5. IEC

## **PARTICIPATORY COMMUNICATION APPROACHES**

1. Publication of a quarterly magazine (Communes Africaine) distributed in six African countries: Equatorial Guinea; Central Africa, Gabon, Congo and Cameroun.
2. Radio in local languages to reach rural communities.
3. Documentation center with about seven thousand books.
4. TV documentary.
5. Audio cassette

## **SUCCESS/LIMITATION**

Has used mass media successfully in disseminating information.

## **CAPABILITY TO UNDERTAKE RESEARCH ACTIVITY**

1. APICA has a separate development communication department for its activities. It has therefore relative experience in both communication theory and research.
2. Staff capacity include five individuals in the communication department and between forty and fifty in the whole organization.
3. It also has to its credit, office building and communication facilities.

## **COMMENTS**

**APICA** from all available indications appear to have the capability and capacity to engage in research activity.

## **SUGGESTED REPRESENTATIVE TO THE NGO MEETING.**

Onomo Metala Jean-Paul, (Journaliste) Chef du Service, Communication.

**INADES FORMATION,  
P. O. BOX 11  
YAOUNDE, CAMEROON**

## **BACKGROUND INFORMATION**

**INADES-FORMATION** is an offshoot of **INADES** (African Institute of Economic and Social Development), which was founded in 1962 in Abidjan by a group of Jesuits. In 1967 it started orienting its training programme towards rural development by creating the women's development service and later in 1973 the **AGRIPROMO** Magazine.

The focus on rural areas gave **INADES** the chance to develop its actions and elaborate a training method in several departments. In 1992, these departments started independent operation which was officially recognized and sanctioned in 1977 with the creation of **INADES-FORMATION**.

**INADES-FORMATION** has a registered constitution and its relationship with **INADES** is governed by an agreement that guarantees their mutual independence.

## **ACTIVITIES**

The organization's target population is the rural dwellers with agricultural development as its basic activity. Among its specific activities include:

1. Dissemination of Agricultural information to rural villagers to help in the production, marketing and management of their agricultural productivity.
2. Helping the rural dwellers constitute themselves into effective interest groups to better articulate and channel their interests to benefit from their economic contributions.
3. Environmental awareness and management.
4. Research and Training.

## **PARTICIPATORY COMMUNICATION APPROACHES**

1. Radio
2. Magazines
3. Newsletters

4. Modeling
5. Face to face contact
6. Exchange visit
7. Documentation.

## **SUCCESS/LIMITATION**

### **SUCCESS**

Projects activities have been able to impact on rural agricultural productivity through need assessment studies, training, information dissemination, modeling and rural radio communication strategies.

### **LIMITATION**

Use of radio and print media have not been able to make significant impact on rural women population.

Exchange visits has had more impact, but it is localized with limited reach.

## **CAPACITY TO UNDERTAKE RESEARCH ACTIVITY**

1. **INADES-FORMATION** has established a research link with IDRC. An IDRC sponsored research on information and communication for rural development in Cameroun was implemented by **INADES FORMATION**.
2. Resources available include:
  - a. Big and well furnished office complex
  - b. Information and communication facilities
  - c. Technical and managerial staff.
3. An IEC department with proven tract record in development communication.

## **COMMENTS**

**INADES-FORMATION** has the technical and managerial capacity and capability to engage in any form of research activity.

## **SUGGESTED REPRESENTATIVE TO NGO MEETING**

Zingui - Messomo - Xavier, Officer-in-Charge of Communication/Agricultural programmes.

**SERVICE D'APPUI AUX INITIATIVES LOCALES  
DE DEVELOPPEMENT (SAILD),**

**B. P. 11955**

**YAOUNDE.**

**TEL: (237) 22 - 46 - 82 OU 22 - 62 - 44.**

**FAX (237) 22 - 51 - 62**

**BACKGROUND INFORMATION**

**SAILD** was incorporated in 1984 as a non-governmental, non-profit organization to attend to the development needs of the peasant population with emphasis in Agricultural and the environment. **SAILD** is also an international NGO with Headquarters in Geneva and a field office in Yaounde, Cameroun.

**ACTIVITIES**

1. Agriculture
2. Environment
3. Training
4. Research
5. IEC.

**DEVELOPMENT COMMUNICATION APPROACH**

1. Publication and dissemination of the "Voice of the Peasant"
2. Establishment of peasant clubs as a forum for exchange of information and experiences among peasant communities.
3. Meetings.
4. Production and circulation of reports
5. Documentation centers
6. Workshops/Seminars/Conferences.

**SUCCESS/LIMITATIONS**

1. **SAILD's** efforts in the development of the peasant community has been acknowledged. The IEC approach of using peasant clubs to facilitate information and experience sharing among rural communities, is a commendable "innovation".
2. The use of the "Voice of the Peasant" to reach the rural communities is limited and constrained by illiteracy, poverty, ignorance and underdeveloped distribution system.

**CAPACITY TO UNDERTAKE RESEARCH ACTIVITY**

**SAILD** has both the managerial and technical capacity to undertake research activity. It has a well-equipped office structure, professional and general staff to provide support services, however, **SAILD's** main interest is yet to be focused on externally funded research activities.

