

Meeting Minutes Workshop on communication plan

Hue, June 6th, 2007

1. Need and background:

- Base on out-puts of baseline survey of project.
- Base on out-puts of meeting with DOET in March/2007
- Base on achievement of all communication activities implemented.

2. Objectives and expectation

- Assessment of current situation of communication in local health service and education
- Identify communication needs
 - + Content
 - + Form
 - + Method
 - + Target person
- Develop a communication plan

3. The need of communication

- Enhance communities' awareness
- Change the residence's attitude and behavior
- Improve project sustainability

4. Communication requirements:

- Easy to understand, easy to remember
- Attractive
- Realistic
- Suitable with local situation
- Attract of communities' participant

5. Communication forms:

- Poster, printing.
- Campaign
- Comedy performance
- Seminar
- Games
- Songs, poems with certain topics
- Mass media
- Training course

6. Assessment of communication:

Divide into 3 groups for discussions

Group 1: health worker + staff of Foreign Affairs department

Group 2: staff of district DOET

Group 3: staff from schools

Existing IEC activities	Implementation method	Time	Sources	Assessment	Target
Traffic safety, drug abuse prevention	<ul style="list-style-type: none"> - done by Teachers and students - Organize competition at school, district. - Integrate all extra-curricular activities (in co-operation with district traffic department) 	once/year in December	DOET with support from other sectors (police)	Increase students' awareness	Students of all 3 levels
Food safety and avian flu	<ul style="list-style-type: none"> - done by teachers - Organize in all schools 	Twice/year	Self-sources	Low effective	Students of all 3 levels

Sanitation	<ul style="list-style-type: none"> - done by teachers and students - Training provided for head teachers - competition conducted - Integrate it into all Communist Young Union's activities (secondary school) - Integrate into entertainment activities (kindergarten) 	Once every end of month	CWS	effective	Students of all 3 levels
Clean water and sanitation - Poster, leaflets, etc	Done by health workers using pictures, poster, leaflets	annually	Government UNICEF materials provided by preventive health centers	Not effective yet - not reached households	Local people
Conner display: nutrition, art, etc.	<ul style="list-style-type: none"> - Done by teachers - playing corners, decoration coners 	All year	Training for DOET staff	effective	Kindergarten students
Oral advocacy for sending children to school	- Meeting with parents, visiting families	Meeting with parents twice/year		effective	parents
Nutrition competition, healthy children competition	Organize in schools, satelines schools.	Regularly	Self funded by the school or with parents' contribution From the year of 2007, partly funded by CWS	effective	Kindergarten students
Help students to study in the evening	<ul style="list-style-type: none"> - Teachers come to student house to help them study at home. - Encourage parents to make a study place for their children at home. - Help boarding students to study --> Attract more boarding students and children living around 	2 evenings /week			Students of secondary schools and boarding schools
Advocacy					
Crossword puzzle	- Conduct in all secondary and high schools	twice / week	Self-financed, from teachers		Primary schools
Compulsory primary education to all children to eliminate the illiteracy - ĐĐT và phổ cập THCS	- Leaflets, posters, communication campaign	<ul style="list-style-type: none"> - Annually - Complete the compulsory education in 2008 	<ul style="list-style-type: none"> - State budget and national objectives - PEDC project (Primary education for children in difficulty circumstance) 	Effectively local awareness was raised, suitable with local situation.	Local people
School Health Education	- Leaflets, awaranss raising campaign, First Aid	Annually	State budget	Effective Suitable with	Teachers & Students

	<p>training.</p> <ul style="list-style-type: none"> - Schools in co-operation with district RC - Included in the curriculum - Integrate into all extra-curricular activities 			the need of health care of target people	
Children rights	<ul style="list-style-type: none"> - Implement according to all guidelines, no training provided. - Leaflets, posters - Communication in all extra activities or in meeting 	annually	Collaboration of DOET and Department of Children and Women care	Effectively Suitable with local situation. The rate of malnutrition and unfair treated children is decreased.	Teachers were guided to provide training for students
Malaria prevention - Leaflets, posters, direct communication or through other public communication means (used Vietnamese and H'mông languages)	<ul style="list-style-type: none"> - Health workers, relating sectors, all residence (woman union, hamlet health workers...) - promotion of using of impregnated mosquito net, anti-mosquito spaying, protective clothes - Communication through speaking trumper 	annually	Government Global fund	effective	All residents
Public vaccination - Leaflets, awareness raising campaign, poster.	<ul style="list-style-type: none"> - Done by health workers, with support from other sectors like women union, youth union, - Training for hamlet health workers, village patriarch, - Vaccination 6 times/year according to national campaign 	annually	Government	effective	Children and mothers, all women at pregnant age
Health care service for children and mother, family planning, nutrition. - Leaflets, direct communication, public communication means, posters	<ul style="list-style-type: none"> - Done by health workers, Staff of Population and family planning committee, collaborator network, (hamlet health workers and population workers) - tetanus vaccination, children weigh, weight and growth chart distribution for all hamlets with health workers (in June and December) 	annually	Government	effective	Children and all women at pregnant age
HIV/AIDS prevention - Leaflets, direct communication, public information, posters.	<ul style="list-style-type: none"> - Done by health workers, coequal members, collaborators - Tapes of ethnic languages, information through speakers. - coequal education, training - monthly group meeting - needle and condom distribution 	annually	Government WB	Not effective yet - Difficult to assess target people	High risk group,
Prevention of social diseases such as leprosy,	Health workers with staff from other sectors	annually	Government	Not effective yet	Local residence

