

We are making good progress with project implementation. Following the IEC participatory development training workshop in early November 2003, some country teams organized participatory IEC materials production workshops with target populations to produce draft IEC materials. The participants; villagers, village volunteers, local health staff and provincial health personnel, worked together to come up with draft IEC materials to suit their needs.

The Lao IEC team organized a four-day workshop, with Lave and Taliang ethnic groups from Phouvong and Sanxay Districts of Attapeu Province, at the end of January 2004. In the workshop they developed a draft flipchart, songs, calendar/poster and storyline. These materials will be utilized through existing village structures like village heads, village health volunteers, women's and youth union members, and existing local health system structure, for example, health centre staff, district health personnel, and district and provincial health mobile teams.



*A participant is drawing a picture to go along with a story.*

Song, is a practical medium, that can be used in different settings, such as village meetings and gatherings on different occasions, schools, and through the public address system, to educate the community about malaria. It can also be used by mobile health teams, and local radio stations. Three songs were developed during the workshop, two in Lave and one in Taliang ethnic language.

The participants also developed stories along with illustrations that will be made into printed

and audio materials. Stories and songs will be recorded into Lave and Taliang languages on to audiocassette tape for distribution to villages, health mobile teams and different mass organizations.

During the workshop, the IEC team found that training for village volunteers needs to be strengthened to ensure that village volunteers can prescribe and advise patients on how to take anti-malaria drugs properly. A participatory approach will be applied into village volunteer training.



*Demonstration by a participant on how to prescribe anti-malaria drugs.*



The Karen, are the group that the Thai team is working with. The team has identified adult men, forestgoers, visitors and children, as populations to focus on. With the target groups, the team has been developing IEC materials that can be used by malaria health worker, village leaders, the village microscopist, housewives and teachers. Participatory materials production workshops were organized to encourage participation from target populations to develop materials to suit their needs and situation.



*Children are discussing IEC materials that will be used to educate them on malaria.*

From the field research in Cambodia, they have found that the target population have basic knowledge on malaria transmission but lack of a good understanding about seeking early and appropriate treatment. A storyline was developed through a role-play by villagers focusing on these issues. The storyline will be developed into a video, which will be shown through local video parlors, the local TV station and health mobile teams. Another important finding is that people do not use bednets properly. This allows mosquitos to come into the bednet and the bednet is torn easily. Therefore, the IEC team will develop an instruction booklet to guide village malaria workers and health staff to carry out demonstrations on how to use bednets and care for them properly.

*A role-play by villagers on malaria focusing on seeking early treatment and taking drugs appropriately.*



*A man has headache, fever and chills.*



*He is taken to local hospital / health centre.*



*A health staff carries out a rapid diagnosis test and found he has malaria.*



*The health staff prescribes anti-malaria drugs and instructs the man on how to take the drug.*

A technical consultation meeting was organized from 2-4 February 2004. It aimed to bring all country teams together to share their field IEC development experience and learn from each other ways to improve the quality of the materials; increase the IEC country teams' knowledge of how to design appropriate artwork for their print



materials; and improve and finalize their draft materials for field-testing with target populations. The participants included 6 country IEC teams, artists, and representatives from JICA malaria control programme in Myanmar and International Medical Corps, Southeast Asia. The IEC country teams have found participatory IEC materials production is useful and appropriate to the need and situation. It has given team members an opportunity to see how target populations see and perceive malaria issues.



*IEC technical consultation meeting participants from six countries, including representatives from JICA and IMC.*



During the workshop the participants had active discussions about the draft materials that have been produced. Suggestions from the discussions were to produce clear visual materials with minimal text. Also, besides comprehensible, acceptable and attractive materials, good materials should encourage action. The participants suggested that to make the use of materials more interactive communication skills should be provided to village volunteers, teachers and local health personnel. *Picture: Dr Thavrin is presenting draft materials that were produced by the Kreung ethnic group.*

Mr Chongkham Phoenkeo, Principal Artist from WHO Lao office, provided information on the basic elements of good design. These elements focus on; comprehension, where material needs to be target group orientated; messages that induce action; clear illustration and good layout; a structure of materials that guide audiences through to the main objective with a good flow of information; and attractiveness with good composition of points of interest and contrast of elements. Chongkham also provided examples of visual materials with good designs and bad designs. After his presentation, participants used the basic elements he explained for discussion on how to improve draft materials already developed.



*Chongkham and his presentation on basic elements of good design.*





*Xu Jianwei is presenting about IEC project implementation, which recommends to pay attention to IEC development process rather than products.*

The technical consultation meeting was of special benefit to China, Myanmar and Vietnam IEC teams, as they are organizing materials production workshops with their target populations when they return. They gained knowledge on how each country organized their IEC participatory workshops and adapted them to suit their situations. They participated actively in discussions and provided valuable comments and suggestions for the IEC materials development

process. Through the workshop, process in pre-testing IEC materials, and Phase 2 for IEC Project implementation was also discussed.

