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United Nations International
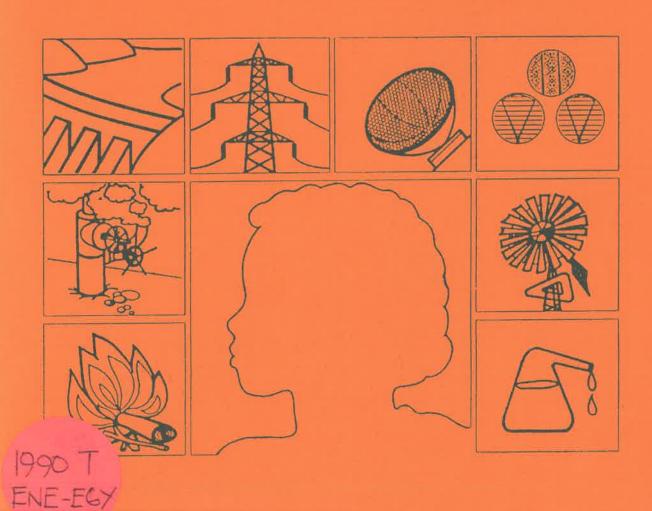Research and Training Institute
for the Advancement of Women

National Training Seminar on Women and New and Renewable Sources of Energy

Cairo, Egypt
24 - 28 June 1990

INTERNATIONAL RESEARCH AND TRAINING
INSTITUTE FOR THE ADVANCEMENT OF WOMEN
INSTRAW

NATIONAL TRAINING SEMINAR ON
WOMEN AND NEW AND
RENEWABLE SOURCES OF ENERGY

Cairo - Egypt
24 - 28 June 1990
Sponsored by the Government of Italy

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I.   INTRODUCTION

A national training seminar on Women and New and Renewable Sources of Energy was held at the National Research Centre, Cairo, Egypt, from 24 to 28 June 1990.

The seminar was organized by the United Nations International Research and Training Institute for the Advancement of Women (INSTRAW) in co-operation with the United Nations Development Programme (UNDP), the National Research Centre of Egypt, and the Scientific Association of Arab Women in Egypt.

The seminar was attended by 25 participants from Ministries, other public institutions and women's organizations. (See Annex I) Observers from governments, United Nations organizations and non-governmental organizations also attended the seminar. (See Annex II)

The seminar was organized in the framework of a project funded by the Government of Italy.

II.   OPENING OF THE SEMINAR

A.   Opening Addresses

The opening of the seminar was co-ordinated by Dr. Farkhonda Hassan, Professor of Geology at the American University in Cairo, Vice President of the Scientific Association of Arab Women, Co-ordinator of the Seminar.

Dr. Farkhonda Hassan, welcomed all participants and guests and thanked the Government of Egypt and the National Research Centre for hosting the seminar and the government of Italy for its generous support.

She then introduced the President of the National Research Centre, Professor Hussein Samir.

Professor H. Samir welcomed all participants and guests and said it was an honour for the National Research Centre to have taken part in the seminar.

He pointed out that the seminar was an important scientific event, as it presented distinguished scientists and experts the opportunity to exchange views and ideas on women's present role in society, as well as their interests and energy needs.

He said the seminar dealt with a high priority subject: the new and renewable sources of energy. In this connection he mentioned that the National Research Centre was the largest Research and Development Institute in Egypt, with a prestigious research staff working in various research NRSE fields, specially biogas, solar and wind energy.

He expressed hope that the seminar would help accelerate efforts to promote human welfare. While the addition of scientific knowledge is a noble and human activity, the same qualitative attributes could be applied to scientific knowledge that helped raise living and health standards.

He concluded by expressing the hope that next decade would witness considerable scientific technological advances and that women would participate along with men in this enterprise in promoting human welfare in this rapidly changing and complex world. Finally he expressed his best wishes to all participants for a successful seminar.

Dr. Farkhonda Hassan then introduced Ms Marina Vaccari, Co-ordinator of the project, who, on behalf of the Director of INSTRAW, Ms Dunja Pastizzi-Ferencic, thanked the Government of the Arab Republic of Egypt and the National Research Centre for hosting the seminar. She also expressed gratitude to the Government of Italy for having provided funds for the project, of which the seminar was a part, and to UNDP and the Scientific Association of Arab Women for their co-operation in the organization of the seminar.

She then informed the participants of INSTRAW's objectives and activities. She said that the mandate of the Institute was to stimulate and assist, through research, training and the collection and dissemination of information, the advancement of women and their integration in the developmental process, both as participants and as beneficiaries.

Mandated to act as a catalyst, she said, the Institute worked in close co-operation with other United Nations bodies and governmental and non-governmental organizations.

The Institute's general programme of action, she explained, aimed at ensuring that all aspects relevant to the role and needs of women were included in the overall objectives and activities related to economic and social development, especially in developing countries. INSTRAW's guiding principle towards achieving this purpose was to enhance global awareness of women as equal partners at international, national and local levels as well to promote a change in policies and attitudes towards women. This required a sustained process of information collection and dissemination, proper education and training.

She pointed out that the project in the framework of which the seminar was implemented was a product of the Institute's three dimensional programme of activities comprising research, training and information/communication.

She noted that INSTRAW's work programme focussed on specific issues of special relevance to the advancement of women, including new and renewable sources of energy.

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In this respect, she recalled, that INSTRAW implemented various activities in the field of NRSE. A booklet on "Women and Energy in the Implementation of the Nairobi Programme of Action was published in 1984; an 'Expert Group Meeting on the Role of Women in NRSE' was held at Headquarters in 1985 and formulated guidelines for action in this area; a bibliography on Women and NRSE was compiled and a manual on improved stoves was prepared in 1988. The manual was meant to serve as a guide to design and implement projects aimed at developing and disseminating improved stoves. It was also conceived as a reference book on this important subject, containing many useful information. In addition, she said, INSTRAW participated in many meetings and seminars on NRSE contributing to raising the awareness on the need for paying special attention to women's role and needs in all aspects related to the development, management and utilization of NRSE.

She then introduced the INSTRAW project for the development of a multimedia training package on women and NRSE. Referring to the objectives of the training package, she pointed out that it was produced to sensitize decision-makers, development planners, project managers and senior officials on the necessity of giving due consideration to women's needs and interests, and to take into account women's role and promote women's participation in all activities in the field of NRSE.

The project, she said, aimed at fostering a new approach in the development, management and utilization of NRSE, with special reference to technology choice and adaptation and to the design and implementation of programmes and projects.