The organization, at present, seem to be engaged in several activities which occupies most of its time, coupled with the observation that the IEC division which normally will handle the execution of development support communication research activities, is not quite prepared to engage in research activities.

The head of the IEC division did not display enough interest as to undertake such a research activity. The organization is funded by several international agencies.

**PAN AFRICAN INSTITUTE FOR DEVELOPMENT,  
B. P. 4078,  
DOUALA, CAMEROUN.**

**TEL: (237) 40 37 - 70, OR 40 - 30 - 68. TELEX: 6048 KN.  
FAX:(237) 42 - 43 - 35. CABLE: PANINSTIT DOUALA.**

**BACKGROUND INFORMATION**

Founded in 1964 by a group of individuals actively involved in development work, the International Association of Pan African Institute for development has since grown into a powerful and respected development organization, training people from over forty countries. It operates through four offices located in Ouagadougou, Buea, Zambia and the Secretariat in Douala.

**ACTIVITIES**

1. Training and Research
2. Women in Development
3. Informal sector and small scale enterprises
4. Environment
5. Health
6. Agriculture
7. Promotion and Management of NGOs and grassroots initiatives.
8. Promotion of integrated and participatory development.
9. Management of information systems.

**PARTICIPATORY COMMUNICATION APPROACHES.**

1. Information, mobilization and popular participation
2. Information sharing through reports, newsletters and other publications.
3. Action-oriented participatory research.
4. Training of trainers.
5. Workshops, Seminars and Conferences.
6. Documentation and Audio-Visual aids.
7. Interviews and group discussions.

**SUCCESS/LIMITATIONS**

**SUCCESS**

1. Training of over 3,000 African development staff who have made various impacts in development activities in Africa.
2. Conducting and publication of over 150 studies on development issues.

**LIMITATIONS**

1. Limited focus on the use of direct inter-personal communication strategies .
2. Expansion of its documentation center and the actualization of the proposed Audio-Visual and Development Communication Department will further enhance the capacity of the institute to better undertake and implement development communication research as a tool for its rural development activities.

### **CAPACITY TO UNDERTAKE RESEARCH ACTIVITY.**

#### **STRENGTH**

1. **PAID** has the capacity to undertake research activity. It has over sixty professional staff, other support staff and some consultants to boost its technical capacity.
2. Other resources available include wide expanse of office complex, IEC division, communication facilities and experience.
3. It has established a track record of a collaborative research effort with IDRC.

### **SUGGESTED REPRESENTATIVE TO NGO MEETING**

Ernest Zocli, Directeur Adjoint.



## GHANA

### **GHANA ASSOCIATION OF PRIVATE VOLUNTARY ORGANIZATIONS IN DEVELOPMENT (GAPVOD)**

**P.O. BOX A17,**

**LA, ACCRA, GHANA**

**LOCATION: NORTH LABONE, NEAR THE LABONE COFFEE SHOP ACCRA**

#### **BACKGROUND INFORMATION**

The Ghana Association of Private Voluntary Organization in Development (**GAPVOD**) is an umbrella organization for non-governmental organizations (NGOs) in Ghana. It was established in 1980 by a handful of NGOs operating in the country and has since grown into a large coalition of 80 local national and international NGOs striving for the development of Ghana.

#### **ACTIVITIES**

The main aim of the Association is to enhance the development of NGOs and the various sectors in which they operate. **GAPVOD** achieve this through nine sectoral committees in: Women in Development; Water and Sanitation; Agriculture and Food Security; Environment and Disaster Relief; Health and Population; Child Survival and Development; Non-Formal Education/Training; Small Scale Enterprises Development and Youth and Culture.

Other activities include:

1. Training for NGOs.
2. NGO forum.
3. Liaise between Government, Donor Community and NGOs.
4. Support services to NGOs.

#### **PARTICIPATORY COMMUNICATION ACTIVITIES**

1. Annual General Meetings
2. Meetings of the Board of Directors.
3. Newsletters
4. Magazines.
5. Committee Meetings.
6. Information Sharing.
7. Seminars, Conferences and Workshops.

#### **SUCCESS/LIMITATIONS**

No concrete information to suggest trend.

### **CAPABILITY OF ORGANIZATION TO UNDERTAKE RESEARCH ACTIVITY**

**GAPVOD** presently does not engage in any field activity. Its operation is limited to NGO support.

### **CONTACT PERSON**

James Bowie, Coordinator.

**AMASACHINA SELF-HELP ASSOCIATION,  
P.O. BOX 798,  
TAMALE, GHANA**

**BACKGROUND INFORMATION**

Amasachina self-help association is an indigenous, voluntary non-governmental organization (NGO) established in 1967 to act as a liaison between government ministries and several community groups in Amasachina .

**ACTIVITIES**

1. Provides guidance to community groups.
2. Provides administrative, organizational, animation and mobilization assistance in support of community initiated projects in Northern Ghana.

**PARTICIPATORY COMMUNICATION APPROACHES**

1. Meetings.
2. Newsletters.
3. Workshops and Seminars.
4. Interviews.
5. Training.

**SUCCESS/LIMITATIONS**

1. Used development communication strategies to establish and maintain network of local community based associations in the inaccessible and deprived areas of Northern Ghana.
2. Identified and mobilized local leaders for participation in development activities.