TB, dermatology and eye disease					
School dentistry	- Health workers with school's staff - Exam and treat all oral diseases, teach children how to rinse their mouth with flour liquid.	annually	Government	Not effective yet	Kindergarten's students in town (just implemented for 2 years)

7. Proposed communication activities in target areas :

Proposed IEC activities	Implementation methods	Target people
Clean water – sanitation	- Leaflets, direct communication, public communication means, posters	Students, local people
Development of communication materials (sending children to school, model of studying corners, children rights, hygiene...)	Study corners	Students, local people
Thesis competition (such as: nutrition, healthy children)		Kindergarten students
Development of games (crossword puzzle ...)		Primary and secondary school's students
School education and dentistry		Teachers and students
HIV/AIDS prevention	- Leaflets, direct communication, public communication means, posters	High risk group, local people
Produce and show video on hygiene behavior, schooling...		

8. IEC content: 5 main activities (in priority order)

IEC content	Implementation method	Time
Encourage sending children to school (12 votes)	Produce of poster hoarding, posters with uninterrupted contents in sending children to school targeting to parents and students: - kindergarten students: set of "A child daily routine" - primary school students: Parents take care of children's studying and vice versa. - secondary school students: The consequences of dropping school >< the success of good study Use hoarding, posters, meeting with local people.	Regular
School Health Education (5 votes)	Training on teacher health care (First Aid training...) Produce of poster, hoarding with different contents Competition on hygienic behavior, school health service gender issues, reproductive health, first aid, prevention of some normal diseases "School dentistry" program: Distribution of teeth brush with pictures of right teeth brushing method.	Twice/year Once/year
Clean Water-Sanitation (4 votes)	Training, awareness raising for village patriarchs, hamlet's heads (in some hamlets) Competition on households awareness of clean water in the hamlets	Twice/year Once/year

	Examine of application of their knowledge in daily life with award.	
Encourage of children rights (1 votes)	Produce of posters, hoarding on children rights Competition on children rights in forms of essays competition, play performance with cooperation of Women Union, Mother and Children Care Committee	Once/year
HIV-AIDS preventive (0 votes)	Direct information to communities Question and answer competition on HIV-AIDS Development and produce of IEC material (video tape) or make more copies from the master tape	Three times/year Once/year

To select communication form, project have been consulted with following results

	Leaflets	Poster, hoarding, pictures	Tapes	competition	Training
Clean Water - Sanitation	9	15	12	10	17
Encourage to sending children to school	14	22	22	10	1
School Health Education (5 votes)	3	19	5	15	21

9. **Implementation plan:**

Base on budget set by project for these activities, development of IEC materials was agreed as follows:

IEC and implementation steps	time	Implementer	Target areas
<u>Clean Water-Sanitation:</u> 1. Posters, hoarding: - Materials collection - Meeting on content and design of pictures - Produce 2. Training: - Development of collaborator network - Training on pictures using for collaborators - Supervise	June-July August - September October Aug – Sept November Continuously	PMU of health component	2 target communes + town
<u>Encourage children to school:</u> 1. Folded pictures, posters, hoarding, tapes - Collect of materials - Meeting on content and design of pictures - Produce - Training on usage - Monitoring	June-July August September October Continuously	PMU of education component	2 target communes + town
<u>School Health Education:</u> 1. Posters, hoarding: - Materials collection - Meeting on content and design of pictures - Produce 2. Training - Identify of training content - Implement and supervise	June-July August September August September	PMU of health component + PMU of education component	2 target communes + town

10. Closing: (Mr.Hu – Chairman of PMU)

- Difficulties and some notes:
 - Payment and liquidation of Health component's activities
 - People from remote areas, with low educational level low awareness, always lack of sense of protective, they just think of their own short-term benefit, so they have some action with unexpected consequences.
 - Lack of person-in-charge, e.g. some teachers have cover the task without any knowledge of construction
 - The capacity and skill of hamlet health workers are remained under requirement. The training course funded by CWS is about to be completed and then district's health center will conduct an assessment. It is suggested that the Center should careful consider of practice part in training.
 - Retrain for hamlet health workers
 - CWS construction works have been done in drips and draps with many small work.
 - The weather was tough with complex geographical conditions caused many difficulties in transportation and high cost. Therefore, a good plan should be prepared to eliminate difficulties raised in rainy season.
- Proposals (with agreement of PPC and Department of Foreign Affairs)
 - It is suggested CWS to review all schools and then finance for more classes, teacher's rooms and other construction e.g. surrounding wall, function rooms.
 - It is proposed CWS to consider and focusing on synchronic investment.
 - Extend project's areas to remote areas

11. Briefing out-puts of workshop: (the assessment form was distributed to local staff, no CWS is included)

- 16/17 agree that this workshop have achieved our expectation.
- 11/17 the agenda and content of this workshop was suitable.
- 8/17 are happy with time allocation
- 14/17 highly valued all information shared in the workshop. .
- 11/17 like the workshop revenue
- 11/17 highly appreciate logistic work

Other proposals:

- Regular meeting conducted
- Study tour
- Allowance for PMU

The workshop ended at 17:45.