She recalled that during the first phase of the project a multimedia modular training package was developed by INSTRAW in co-operation with the International Advanced Technical and Vocational Training Centre of the International Labour Organisation (ILO), Turin. The training package was tested during a seminar held in Addis Ababa, Ethiopia in October 1989. It was then revised on the basis of reactions and inputs from participants. A regional training course to train potential users of the modules was then held at the ILO Turin Centre, and a national seminar to test the prototype training package in a national context was held in Dar-es-Salaam, Tanzania, 11 - 15 June 1990.

The national training seminar now being inaugurated in Cairo, Ms Vaccari said, represented the second experience of using the training package in a national context. She pointed out, in this respect, that Tanzania and Egypt were two countries substantially different, both from the point of view of NRSE endowment and as far as the role and status of women was concerned.

Ms Vaccari concluded her address thanking the resource persons and the participants for having accepted to share their expertise and knowledge in the seminar and expressing her best wishes for a fruitful and successful seminar.

Dr. Farkhonda Hassan then introduced the representative of the Government of Italy, Mr. Adriano Gasperi.

Mr. Gasperi welcomed all participants and expressed the appreciation of the Italian Government for the excellent work of INSTRAW in organizing the seminar and in the implementation of the project of which it was part.

He recalled that the seminar represented the final step of a project aimed at promoting the integration of women's needs and at enhancing their participation in energy planning, energy technology development and in the implementation of energy programmes and projects. In this respect he stated that the Italian Government, which had provided funds for this project, attached a high priority to actions aimed at promoting the advancement of women within its development co-operation activities.

He also pointed out that the development and utilization of NRSE was an important objective pursued by the Italian co-operation and he announced that during the seminar two projects in the field of NRSE sponsored by the Government of Italy would have been presented.

This presentation, he said, would provide an opportunity for showing new applications of NRSE which will play a relevant role in the near future.

Mr. Gasperi stressed that clean, cheap, "good" energy sources are targets that research and development programmes must attain if we are to create a better world.

He concluded by expressing the hope that the seminar would prove interesting and fruitful for all participants thanking the organizers for their valuable work.

Dr. Farkhonda Hassan then introduced the First Under-Secretary of State, Professor Mokhtar El Halwagi, who delivered an address on behalf of Dr. Adel Ezz, the Minister of State for Scientific Research.

Professor Mokhtar El Halwagi welcomed all participants and thanked INSTRAW for organizing the seminar and the Government of Italy for its financial support. He then pointed out that energy is a basic and critical component of the national development process and that renewable energy sources are becoming increasingly important to this end.

He then said several organizations of the Ministry were involved in activities in the field of NRSE. These included the Academy of Scientific Research and Technology, the National Research Centre, the Petroleum Research Institute and the Electronic Research Institute.

He stressed, in particular, that the pioneering work of the National Research Centre in the development and application of solar, wind and biomass resources was a very fruitful experience whose impact had been felt beyond Egypt's borders.

He also pointed out that the Egyptian experience in the development and application of NRSE technologies showed that technical feasibility must be accompanied by economic viability and positive social impacts. Therefore a comprehensive systems approach was adopted in which women had a prominent role, especially in the demonstration and dissemination of NRSE. Women, he said, were the primary beneficiaries of the introduction of NRSE systems that could reduce many time-consuming tasks performed by them. Therefore they could become effective agents in the diffusion of NRSE technological innovations as long as they were seriously involved in the five stages associated with this adoption process, namely: awareness, interest, evaluation, trial and adoption.

He stated that women were not only primary beneficiaries, but in many cases they played a prominent role also as energy producers, such as in the case of biogas production, wood burning stoves and solar cookers.

He concluded by manifesting his appreciation for the organization of the seminar and for the content of the modules, which appeared a promising means for disseminating relevant information on women and NRSE, and expressing the hope that copies of the package could be made available for future training activity. Finally he hoped that all participants would have fruitful discussions.

Dr. Farkhonda Hassan then welcomed participants to the meeting, thanked the Egyptian Government and the National Research Centre for hosting the seminar and the Italian Government for its generous support. She also expressed her appreciation and gratitude to INSTRAW for having chosen Egypt to hold a national training seminar on women and NRSE.

She then expressed her appreciation and gratitude to INSTRAW and the Government of Italy for having chosen Egypt to hold a national training seminar within the project "Multi-media Modular Training Package on Women and New and Renewable Sources of Energy".

Dr. Farkhonda Hassan noted that Egyptian women played a prominent role in the field of NRSE, as scientists, researchers, technicians, producers and users and the seminar can contribute to highlight and enhance their role.

In closing, she said that she was confident that the seminar would have a successful outcome.

Finally she declared the seminar officially opened.

The opening session of the seminar was also attended by Mr. Hassan Ali Khedr, First Under Secretary of State, Ministry of Agriculture, on behalf of H.E. the Vice Prime Minister Dr. Youssif Waly, Minister of Agriculture.

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III. ADOPTION OF THE PROGRAMME OF WORK AND ELECTION OF RAPPORTEUR

The programme of work of the seminar was then adopted by the participants. (See Annex III)

The participants designated Ms Marie Assaad as rapporteur and Dr. Farkhonda Hassan as Chairperson of the seminar.

IV. INTRODUCTION OF RESOURCE PERSONS AND PARTICIPANTS

Dr. Farkhonda Hassan then introduced the resource persons of the seminar and asked all participants to introduce themselves.

She pointed out that all of them were senior officials and high level experts and expressed the hope that they would actively co-operate in the work of the seminar.

V. PRESENTATION OF THE STRUCTURE AND METHODOLOGY OF THE TRAINING PACKAGE

The Co-ordinator of the Seminar, Dr. Farkhonda Hassan, briefly illustrated the content of the multi-media modular training package on "Women and New and Renewable Sources of Energy", jointly developed by INSTRAW and the ILO Turin Centre.

She said that the training package consisted of five modules namely: 1. "An overview of the United Nations Activities in the Field of NRSE"; 2. "The Role of Women in NRSE"; 3. "Relevant NRSE Systems: Characteristics and Technology"; 4. "NRSE Projects and Programmes: Design and Implementation"; and 5. "Education and Training Activities in NRSE Projects".

She explained the methodology used in preparing the modules, based on a participatory approach, and pointed out that they were conceived as a package containing a text, bibliography, additional reading, glossary for trainees and a trainer guide and audio-visual aids to complement the presentations. The modules also included evaluation questionnaires for both participants and trainers.