**CAPABILITY TO UNDERTAKE RESEARCH ACTIVITY**

1. The reported interview was conducted through the telephone .
2. It is therefore difficult to give a first hand assessment of the organization's capability to carry out independent work. However, the organization is among the 500 development agencies in the world that won a UN award for environmental protection programmes. The technical and managerial capability and capability of the organization is also commended. It has an 11-Member Board of directors.

## **FRIENDS OF THE EARTH (FOE - GHANA)**

**P. O. BOX 3794 ACCRA-GHANA.**

**Tel. 225 963; Fax 227993**

**Location Kokomeimle Accra,**

**Behind the Social Security Bank Annex**

### **BACKGROUND**

Friends of the earth is an environmental NGO founded in Ghana in 1986 to campaign for environmentally sustainable development and the protection and conservation of Ghanian's environment. It has a membership of over 3,000 and 25 local groups spread all over the country.

### **ACTIVITIES**

1. Collects, Analyze and disseminates information relevant to the environment.
2. Resuscitation of the environment through community participation
3. Stimulation of voluntary action for the protection enhancement and the rational use of Ghana's resources.
4. Encouragement of environmental awareness and the appreciation of nature.

### **PARTICIPATORY COMMUNICATION APPROACHES**

1. Continuous Community dialogue
2. Training Courses
3. Information campaigns
4. News letters
5. Conferences
6. Personal contact
7. Seminars
8. Workcamps and
9. Symposia
10. Research

### **SUCCESS/ LIMITATIONS**

No available information

### **CAPACITY OF ORGANIZATION TO UNDERTAKE RESEARCH ACTIVITY.**

#### **Strength**

1. Facilities includes: good office accommodation  
3 full time staff, E-mail, and fax machine.

2. Experience in research activities and community mobilization.

### **Weakness**

1. Limited focus on Environmental Communication

### **COMMENTS**

Foe has already submitted a research proposal to IDRC, which is under consideration.

### **SUGGESTED REPRESENTATIVE TO NGO MEETING**

Douglas Korseh Brown  
(Campaign Coordinator)

GHANA FEDERATION OF BUSINESS AND PROFESSIONAL  
WOMEN, KANDA, BOX 16892 ACCRA NORTH  
(YWCA PREMISES CASTLE ROAD)

### **BACKGROUND INFORMATION**

Ghana Federation of Business and Professional Women (GFBPW) is an affiliate of the International Federation of Business and Professional Women (IFBPW) formed in 1930 in Switzerland by Dr. Jean Madesin Phillips. IPBW is an NGO which is non-partisan and non Sectarian with permanent representatives at the UN.

### **Activities**

Together with IFBPW, the GFBPW aims at organizing business and professional women to use their expertise, abilities and finance to help less fortunate women in diverse ways.

### **PARTICIPATORY COMMUNICATION APPROACHES USED**

1. Seminars
2. Workshops
3. Group discussions
4. Information Campaign
5. Practical demonstration
6. Mass Media
7. Need assessment studies

### **SUCCESS/LIMITATIONS OF APPROACHES**

### **SUCCESS**

1.

Participatory group discussion has been used successfully to help the ignorant and illiterate women in target areas, overcome their ignorance and fear, and to seek redress in the court of law .

### **LIMITATIONS**

Mass media communication has not been too successful due to illiteracy, ignorance and mobility factors. It involves financial cost which the organization presently does not have resources for.

### **CAPABILITY TO UNDERTAKE RESEARCH ACTIVITY**

#### **STRENGTH**

1. An affiliate of a recognized international body
2. Resources include: a car, driver, typist, secretary and an office.
3. 3 staff members
4. Understands and use development communication approaches to some extent for project implementation.

#### **WEAKNESS**

1. Probably may need more staff
2. Office space also may need some expansion.

#### **COMMENTS**

May be capable to undertake research activity if staff capacity is enhanced.

### **SUGGESTED REPRESENTATIVE TO THE PROPOSED REGIONAL MEETING**

Ms Faustina Barden, National Secretary.

**MAY DAY RURAL PROJECT, P. O. BOX 13923  
ACCRA, TLX 2582 INTG GH, FAX: 222742,  
TEL: 228855, LOCATION: 10 ABEKA ROAD  
(INTEGRATED HOUSE) TESANO, ACCRA**

### **BACKGROUND INFORMATION**

The MayDay Rural project was initiated in 1981 by the MayDay Clinic (Accra) in collaboration with Opinion leaders, Chiefs and the people of the Ga Rural District of Ghana.

As a Public Health and development programme, it seeks to train, facilitate and empower rural communities to attain the potential for Primary Health Care.

It is governed by a ten-member Board of Trustees which include Community representatives . It has succeeded in creating awareness amongst the beneficiary communities and has as its main focus, health and development.

### **ACTIVITIES**

In line with its policy of "Health For All By The Year 2000" its major goal is to promote and evolve strategies for primary Health Care through an integrated and multi-disciplinary approach with rural communities. Sectoral areas of activities include:

1. Health, population and Nutrition
2. Agriculture/Food Security
3. Environment/Disaster Relief
4. Child Survival and Development
5. Enterprise Development
6. Women in Development
7. Water and Sanitation
8. Youth and Culture
9. Education and Training.