The modules - she said - addressed various target groups: development planners, senior government officials and managers of energy programmes, as well as senior officials of women's national and non-governmental organizations.

The purpose of the package she said, was to promote a change in attitudes and perceptions, contributing to a new approach in the development, management and utilization of NRSE whereby women's needs and interest are taken into account, their role fully recognized and their participation enhanced.

She said that the subjects of the modules covered the most important issues of relevance to women in the broad field of NRSE. She pointed out that the modules can be used together, in a pre-determined sequence for the implementation of a one-week seminar, or separately, according to different conditions and requirements.

She explained that the modules were conceived as a package containing a text and additional reading, glossary and bibliography to be used by the trainees and a guide for the trainer and audiovisual aids (transparencies and sound slides-packages) to complement the presentation. The modules also included, she said, evaluation questionnaires both for participants and trainers in order to get continous feedback from the users.

The training package, Dr. Farkhonda Hassan said, was complemented by a comprehensive bibliography on women and energy. She stressed that the training material should be used in a flexible way and adapted to different local conditions and training needs.

The purpose of the seminar, she explained, was to test the training package in the Egyptian context.

VI.   PRESENTATION AND DISCUSSION OF THE MODULES

Module 1 "An Overview of The United Nations Activities in the Field of New and Renewable Sources of Energy" was presented by the INSTRAW Project Co-ordinator, Ms Marina Vaccari.

In her presentation Ms Vaccari noted that one of the basic purposes of the United Nations was to promote economic and social development and that an adequate supply of energy is a prerequisite for development. This was the reason, she said, for the attention the United Nations has always paid to energy issues, especially to the development and utilization of NRSE, in view of the prominent role they have played in the energy supply of developing countries.

She recalled that the dramatic rise in oil prices which took place in the mid 1970's was at the basis of the decision of the United Nations to convene the 'Conference on the Development and Utilization of NRSE', which took place in Nairobi, Kenya, in 1981. The Conference approved the Nairobi Plan of Action, which called for the transition from an economy based on hydrocarbons to one in which NRSE played a major role. The Conference adopted the Nairobi Programme of Action (NPA), which still represents the

basic framework of the United Nations activities in NRSE. The NPA called for concerted international co-operation and identified the main areas for action to promote the development and utilization of NRSE.

In 1987, she said, the United Nations convened a high-level meeting of experts to review and assess the implementation of the NPA. The experts recognized that the pace of implementation of the NPA was slower than anticipated, mainly because as the price of oil went down, interest in the development of NRSE decreased. Other constraints identified were difficulties in dissemination of material and inadequate attention to cultural, social and institutional aspects of energy development, including insufficient involvement of women in planning and implementation of NRSE projects and programmes.

Ms Vaccari noted that there was a renewed interest in NRSE because of the growing concern of the detrimental effects of deforestation and excessive combustion of hydrocarbons on the ecological balance of many regions of the world.

She briefly illustrated the respective roles and activities of the United Nations organizations and bodies in the field of NRSE. She mentioned that an Intergovernmental Committee on the Development and Utilization of NRSE, and an Inter-Agency Group on NRSE meet periodically to co-ordinate efforts and promote activities in the field of NRSE. A special Co-ordinator on NRSE in the Office of the Director-General for Development and International Economic Co-operation of the United Nations co-ordinates the activities of these committees. She then mentioned the role the United Nations has played in arousing the awareness of governments, national and international institutions, as well as individuals, on the need to pay special attention to women's developmental activities and to ensure that benefits of development are shared equally whilst taking women's role into account. Women - she pointed out - are a developmental resource.

She said that UNDP and the World Bank have played a very important role in assisting developing countries in assessing their new and renewable energy sources and in implementing projects and programmes in this field. She also stressed that NRSE development and utilization was an important component of the activities of many agencies of the United Nations system, and she mentioned several of them such as FAO, involved specially in the fields of biomass, solar energy, animal draught power, and UNEP which studies and provides information on the environmental aspects of the use of energy sources.

Furthermore, she illustrated the activities of INSTRAW in the field of NRSE and explained that the Institute plays a special role in the implementation of the Nairobi Programme of Action. INSTRAW - she said - collects, analyses and disseminates information and documentation concerning women and energy; helps in identifying areas within the field of NRSE where research and training activities can be particularly useful for

improving women's conditions; promotes the integration of women's issues into energy policies, programmes and projects.

INSTRAW - she recalled - convened in 1985 an expert group meeting on Women and NRSE. The meeting formulated a set of guidelines with a view to assist those involved in the preparation and implementation of programmes and projects in the field of NRSE, to ensure that the interests and concerns of women were appropriately addressed. Moreover INSTRAW prepared an annotated bibliography of sources dealing with women and new and renewable sources of energy.

In addition, she said, INSTRAW prepared a manual on improved stoves. The manual, she explained, the title of which is "Improved Stoves-: an Integral Part of Energy Saving Strategies", is meant to serve as a guide for the implementation of projects aimed at developing and disseminating improved stoves. It also intends to serve as a reference book on stoves and contains a glossary of technical terms; a directory of the principal types of stoves developed; a list of the main institutions involved in research, development and dissemination of stoves in the different regions of the world, a comprehensive bibliography on the subject.

Ms Vaccari mentioned the crucial role the United Nations have played in arousing the awareness of Governments, national and international institutions and individuals, on the need to pay special attention to women in developmental activities and especially to ensure that benefits are equally shared between men and women. She also underlined that the United Nations have contributed to make apparent that it is necessary to fully understand and take into account women's role in planning and implementing development projects and programmes. Women - she pointed out - must be considered a resource for development.

She stressed that women, as agents in and beneficiaries of the development and utilization of new and renewable sources of energy, must be fully integrated in the planning and implementation of policies and activities in this field. She noted that the Nairobi Programme of Action recognized that women play a special role in NRSE and that every effort should be made to ensure that actions in this field involve and benefit men and women equally. She explained how the concept of "Women in Development" evolved in the international community. She mentioned the Strategy for the Second and Third International Development Decade and the United Nations Conference on Women, Mexico City, 1975, following which the United Nations proclaimed the years 1976-1985 the Decade for Women.

Finally, she recalled the World Conference to Review and Appraise the Achievements of the United Nations Decade for Women, which adopted the "Forward Looking Strategies for the Advancement of Women to the Year 2000". The Strategies, she said, state that the role of women in development is fundamental to the development of all societies, and that

the commitment to remove obstacles to the effective participation of all women in development as, policy-makers, planners, contributors and beneficiaries should be strenghthen, according to the specific problems of women in different regions and countries and the needs of different categories of women in them. This commitment, she said, should guide the formulation and implementation of policies, plans, programmes and projects, with the awareness that development projects will be improved, and society advanced through the full participation of women. The Strategies, identified areas for specific action at the national and international level to promote development and the advancement of women, which include energy, and formulate specific measures for action to be taken in this respect.

These Strategies, Ms Vaccari said, include as well that in energy programmes women should be integrated both as contributors and beneficiaries with a view to their needs as determined by specific socio-cultural factors at local and national levels and in both rural and urban contexts; assessment of new energy technologies should specifically consider the reduction of the drudgery that constitutes part of the work of poor women; women should participate in energy needs and technology assessment and energy conservation, management and maintenance efforts; priority should be given for substituting energy for muscle in the performance of the industrial and domestic work of women without loss of their jobs and tasks to men. They also emphasize the need to design and disseminate improved stoves to reduce the drudgery involved in the collection of fuel by women, and the utilization of NRSE and especially solar and wind energy, biomass as well as mini-hydroelectric power plants.

In closing, Ms Vaccari said that INSTRAW has taken up this challenge and is presently playing a catalytic role within the United Nations system in the implementation of these strategies.

The brief discussion that followed stressed the following points:

- Importance of the social and cultural context;

- Involvement of women in designing appropriate technology;

- Starting from end users' view;

- Dialogue between software and hardware - those involved in scientific, technical development and those involved in social development.

Answering specific questions Ms Vaccari pointed out that it has always been INSTRAW's approach to give prominent consideration to the social aspects connected to the development and utilization of NRSE.

She mentioned, in this respect, as an example, how the INSTRAW manual on improved stoves stressed the importance of the investigation of the social conditions and cultural norms of the target groups. She also said that in the manual it was illustrated how to match technology to the end-users needs, preferences, habits and skills.

Module 2 "The Role of Women in NRSE" was presented by Dr. Farkhonda Hassan.

Dr. Farkhonda Hassan said that NRSE played an important role in the energy supply of developing countries.

She then briefly examined the different NRSE, referring to the listing established at the Nairobi Conference on NRSE, 1981: solar, geothermal and wind power; wave power and thermal gradient of the sea; biomass, peat and draught animal power; oil shale, tar sands and hydropower.

She said that while some of them already have technically sound and economically viable applications, other required further research and development.

She pointed out the differences among developing countries, concerning available NRSE and their present and potential applications.

As far as Egypt was concerned she stressed the importance of hydropower, biogas and the potential offered by solar and wind energy, as well as animal power.

In this respect she pointed out to the central role played by women in the management of biogas plants and in the utilization of animal power. She also stressed that in many regions of the developing world women played a central role also in the development and management of other biomass resources, particularly residues and fuelwood.

She then examined the needs of women, especially at the household level, which could be met using NRSE, such as lighting, heating, water supply, refrigeration, etc.

She mentioned, as examples, that heat energy from sun and biomass can be used for heating water, cooking, space heating and cooling, crop drying, besides desalination and small industrial activities. Mechanical energy from wind mills, small hydro and biomass can be used for grain grinding, water pumping for household use and irrigation. Electrical energy from solar and small hydro can be used in lighting and other domestic uses and provide power for some industrial and agricultural equipment, etc.

Thus, she said, it was apparent that a number of applications of NRSE were directly related to women's interests and activities. She stressed

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that therefore in the selection of NRSE technology, in order to accelerate their development and wide applicability, women's concerns and abilities need to be taken into consideration. In addition women, as primary users of NRSE, need to be informed and educated about the possible use of NRSE technologies.

She concluded by pointing out the importance of taking into account women's needs at all levels of policy planning, decision-making and projects and programmes implementation and to promote their full participation in all activities in the field of NRSE.

A discussion followed during which the representative of the Minister of Agriculture, First Under-Secretary of State, Dr. Hassan Khedr, pointed out that there was often a missing link between the technological viability of a system and its financial viability, from the point of view of the end-users. He said that in Egypt many NRSE are not yet fully exploited. Agricultural residues and dung, especially in the old lands in the Delta and Nile Valley offered great potential. Solar energy is also not yet fully utilized and it could be very effectively used especially in the land reclamation areas. He also pointed out the need to find out who takes over once the technology passed the experimental stage and was ready for commercial use: what would be the private sector's role in making this technology accessible to the countryside. He mentioned as an example the problems connected with the commercialization of biomass.

Answering a question by the Seminar Co-ordinator, Dr. Farkhonda Hassan, he said that his Ministry had promoted some projects specifically aimed at women, such as a project in co-operation with UNDP on the Role of Women in Agriculture, although no women were involved in NRSE experimental projects.

Mr. Mohamed Sahid, the representative of the Ministry of Social Affairs, Department of Women's Affairs, then illustrated several income-generating projects having women as target groups in which NRSE systems were utilized. He stressed the need of energy for small industries and other income-generating activities. He mentioned, as an example, that they were experimenting on two models of solar driers. Rural women were being trained on how to use them and at a later stage a big oven would be built to assist beneficiaries to dry their goods.

The representative of FAO, Dr. Kamilia Shoukry, mentioned a project in which a multi-purpose kerosene oven had been developed. The oven can be used for baking, cooking, for fermentation and as a heating space. She said many NRSE are still at the experimental stage and not ready for immediate use.

She also said that people must first be trained into accepting new ideas, which could not be imposed, especially in rural Egypt where women may be illiterate, but have knowledge, ideas and natural wisdom, rooted in

their ancient history. She explained the Egyptian women's need for an incubation period during which time new ideas or technologies are introduced, tried out and tested.

The participants were then divided into three working groups and were asked to answer the following questions:

1. To identify those NRSE technologies mainly used by women and those which would contribute to the improvement of their condition;

2. To identify ways in which the participation of women in the development, management and utilization of NRSE could be improved; and

3. To identify the major constraints to the integration of women's needs in energy planning and energy policies.

Their report was as follows:

A.1 **Biomass for household energy using particularly agricultural residues and dung, especially biogas digesters, improved stoves and ovens.**

- Biogas
- Improved biomass stoves and ovens
- Solar water heaters
- Solar driers
- Solar cookers

A.2 The participation of women in the development, management and utilization of NRSE could be improved by:

- Awareness of conditions and problems of users;
- Raising awareness of users;
- Providing channels of communication and information;
- Co-ordination between different authorities working in NRSE projects;
- Co-ordination between the authorities and end-users;
- Conducting feasibility studies;
- Training on-site on available technology and follow-up;
- Increasing self reliance to encourage the use of the new resources in developing appropriate technologies and;
- Follow-up, feedback and evaluation to make sure the users are in full control of the new technology, including repair, upkeep and replenishment.