### **PARTICIPATORY COMMUNICATION APPROACHES USED**

1. Community based agents
2. Use of Influential people as opinion leaders
3. House to house contact
4. Group meetings
5. Film shows and group discussions
6. Posters
7. Folk drama
8. Audio visual materials
9. Information, Education and Communities
10. Counselling
11. Audience, community and communication analysis through participatory research

### **SUCCESS/LIMITATIONS**

#### **SUCCESS**

1. Successful community-based out reach family planning services to rural communities.
2. Sustainable community based contraceptive distribution to over 60 rural communities in the Ga district

3. Use participatory research approaches to conduct meaningful socio-economic and health research in the Ga district.
4. Training of community workers for primary health care with development communication as a training component.

### **LIMITATIONS**

Socio/Psychocultural factors, ignorance, traditional belief system, and customs affect acceptability and hence sustainability message impact.

### **CAPABILITY OF ORGANIZATION TO UNDERTAKE RESEARCH ACTIVITY**

#### **STRENGTH**

1. Organization has an IEC component and a number of donor support from both local and international agencies such as USAID, UNFPA, UNDP, Canadian High Commission, British High Commission, US Ambassador's Self Help Fund, Episcopal Church of the US; among others to the tune of over US\$900,000.
3. Facilities available include:
  - a). Full-time staff of 7 (mostly professional)
  - b). Good office accommodation
  - c). Fax machine, computer, photocopying machine, and telex facilities
  - d). A finance officer plus 50 community based agents in field offices.
4. Board of Trustees which include:  
Community representatives
5. Major area of operation localized within the Ga district as a strategy to enhance project impact and possible replication.

### **COMMENTS**

Has experience, technical and managerial capabilities to undertake development communication research.

### **SUGGESTED REPRESENTATIVES TO NGO MEETING**

Mr. E.R.A Botchway, Administrative Coordinator,  
or Ms Josephine Agbo, Project Coordinator.

**HELPING HAND "ALORVI" ORGANIZATION**  
**P. O. BOX 3430 ACCRA- GHANA**

### **BACKGROUND INFORMATION**



Helping hand was established in 1989 and registered in 1991 as a company limited by guarantee to cater for the needs of women and children.

### **ACTIVITIES**

1. Income generating activities
2. Awareness campaign promoting social responsibility, dignity of human life and sensitivity to teenage pregnancy
3. Networking among women groups
4. Poverty alleviation and disease control

### **PARTICIPATORY COMMUNICATION APPROACHES**

1. Practical demonstration.
2. Seminars
3. Lecturers
4. Group discussions

### **SUCCESS/LIMITATIONS**

1. None was specified. The organization is still in the infancy stage.

### **CAPABILITY TO UNDERTAKE RESEARCH ACTIVITY**

### **WEAKNESS**

1. Organization's operating procedures and policies are not clear.
2. Has no office building, no staff, no car, and no known address.

### **COMMENTS**

Facilities that will enable the organization to adequately undertake research studies is yet to be put in place.

### **CONTACT PERSON**

Mrs. Mary Kpordolsi, Director

- \* This interview was conducted in my hotel room after I met the director at Christian Mother's Association office, Ghana. The director of helping hand is incidentally also the chairperson of CMA Ghana.

**GHANA INSTITUTE OF LINGUISTICS  
LITERACY AND BIBLE TRANSLATION (GILLBT), P. O. BOX 378  
TAMALE, GHANA. FAX (233) 71-2349  
P. O. BOX 7271 ACCRA NORTH, GHANA**

**BACKGROUND INFORMATION**

GILLBT is affiliated to the University of Ghana, Legon and is a registered company limited by guarantee, to address the educational needs of the people.

**ACTIVITIES**

The coordinators of GILLBT sees literacy as a key to the development of the whole person, community and nation. The coordinators considers it to be highly desirable for each literacy project to be self-supporting, and believes that project supervisors need certain knowledge and skills in order to assist people in development efforts. Activities include:

Training in attitude and behavioral changes, proposal writing, decision making, problem solving, project planning, budgeting; management, trust and relationship building, and training of trainers.

**PARTICIPATORY COMMUNICATION APPROACHES**

1. Dramatization
2. Modeling, Songs, poems, storytelling
3. Personal views
4. Discussions (Groups)
5. Negotiation
6. Demonstration
7. Observation of group process and Case studies
8. Seminars/workshops
9. Focus group discussion/interviewing
10. Consultations
11. Training of trainers (TOT)

**SUCCESS/LIMITATIONS**

**SUCCESS**

1. Won several awards, both locally and internationally in the campaign for mass literacy in Ghana.

**LIMITATIONS**

1. Interventions localized, due to limitations in the use of non- mediated communication channels.

### **CAPABILITY TO UNDERTAKE RESEARCH ACTIVITY**

#### **STRENGTH**

1. A recognized institution affiliated to the University of Ghana
2. Extensive knowledge and experience in the use of communication for development
3. An "academic" institution grounded in both theory and research.

#### **COMMENTS**

Has both technical and managerial capability to undertake development communication research project.

### **SUGGESTED REPRESENTATIVE TO THE PROPOSED REGIONAL MEETING**

Ms. Grace Adjekun, Director of GILLBT

CHRISTIAN MOTHER'S ASSOCIATION  
P. O. BOX 5547  
ACCRA - NORTH

### **BACKGROUND INFORMATION**

CMA was started in 1945 by some dedicated Rev. Sisters who saw the need for the spiritual guidance of women in the Catholic Parishes of Accra. In 1960, the Konrad Adenauer Foundation (KAF) realized the potentials of these women groups for the development of women as wives and mothers in the community and society at large. KAF then teamed up with some women in the catholic church and re-organized the CMA for the social and economic well being of mothers in addition to their spiritual and moral development. CMA has branches in most parishes in Ghana.

In 1976, a national body was formed and the CMA constitution was then amended to accept not only Catholics but also all other women who aspire to achieve the aims and objectives of the association. CMA is supported by KAF whose representative works full time at the center.

## **ACTIVITIES**

1. Training (TOT)
2. Home Management
3. Health Education
4. Nutrition and Agricultural practices
5. Environment
6. Entrepreneurship development
7. Skill acquisition in craftsmanship

## **PARTICIPATORY COMMUNICATION APPROACHES**

1. Training
2. Seminars
3. Meetings
4. Monthly discussion programmes
5. Newsletters
6. Workshops
7. Conferences and Rallies
8. Planning Sessions
9. Practical demonstrations
10. Group discussions

## **SUCCESS/LIMITATIONS**

### **SUCCESS**

1. Monthly meetings and group discussions have helped to sensitize members on organizations activities, principles and objectives.
2. Newsletters and production of monthly discussion programmes have continued to provide channel for information sharing between and among members.

### **LIMITATIONS**

Imitated use of mass Communication channels in the implementation of project activities.

## **CAPABILITY TO UNDERTAKE RESEARCH ACTIVITY**

### **STRENGTH**

1. Resources include: 29 paid staff; 93 part time staff; 9 vehicles, 24 motorbikes and fully equipped offices at the headquarters and branch offices.

## **WEAKNESS**

Strains in the working relationship between KAF representative, and some local staff.

## **COMMENTS**

Resources available (human and material) suggest that the organization have the capability to design and undertake independent research work.

## **SUGGESTED REPRESENTATIVE TO NGO MEETING**

Mrs Victoria Duamroh (Administrative Officer)

**ABOKOBI WOMEN'S DEVELOPMENT ASSOCIATION  
HOUSE NO. 087 ABOKOBI  
C/O ABOKOBI AGRICULTURAL PROJECT  
P. O. BOX 138  
LEGON VIA ACCRA, GHANA**

## **BACKGROUND INFORMATION**

Abokobi Women's development association was formed in 1986 by a group of rural women, following Mrs. Christiania Naa Dzagble-Buadu recommendations after her participation in the African Regional Workshop for Rural and Peri-Urban Women leaders held in Zimbabwe. Her participation was sponsored by the Presbyterian church of Ghana. The association is under the auspices of the Presbyterian Church of Ghana, has a council of seven members and a written legal constitution which guides its operational procedures. Abokobi, the location of the association is situated 29 km east of Accra.

Memberships is open to all women in Abokobi and the surrounding villages, however, the target group composed of single mothers, widows and the unemployed form the core of membership composition. Presently, it has 30 women members, all married and illiterate and focus mainly on income generating activities.

## **ACTIVITIES**

1. Awareness building
2. Rural economic management
3. Agricultural productivity
4. Functional illiteracy training
5. Empowerment
6. Skill acquisition

## **PARTICIPATORY COMMUNICATION APPROACHES**

1. Rural communication model based on rural group dynamics.

## **SUCCESS/LIMITATIONS**

### **SUCCESS**

1. The Abokobi's rural communication model is well adapted to the community's socio-economic environment, and has been significant in implementing and sustaining the organizations various projects.

### **LIMITATIONS**

Growth and spread of organization's membership has been limited partly due to the limited reach of the communication model.

## **CAPABILITY TO UNDERTAKE RESEARCH ACTIVITY**

### **STRENGTH**

1. Association run by the presbyterian church of Ghana.
2. Uses "innovative" rural communication model as the model for its interaction pattern with the target beneficiaries.
3. Resources include solid infrastructural buildings, two full time staff and the support of both local and international donor organizations.
4. The project coordination, a retired school teacher is knowledgeable and experienced in rural development issues

### **WEAKNESS**

1. The association lack staff. Only the coordinator is educated enough to understand the various mechanism of NGO management and operation. Even then, she is old and retired and needs support to effectively maximize the potential of the association and its impact in the community.
2. The association is small scaled and focus mainly on the rural Abokobi community. The deprived and the needy women are its target audience.
3. It lacks communication , information and transportation facilities.
4. Technical and managerial capacity is weak. (Need staff recruitment and training).

### **COMMENTS**

With enhanced technical and managerial capacity, the organization can contribute to knowledge in a case study of the Abokobi's rural communication model.

## **SUGGESTED REPRESENTATIVE TO THE NGO MEETING**

Mrs. Christiania Naa                      Dzagble Buadu  
Project Coordinator.

**WOMEN'S WORLD BANKING (GHANA) LIMITED**  
BOX 2989, ACCRA (2ND FLOOR GNTC BUILDING,  
MAKOLA SQUARE)

## **BACKGROUND INFORMATION**

Women's World Banking (WWB) is an NGO with consultative status to the United Nations. It has affiliates in 56 countries worldwide including 14 in Africa of which Ghana WWB is one. It was founded in 1979, and its main goal is to use network of local institutions to provide poor women entrepreneurs with access to finance, information and markets.