A.3 The major constraints to the integration of women's needs in energy planning and energy policies identified were as follows:

- Disregard for women's role in decision-making;
- The failure to recognize the impact of traditional values and practices;

- The failure to take the level of education and awareness into account in choosing a suitable technology;
- A lack of awareness among users;
- Illiteracy in rural areas; and
- Lack of co-ordination between authorities and users.

A presentation of a pilot project for the establishment of a rural settlement based on the exploitation of NRSE in a desert region of Egypt, was then made by Mr. Angelo Zuffetti of AGIP. The project, being implemented in co-operation between the Egyptian and Italian Governments, is located at East Oweinat, in the Southwest Egyptian desert.

The project, named Egyptian/Italian Renewable Energy Settlement (EIRES) was being implemented by GARPAD (General Authority for Realization Project and Agricultural Development), the Military Technology College of Egypt and several Italian companies, the leading one being AGIP.

The project aimed at developing an integrated experimental agricultural and cattle breeding farm based on the exploitation of NRSE. The farm should permit the settlement of a small community and ensure its self-sufficiency, in a remote desertic area, where rain is totally absent.

A 300 cum/h water supply pumping system and a 35,000mc water storage basin have been built and an irrigation system installed. A greenhouse for the production of orchard was also constructed, together with stables for cattle.

The NRSE technologies used in the project are a photovoltaic system with both fixed and tilting panels; a 128w site condition wind unit with self-regulated wind direction and blade pitch; a 28kw site condition cluster wind mills (4 unit), with fixed blades and self-regulated wind direction and a "TOTEM" system, fed from animal waste to produce biogas to supply hot water. Two diesel units of 80kw each serve as an emergency unit.

The whole energy system, Mr. Zuffetti explained, could be controlled either manually or automatically by computer. The computer was equipped with a recording system to check the performance of the various components and to collect data for monitoring and evaluation.

The total population living in the settlement, Mr. Zuffetti said, amounted to 70 persons and to date 50 houses had been built based on bioclimatic architectural techniques.

Mr. Paolo Strixioli, of CESEN, then illustrated the role and the activities of the Egyptian Renewable Energy Development Organization (EREDO).

He said that the national strategy for the development and utilization of NRSE of the Government of Egypt had the overall goal of supplying 5% of national commercial energy through NRSE and of saving 10% of national energy consumption by the year 2005.

To fulfil this strategy the New and Renewable Energy Authority (NREA) was established to co-ordinate all the planning activities and the research and development projects in the field of NRSE.

Under the responsibility of the NREA, the Egyptian Renewable Energy Development Organization (EREDO) is now being set up, with the financial support of the European Economic Community (EEC) and the Government of Italy.

EREDO will implement assessment of NRSE potentials and market and evaluation studies; carry out laboratory and testing activities; and implement NRSE projects and training activities. Moreover, it would co-operate with the Egyptian authorities in establishing codes and standards for the NRSE technologies.

In addition EREDO will carry out applied research and technology development and demonstration activities. Dissemination of information on NRSE Mr. Strixioli said, would also be part of EREDO's programme of work.

CESEN, an Italian Organization within the stated-owned Company FINMECCANICA (ANSALDO), specialized in project identification, assessment, design, management, supervision and control, has elaborated the feasibility study for EREDO and now has the role of serving as main consultant for the implementation of the project.

EREDO, Mr. Strixioli said, would be located in Nrs City, Cairo and would comprise a main building, designed according to energy conservation and bioclimatic principles. The aim is to provide winter heating and summer cooling using natural passive methods -internal ventilation systems, proper orientation, etc.- and outdoor testing fields. These would allow testing of solar components and systems, such as solar thermal collectors, photovoltaic panels and systems, as well as biomass plants. The wind energy facilities of EREDO would be located in Hurghada, on the Red Sea Coast, due to the favourable wind regime prevailing there.

In the discussion which followed several questions were asked, especially on the economic viability of photovoltaic fixed and tilting panels, and on the installation and maintenance problems connected to sand plasting.

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Module 3 "Relevant NRSE Systems: Characteristics and Technology" was presented by Dr. Nawal Helwa.

Dr. Nawal Helwa said that the traditional renewable energy sources, such as firewood, charcoal, crop residues (wastes) and animal dung, accounted for virtually all of the fuel used in many rural areas, and may account for about 20 to 25 per cent of the total energy consumption in the developing world.

About 75 percent of the population of the rural areas of developing countries, she pointed out, used traditional fuels within the household, primarily for cooking. However, the use of such sources of energy posed several problems to the users, from the drudgery associated with collecting wood to health hazards connected, for instance, to the utilization of wood and dung. In addition, she said, the overexploitation of such resources has detrimental effects on the environment.

Dr. Nawal Helwa explained that NRSE have multiple end-uses of special interest for women, both at the household and at the community level: they can be used for cooking, lighting, pumping water, water desalination and purification, communication, transportation and refrigeration.

She then presented a general description of the characteristics and technologies of the principal NRSE systems which are as follows:

1. Passive thermal solar system;
2. Active thermodynamic solar system;
3. Photovoltaic solar system;
4. Wind energy driven system;
5. Biomass based energy system; and
6. Energy storage system.

She elaborated especially on the potential utilization of solar energy, which holds a great potential in Egypt as the average annual solar radiation is very high. The sun's duration all over the country reaches 12.2 hours in summertime while daily total solar radiation varies from 4 Kwh/m2/day to 8 kwh/m2/day.

Solar drying techniques have already widespread utilization in Egypt, she said, and can further be improved for the benefit of rural areas. She also pointed out that photovoltaic technology appear promising, especially for water pumping.

Dr. Nawal Helwa gave also a short brief on biomass utilization, especially biogas, which appears to be a promising technology, especially for Egypt's areas.

After the presentation of Module 3, Dr. Mohamed Hamad from the National Research Centre, Department of Pilot Plants and Chemical Engineering, made a presentation supplemented by slide projections on their activities in the field of biogas.