## **ACTIVITIES**

In Ghana, WWB's main activity is to provide banking facilities to market women in line with the traditional African Esusu banking system. Banking facilities are also provided to other categories of women that are interested in micro-enterprise development. Loan are given to women entrepreneurs at 25% interest rate as opposed to 32-35% rate charged by the regular banks.

## **PARTICIPATORY COMMUNICATION APPROACHES USED**

1. Interpersonal contact with target beneficiaries in this case, market women. WWB staff visit women traders in the market daily, collect money or Esusu from them and bank the collected amount on their behalf.
2. Newsletters
3. Seminars
4. Conferences

## **SUCCESS/LIMITATIONS**

No information to suggest trend, however on a general level WWB has continued to play formidable role in the area of women and micro enterprise.

## **CAPABILITY TO UNDERTAKE RESEARCH ACTIVITY**

1. WWB is financed by both multilateral and bilateral agencies
2. Has not shown adequate interest in the use of development communication for its activities.

## NIGERIA

**COMMUNITY LIFE PROJECT,  
9, ILORI STREET,  
IRE-AKARI ESTATE, ISOLO  
P.O.BOX 159, APAPA**

**PHONE/FAX: 01-521-903**

### BACKGROUND INFORMATION

Community Life Project is a non-governmental, non-profit, non-political organization founded in 1988 to cater for the health needs of the Urban Poor Communities. Among its various projects is a Community-based Communication intervention on AIDS Prevention Control. Community Life Project is an organization whose objective is directed to the use of IEC activities for Community help programmes.

### ACTIVITIES

1. AIDS awareness creation.
2. Training of Community members on various Community Health awareness techniques.
3. Setting and management of Community-based information and counselling center.
4. Reduction of HIV and AIDS infection risk.
5. Enhancement of Community involvement in AIDS Prevention, and Control.
6. Development of sustainable model for the planning and implementation of Community Health Programmes.
7. Promotion of safer-sexual behaviour among men.
8. Promotion of the bottom-up approach among government and non-governmental health planners in the planning and implementation of Community Health Activities.

### DEVELOPMENT COMMUNICATION APPROACH USED

1. Information, Education and Communication (IEC).
2. Workshop.
3. Video films.
4. Group discussion.
5. Literature.
6. Visit to schools to disseminate AIDS information.
7. Counselling.



8. IEC activities to commercial sex workers in brothels and hotels using film shows and discussions.
9. Dissemination of information through established vocational men associations to reach the targeted men population. Multi-level meetings, film shows and information exchange are some of the strategies used.
10. Distribution educational materials.

### **SUCCESS/LIMITATION**

#### **SUCCESS**

1. Increased awareness and sensitization on general health and AIDS Prevention and Control , among participating barbers, hairdressers, mechanics, vulcanizers, battery chargers, commercial sexual workers, and housewives.

#### **LIMITATION**

1. Spread effect has been slow and limited due to lack of financial resources to carry the project to other needed communities.

### **CAPABILITY TO UNDERTAKE RESEARCH ACTIVITY**

1. The activities of the organization is highly based on IEC activities. Community Life Project exhibited an impressive knowledge and experience on the use of communication for development activities.
2. Resources available include an office building, seven (7) full-time staff consisting of health workers, sociologists, and a communication specialist. The technical and managerial capacity of the staff suggest that the organization has the qualifying capability to undertake research activity in development communication.

### **SUGGESTED REPRESENTATION TO THE NGO MEETING.**

Mrs. Ngozi Iwere, Project Manager.

**THE NIGERIAN FEDERATION OF BUSINESS AND  
PROFESSIONAL WOMEN,  
27, OYINKAN ABAYOMI DRIVE,  
P.O.BOX 51323,  
IKOYI, LAGOS  
TEL: 01-648083**

**BACKGROUND INFORMATION**

The Nigerian Federation of Business and Professional Women is an affiliate of the International Federation of Business and Professional Women, established in 1961 to promote friendly relation, co-operation and understanding among business and professional women for the upliftment of the status of the marginalized female members of the society. It functions through a National Executive Council, and Committees.

**ACTIVITIES**

1. Mobilization of Women for farming.
2. Agriculture.
3. Career Clinic and Counselling Programmes.
4. EPI, ORT and other Health Programmes.
5. Legal rights of Women.
6. Campaign against AIDS.
7. Education.
8. Training/Culture.
9. Status of Women.

**DEVELOPMENT COMMUNICATION APPROACHES**

1. Public Relations/Publicity.
2. Workshops.
3. Group Meetings
4. Media Campaign.
5. Seminars.

**SUCCESS/LIMITATION**

No information was provided.

**CAPACITY TO UNDERTAKE RESEARCH ACTIVITY**

1. Lack of technical, financial and managerial capacity.

**COMMENTS**

The address given as the office location is the official residence of the Association President, Mrs Ene-Nwakamma-Okoro, where the interview was conducted. I did not see anybody who presented himself/herself as the Association's staff, neither did I see any office building.