He said that more than ten biogas plant models had been either developed, or adapted, to Egyptian rural conditions. The gas produced, he explained, was used for cooking, lighting, heating and the production of electrical power.

The biogas projects, he said, were carried out in co-operation with the United Nations Economic and Social Commission for Western Asia (ESCWA). The model used was an adaptation of the Chinese design. This Egyptian-Chinese biogas plant type is a complete recycled model which includes treatment and recycling of cow dung, night soil and waste water used. The gas is used for cooking, baking and lighting. The effluent is used as a fertilizer, while the water is used for production of fruits and animal feed.

Dr. Hamad said that improved biomass burning stoves and ovens have also been developed by the National Research Centre. Their main characteristics are high efficiency and low pollution levels.

Eng. Laila Abd El Kawy Saleh then presented some wind energy applications in Egypt, and elaborated on the relevant wind energy systems.

The participants then divided into three working groups and were asked to answer the following questions:

1. To list the solar systems -thermal and voltaic- of direct use to women;

2. To list the hydro systems of direct use to women;

3. To list the geothermal systems of direct use to women;

4. To list the biomass based systems of direct use to women;

5. To list the wind driven systems of direct use to women;

6. With reference to the above-mentioned systems, to indicate which applications and technologies were most critical for use by women;

7. To indicate which applications and technologies were most suitable for rural areas and would contribute better to the improvement of women's socio-economic conditions in your country.

Their reports were as follows:

As far as solar systems were concerned it was pointed out that solar water heating, crop drying, solar cooking, PV water pumping, PV solar refrigeration were the most important applications.

Regarding hydro-systems it was stressed that they were only used for large-scale power generation.

Geothermal resources, the working group remarked, do not exist in Egypt. On the contrary biomass represented a very important resource, especially biogas obtained by anaerobic fermentation from animal manure, human wastes and agricultural residues. This was a technology of great potential in rural areas, especially in the Delta and the Nile Valley, which could contribute to improving the condition of women, ameliorating the health and sanitation conditions and contribute to increasing the fertility of the soil, through use of effluents.

The importance of the development and dissemination of improved stoves was also emphasized.

The working groups also pointed out that wind energy also offered great potential for pumping water and electricity production for communities in remote areas.

One of the working groups also commented that checklists were too repetitive, and that too many technical terms existed for those not directly involved in NRSE's scientific and technological aspects.

Module 4 "NRSE Projects and Programmes: Design and Implementation" was presented by Ms Laila Saleh.

She explained that the basic objective of the module was to promote the integration of women in all stages of NRSE projects and programmes. She noted that these must include not only projects specifically aimed at developing and disseminating an NRSE system, but also those where NRSE applications represented an important component.

She explained that guidelines were broader and more general and integrated policy mandates concerning women. Checklists were more detailed and specific. Both should be adapted to national realities and different types of projects and programmes.

Both projects and programmes, she explained, were an interrelated set of activities designed to achieve certain objectives, the difference being one of scope and magnitude. Projects possessed a predetermined budget and period of implementation and were often part of wider programmes.

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The different stages of a project's cycle, she said, were identification, design, implementation, monitoring and evaluation. While the other stages were implemented sequentially, monitoring and also some evaluation activities took place during implementation of the project.

Ms Laila Saleh stressed that there was a need for the integration of women in all phases of a project, and that the starting point was an adequate data base. This should include a listing of all the activities performed in the target area by both men and women, specifying the gender and age of the performer and the time allocation. The analysis of women's activities should include both productive tasks and those related to the reproduction and maintenance of human resources, including child care, cooking and health care.

The information required to prepare a project should include also the access to and control over resources required for carrying out an activity (e.g. land, water) and the access to and control over the benefits which derive from this activity (income, assets, goods, education etc.).

In the identification stage, she said, a number of questions related to women need to be addressed, including the assessment of needs and opportunities for improving women's living conditions and increasing their income. Also the assessment that project's objectives reflect women's needs since these relate to the general development objectives of the country.

In the design stage, she further noted, when the target group was identified and the specific objectives and expected outputs fixed, care should be taken to take into account local customs and traditions as these relate to women. Attention should also be paid to the project's expected impact on women's activities.

Before implementing a project, she went on saying, an appraisal of technical, institutional and economic and financial aspects must be carried out. As far as women were concerned, it was of special importance to assess the energy technology to be used not only from a purely technical point of view, but in the broader context of the impact of the project on the human and physical environment.

Women should be involved in the design, choice and adaptation of NRSE technologies that are to be used by them.

During project implementation attention should be paid to including women among the project personnel, organizing training activities in such a way as to allow them to participate, and the setting up of an organizational structure enhancing female participation.

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The assistance of women's organizations, Ms Saleh said, could play an important role in all stages of a project, especially to assess women's needs, and to identify the social and cultural norms which may influence the project.

Finally she pointed out that as projects did not equally affect the lives of men and women that there was a need to pay special attention to women in monitoring and evaluation activities, collecting and analysing data disaggregated by gender.

Commenting on the presentation, Mr. Mohammed Said and Ms Enayat Hilmy, FAO Project Manager, affirmed the paradigm used and explained that this was exactly the procedure followed in the Ministry's projects. The Ministry used the integrated approach to development, but preference was given to income-generating projects as an entry point. This helped in recruiting beneficiaries who later become involved in a variety of social, educational and cultural programmes. To begin any project, contacts were made at all levels to explain objectives and approaches. Many meetings were held with women to familiarize them with the programmes. A working team was formed and trained consisting of the educated women in the village which helped in recruiting the women and giving support to the programme. Periodic evaluation of the project and monitoring were part of the process. Husbands were often approached to encourage their wives to join the activities. The Ministry usually worked through the NGOs with emphasis on training, monitoring and evaluation.

The participants then divided into their three groups and answered the following questions:

1. Whether they envisaged incorporating women in the different stages of an NRSE project;

2. To identify areas where research and development could make a critical impact on women;

3. To identify pilot projects which might promote a better integration of women in the development, management and utilization of NRSE.

4. Analyse and comment on Annex IV: "Prototype guidelines and checklists for the integration of women in NRSE programmes and projects".

Group 1 reported as follows:

1. The involvement of women in energy programmes and projects was not only crucial but also essential. Therefore women should be assisted to play an active role in decision-making about the choice of the relevant technologies and their design. Women should also be involved in all training activities in the field of NRSE. The target group of the project

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and its point of view should be defined from the start. The latter should be considered throughout the implementation of the project to help in the various stages of evaluation;

2. The project design should try to maximize the positive effects and reduce or eliminate the negative effects on women. Projects should aim at saving women's working time; providing health care facilities; and raising awareness and providing skills to increase opportunities for women's income-generating activities. Measures to protect the environment should also be included;

3. Pilot projects concerning household technologies such as stoves, ovens, food processing devices, should be promoted with the aim of reducing the drudgery especially associated with tasks such as fetching water and wood, transferring crops, pounding grain, cooking, baking, making dairy products, drying crops and preserving food.

Group 2 reported as follows:

1. Egypt has capable women scientists, researchers, trainers and development planners. Therefore women should be incorporated at all level of decision-making and activities in the field of NRSE from top planning levels to end-use;

2. Information should be promoted and disseminated about ongoing research activities on NRSE carried out by different groups;

3. There was a need to investigate ways of developing appropriate technologies as a result of the research;

4. There was a need to identify the most cost-effective technologies in relation to varying needs of rural and urban communities, especially the needs of women who were the principal end-users;

5. A market survey was required to discover how these technologies could be commercialized and made accessible to poor rural and urban women;

6. The variety of village and urban communities most suitable for those technologies should be studied to learn about both constraining and encouraging attitudes and conditions;

7. Egypt has a large number of ongoing pilot projects on NRSE that must involve women. These projects involve biogas, solar drying, water pumping by a photovoltaic system, drying and desalination. Women were involved in most of these projects, but it was hoped that women would also be involved as end-users in the decisions regarding the development and applications of NRSE technologies;

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8.   Annex IV has been noted, but more time was required to study and analyse it.   The annotated bibliography might also prove very useful.

Group 3 reported as follows:

1.   Women should be incorporated as active participants in NRSE projects.   This involvement would help in building awareness and facilitate the adoption of NRSE technologies;

2.   The group identified biogas, improved biomass burning stoves and ovens, solar cookers, solar dryers, solar heaters, as the technologies needing further research and investigation;

3.   They also pointed out that the priority field for pilot projects was improved biomass burning stoves and ovens together with biogas;

4.   Concerning the Annex to Module 4, the group noted that contents were complementary and defined the procedure of integrating women in the different stages of the project cycle well.   Through the stages of project identification women should be involved to point out the problems and give suggestions for modification and improvement.   They could also define the social and economic impact of the project and could render advice on monitoring and evaluation, as well as training.   As end-users, women were capable of providing practical and realistic suggestions at all stages of the project.

     Module 5 was presented in a different way from the pattern established in the training package.

     The seminar Co-ordinator asked for the spontaneous comments and contributions of the participants and resource persons.

     Ms Vaccari elaborated on the training components of NRSE projects. She said that training constituted an essential element of all technical co-operation projects.

     She mentioned the examples of a project aimed at disseminating an energy technology device, such as a biogas digester or an improved stove in rural areas.

     She noted that the first training requirement in such an initiative would be training of the project staff.   In this respect attention must be paid to train female personnel at all levels of responsibilities from managers to extension workers.

She then said that in the example mentioned, the builders of the technology would have to be trained, paying attention to include women, as they were often left out from technical training. In addition the users of the technology would have to be trained on how to properly use, maintain and repair the NRSE system.

In this respect she pointed out that these aspects of training were often neglected and this represented one of the major obstacles in the wide dissemination of new energy technologies.

As far as women were concerned she pointed out the need of organizing training to facilitate women's attendance.

Special attention should be paid to the location of the training sessions, which should be accessible to women, and to local social customs, which may for instance, advocate separate sessions for men and women.

The choice of the time for the seminar, she said, was also an important element in planning training. The time of the day chosen, for example, may prevent women's participation if they are burdened with domestic duties at this particular time. Care should also be taken in choosing the appropriate time of the year, especially in rural areas, where certain activities take place on a seasonal basis.

The training material and the trainers presentations should be easily understandable and effective and therefore should be adapted to the level of education and receptivity of the target group. This can be different for men and women and this element needs to be taken into account.

Training activities, include all material used, written and audio-visual, and in order to be effective should be adapted to the level of education and receptivity of the target group. This is often different for men and women and this element needs to be taken into account in planning training and in preparing the material to be used.

The training material should include appropriate communication means. It may happen that traditional means of communications, such as songs and theatre may prove to be very effective tools for training.

Another very important element to be taken into account, Ms Vaccari pointed out, is that women usually communicate better with women. Hence the need to train and utilize women's trainers, whenever the target group to be trained is made up of women or women are a dominant part of it should be utilized. For the same reasons women should also participate in interviewing potential candidates for the training.

Ms Marie Assaad said she could understand why the Co-ordinator of the seminar, Dr. Farkhonda Hassan, found it difficult to find a resource person willing to present the module.

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She pointed out that the text of the module was confusing in terms of the organization of the material; in its provision of unnecessary details in certain parts; and in its failure to cover essential elements on the module's specific subject.

In Egypt at least, she said, women often felt embarassed in attending training courses, therefore household training appeared to be more appropriate, especially in rural areas. This was a subject not mentioned in the module.

She pointed out that since the module was addressed to trainers and planners of a certain calibre it would be better to raise certain points, such as the following ones when planning and implementing a training programme:

1. The people responsible for the development of the technology should consider female household practices and the norms constituting acceptable behaviour to the end-users;

2. Certain steps should be taken to build a link with the end-users and to assist them in adopting new technology;

In addition, she pointed out, that end-users should be assisted in realizing the short and long-term impact of the technology on their living conditions.

Dr. Kamilia Shoukry pointed out that frequently insufficient consideration was given to training and motivation opportunities in job training.

Participants divided into three working groups; subsequently a brief meeting was held to suggest areas needing special attention.

Group 1 reaffirmed the same points that Dr. Shoukry had noted about initiatives, motivation and on-the-job training.

They also pointed out that training programmes should consider the needs, demands, and capabilities of the target groups. Missing out on any of these elements would lead to unfavourable results. So in planning the programme they should investigate available resources; suitable and appropriate technology; and training on the use and maintenance of the tools and equipment to ensure durability and efficiency.

Group 2 suggested the following points:

Training manuals should include a clear description of target groups and specify whether the target groups were planners, scientists, development workers or of other professions.

Training courses should be geared to the level of the trainees. Training in the field of NRSE should include a multi-disciplinary team of trainers, properly co-ordinated. Training programmes should include follow-up activities. Training should make effective use of existing networks of information and data-banks. Training should encourage the initiative of trainees and motivate them for full participation.