**ASSOCIATION OF NIGERIA MARKET WOMEN AND MEN, LAGOS**  
**4, JOSEPH ODUNLAMI STREET,**  
**OLUWOLE IJAYE-OGBA, AGEGE**  
**LAGOS, NIGERIA**  
**TEL: 09-921484**

**BACKGROUND INFORMATION**

The Association has been in operation since the colonial era headed then by Madam Tinubu who was succeeded by Madam Pelewura. After the death of Madam Pelewura, Alhaja

**NIGERIAN INTEGRATED RURAL ACCELERATED  
DEVELOPMENT ORGANIZATION (NIRADO)  
37 OYEDELE OGUNNIYI STREET ANTHONY VILLAGE  
G.P.O. BOX 2524 LAGOS**

**TEL/FAX: 493-6542**

**BACKGROUND INFORMATION**

NIRADO is an indigenous, voluntary non-profit NGO registered in 1984 as a corporate body to provide service to rural Nigeria, It is governed by an executive committee with fourteen (14) members.

**ACTIVITIES**

1. Agriculture
2. Education
3. Appropriate Technology
4. Health
5. Training
6. Rural Development

**DEVELOPMENT COMMUNICATION APPROACHES USED**

1. Periodic public information events
2. Newsletters
3. Workshops on skills: proposal writing, effective meetings; strategic planning, facilitation of participatory processes;
4. Establishment of data bank
5. Meeting
6. Use of post-office to disseminate information
7. Seminars
8. Publication of pamphlets
9. Leadership training conference

**SUCCESSFUL/LIMITATIONS**

No available information

**CAPACITY TO UNDERTAKE RESEARCH ACTIVITY**

### **STRENGTH**

1. Resources available include: 6 permanent staff, several volunteers, big office building, and an impressive track record;
2. Has collaborated with several multi and bilateral agencies in several projects (FAO, WHO, UNICEF, ECOSOC, IFESH, UNDP, ICAI, British High Commission etc).
3. Has the necessary technical and managerial requirements.

### **WEAKNESS**

1. Presently has no communication department, but has shown great interest in expanding knowledge base on the use of development communication.

### **SUGGESTED REPRESENTATIVE FOR THE NGO MEETING**

Dr. A. M. Olagoke, Director

**NIGERIAN AGENCY FOR VOLUNTARY DEVELOPMENT  
ORGANISATIONS (NAVDO), 27 BERKLEY STREET  
G.P.O. BOX 2534, LAGOS, NIGERIA**

**TEL: 01-2631-990,2631-595**

**BACKGROUND INFORMATION**

The Nigerian Agency for Voluntary Development Organization (NAVDO) is an NGO Apex Organization for all Non-Governmental Organizations, (NGOs); Voluntary Development Organization (VDOs); popular development organizations of farmers, women, youths, the handicapped and co-operative organisations, including community based grassroots associations which are development oriented.

**ACTIVITIES**

1. Establishing and maintaining network relationship among all VDOs in Nigeria;
2. Encouraging increased collaboration among NGOs.
3. Encouraging, facilitating and strengthening indigenous Nigerian VDOs to establish effective communication channels with government, bilateral and multilateral agencies;
4. Providing information data bank, networking and clearing house for information dissemination among all VDO;
5. Liaising with government, and donor organisations on all matter relating to VDOs in Nigeria.

**DEVELOPMENT COMMUNICATION APPROACHES**

1. VDO forums
2. Publication of a newsletter ("Popular Participation Forum")
3. Collection and dissemination of information about VDOs in Nigeria;
4. Resource center of books, periodicals, brochure and other publications;
5. Computerized information data bank
6. Public enlightenment campaigns.

**SUCCESS/LIMITATION**

**STRENGTH**

1. Through the organization activities, several NGOs have been able to come together and share experiences.
2. Contributed significantly to the National Policy on Integrated Rural Development for Nigeria

## **WEAKNESS**

1. Limited fund

## **CAPACITY TO UNDERTAKE RESEARCH ACTIVITY**

1. With enhanced technical and managerial staff, the organization can undertake research activity.

## **SUGGESTED REPRESENTATIVE TO NGO MEETING**

1. A. M. Sharta, President

**THE NATIONAL COUNCIL OF WOMEN'S SOCIETIES, NCW  
HOUSE, PLOT PC 14, AHMED ONIBUDO STREET  
VICTORIA ISLAND, P.O. BOX 3063, LAGOS, NIGERIA**

**TEL: 612091**

## **BACKGROUND INFORMATION**

The National Commission for Women was established in 1958, as the umbrella organization of all women NGOs in Nigeria, with branches in all the States and Local Government Areas of the country. It was founded as a non-political NGO with the general aim of assisting rural and urban women to actualize their potentials in national development.

## **ACTIVITIES**

1. Combating drug trafficking;
2. Promoting awareness of women civil rights and responsibilities;
3. Promotion of women's handicrafts on economic scale;
4. Promotion and administration of cooperatives;
5. Establishment of children's village home and orphanages
6. Promoting activities to improve the status of women;
7. Creating awareness on the causes, consequences and treatment of Vesico Vaginal Fistula (VVF) in Nigeria;
8. Training of Nigeria doctors on VVF repairs;
9. Providing a platform for formulating women's opinion and ideas and disseminating such opinion and ideals
10. Promoting the welfare of women with emphasis on education and training.



## **DEVELOPMENT COMMUNICATION APPROACHES USED**

1. Meetings and conferences;
2. Publications of newsletter etc;
3. Biennial convention;
4. Radio/Television
5. Opinion leaders

## **SUCCESS/LIMITATIONS**

### **SUCCESS**

1. Through its network and activities, NCW has contributed significantly in the promotion of Women's welfare in Nigeria;
2. Singlehandedly, it has increased public awareness of VVF, and has continued to campaign against early marriages and illiteracy in order to lower the cases of VVF.

### **LIMITATIONS**

The National Commission for Women is yet to make effective use of development communication strategies in its efforts to advancing the cause of Nigerian Women.

## **CAPABILITY TO UNDERTAKE RESEARCH ACTIVITY**

1. The National Commission for Women's headquarters in Abuja has been estimated to worth several millions of naira. Additionally, it has branches in all the state capitals and a liaison office in Lagos.
2. NCW therefore has enough technical, managerial and infrastructural resources to undertake research activity.
3. It has elected officials who managed the affairs of the council. Accountability of donor support has never been questionable based on past record.

### **LIMITATION**

Need training on the concept and strategies of using development communication.

## **CONTACT PERSON**

Hajiya Laila Dongonyaro, National President.

**DEVELOPMENT EDUCATION CENTER (D.E.C)**  
**NO. 31 NGWO STREET, UWANI, ENUGU**  
**(OPPOSITE NGWO PART), C/O BOX 15723, ENUGU, NIGERIA**

**TEL: (042) 255-242/(042) 338-499**

**BACKGROUND INFORMATION**

Development Education Center is an NGO organization established in 1987 to promote social justice, peace and development among the marginalized rural and urban poor communities starting with relevant education for adult men and women. The central aims of DEC are:

- i) to encourage individuals to transform themselves by becoming actors in the transformation of society;
- ii) Exploration and practicalisation of authentic Education and Development through its programmes in self-help initiatives and leadership training. DEC has over 100 groups in several rural communities in the Eastern part of Nigeria.

**ACTIVITIES**

1. Women Education and Development
2. Skill Acquisition for Unemployed Female Youths
3. Service and Project Development among Rural Women
4. Training in Income-Generation for Rural Women
5. Provision of Loan Scheme for Women in Income Generating Activities
6. Rural Agriculture
7. Leadership Training
8. Training in Rural Development Strategies

**DEVELOPMENT COMMUNICATION STRATEGIES USED**

1. Workshops
2. Seminars
3. Leadership training
4. Group meeting
5. Exchange visit
6. Baseline research
7. Jingles
8. Conferences

**SUCCESS/LIMITATION**

**SUCCESS**

1. Development Education Center as an NGO has continued to grow in strength since its

inception in the 1980's, from a small scale women NGO to one of the most prominent integrated NGOs in the Eastern part of Nigeria. Its activities has made tremendous impacts in the lives of rural people. It has a community bank from where it disburses loans to rural people in need. To date, DEC has been able to provide clean water to several rural communities through its rural bore-hole project. In all these, DEC had made effective use of development communication strategies to mobilize these rural communities for action.

### **CAPACITY TO UNDERTAKE RESEARCH ACTIVITY**

1. DEC has both the technical and managerial capacity to undertake research activity. The coordinator, Ms. Asogwa, has written several books on her experiences in development work and has travelled extensively all over the world in connection with community development.
2. Resources available include 10 full-time staff, big office complex with lecture rooms and boarding facilities, in addition to the multi-million. DEC new office complex to be opened in December this year.
3. DEC proven tract record is a testimony of its ability for performance and accountability.
4. DEC has a board of directors with a Catholic Priest as the Chairman and has a written constitution.

### **REPRESENTATIVE TO NGO MEETING**

Ms. Cecilia Asogwa, Executive Director

**THE INTER AFRICAN COMMITTEE ON HARMFUL PRACTICES  
(IAC), P.O. BOX 6051, LAGOS**

**TEL: 01-614 909/01-614-912**

**BACKGROUND**

The Inter-African Committee was founded in 1985, to eliminate all traditional practices endangering the health of women and children. It has a board of directors, a written constitution and state chapters covering the whole of Nigeria.

**ACTIVITIES**

1. Training of Traditional Birth Attendant;
2. Sensitization Programmes at Community Level - Training and Information Campaigns;
3. Research into Harmful Delivery Practices
4. Knowledge, Attitude and Practice (KAP) Studies
5. Training of Trainers

**DEVELOPMENT COMMUNICATION STRATEGIES USED**

1. Workshops/conference
2. IEC technique
3. Jungles
4. Pamphlets
5. TV Radio Newspapers
6. Publication of a Health Magazine is your Task bi-annually.

**SUCCESS/LIMITATION**

**SUCCESS**

1. Activities of IAC has led to increased public awareness on the health implications of certain traditional practices to the lives of women and children.

**CAPACITY TO UNDERTAKE RESEARCH ACTIVITY**

1. Under the leadership of IAC(the president and Regional Vice-President, Dr. Irene, M. Thomas) the organization has made tremendous impact in development.
2. IAC has both the technical and managerial capacity to handle research activities as demonstrated through their past efforts.

**CONTACT PERSON**

Mrs. E. M. Alabi, Project Coordinator