Group 3 suggested the following points:

The proper and appropriate use of audio-visual aids to attract trainees's attention. To ensure that people were being trained to use and apply a technology that is easy, safe and can contribute to better living conditions. The training should also be practical and clear on the use and benefits of the technology. Attention should be given to on-the-job training with emphasis on repair and maintenance. Attention should also be given to household training giving consideration to the different members of the family. Trainers must be carefully selected and well prepared. National policy or education and training should give due consideration to the points mentioned above. Training programmes should include both a monitoring and an evaluation system, as well as follow-up activities. The co-ordinator of the seminar, Dr. Farkhonda Hassan, then presented a brief evaluation of the training package to provide constructive inputs to INSTRAW for future activities in the field of women and NRSE.

She said that the structure of the modules was quite satisfactory and the objectives clear. However, the text contained a lot of repetition and, in some parts, the titles did not correspond to the written content. She said that in her opinion Module I was good and only minor additions on recent activities needed to be added. She also suggested that in Module II the part on NRSE should be removed and replaced by an introductory section to also include environmental aspects of NRSE, so as to justify the whole package. Moreover, she suggested the insertion of case studies on the implementation of projects and actual applications of NRSE, to be summarized and analysed to assist trainers and trainees to grasp and digest the information. She noted that the same remarks, applied to modules III and IV.

She pointed out that Module V needed a complete revision and also required simplification. It was an important module, she said, but too complicated and its relation to the present specific theme of NRSE and women was not clear.

Finally she said that in her opinion the training package as a whole was good, but it would improve if made shorter. Therefore deleting some repeated material would definitely make for improvement.

VII. ADOPTION OF THE REPORT

The report of the seminar was then presented by the rapporteur, examined by participants and approved with some amendments.

In the discussion which followed participants recommended that INSTRAW could finalize the modules taking into account inputs and suggestions formulated during the seminar, before its distribution worldwide.

It was also recommended that INSTRAW should continue to expand its programme on women and energy, organizing training at different levels in different countries.

VIII. CLOSING OF THE SEMINAR

At the closing session Ms Marina Vaccari, on behalf of INSTRAW, expressed the Institute's gratitude to the Governments of Egypt and Italy, the National Research Centre, the Scientific Association of Arab Women, UNDP and all those who had contributed to the organization of the seminar. She also thanked the seminar co-ordinator Dr. Farkhonda Hassan, participants and resource persons for their active contribution in the seminar's work and the many meaningful recommendations made.

She concluded expressing the hope that the seminar would prove a fruitful experience for all participants and would contribute to a better utilization of NRSE and to the advancement of women.

The seminar co-ordinator Dr. Farkhonda Hassan thanked INSTRAW for having organized the seminar, the Egyptian and Italian Governments, and all those who had contributed for making the seminar a success. She said that the project, in the framework of which it was organized, represented a concrete effort in promoting the development and utilization of NRSE and the advancement of women.

She expressed her gratitude to all participants for having accepted to share their experience and knowledge in the seminar; participated actively in discussions and groupwork as well formulated many valuable observations and recommendations.

Dr. Hassan said that the project promoted by INSTRAW, in the framework of which the seminar was organized, represented an important step in promoting the development and utilization of NRSE and the advancement of women, and that activities in this field should be further strengthen.

She stated that she felt sure that the Scientific Association of Arab Women and the National Research Centre will continue to co-operate with INSTRAW in the future.

In closing, she said that she looked forward to the implementation of the recommendations of the seminar, and that she was confident tht the results produced by the seminar will give an important input to the project as a whole.

ANNEX I

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PROGRAMME OF WORK

Sunday 24 June

9.30   h.   Opening of the Seminar

11.30   h.   Presentation of Lecturers and Participants

12.30   h.   Presentation of Module I "An Overview of the United Nations Activities in the Field of NRSE".

Monday 25 June

9.00   h.   Presentation of Module II "The Role of Women in NRSE"

10.00   h.   Group Work

11.30   h.   Presentation of Group Work

12.00   h.   Presentation of Module III "Relevant NRSE Systems: Characteristics and Technology".

Tuesday 26 June

9.00   h.   Group Work

11.00   h.   Presentation of Group Work

12.00   h.   Presentation of Module IV "NRSE Programmes and Projects: Design and Implementation"

13.00   h.   Group Work

Wednesday 27 June

9.00   h.   Presentation of Group Work

9.30   h.   Presentation of Module V "Education and Training Activities in NRSE Projects and Programmes"

11.00   h.   Group Work

14.00   h.   Presentation of Group Work

Thursday 28 June

11.00   h.   Presentation and Discussion of Report

12.00   h.   Closing of the Seminar

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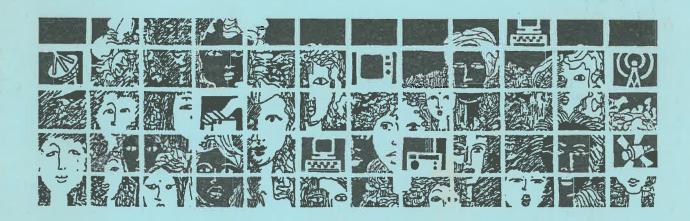
Communications for Women in development

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ROME, ITALY   OCTOBER 24-28, 1988

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NOTE

The views expressed are those of the authors and do not
necessarily reflect the views of the United Nations
International Research and Training Institute for the
Advancement of Women (INSTRAW) except for the final report and
papers presented by INSTRAW staff.

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Director, INSTRAW

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(3) United Nations System

United Nations Economic Commission for Latin America and the Caribbean (ECLAC)
INFORMATION AND COMMUNICATIONS AT THE SERVICE OF WOMEN IN LATIN
AMERICA AND THE CARIBBEAN
Prepared by María Rebeca Yáñez, Consultant

Food and Agriculture Organization of the United Nations (FAO)
THE RELEVANCE OF COMMUNICATION FOR WOMEN IN DEVELOPMENT:
THE FAO EXPERIENCE
Prepared by Silvia Balit
Chief, Development Support Communication Branch

Food and Agriculture Organization of the United Nations
COMMUNICATIONS TECHNOLOGIES FOR WOMEN IN AGRICULTURAL
PRODUCTION AND RURAL DEVELOPMENT SERVICE
Prepared by Anita Spring
Chief, Women in Agricultural Production and Rural Development Service

United Nations Centre for Human Settlements (HABITAT)
COMMUNICATIONS TO ENHANCE WOMEN'S PARTICIPATION IN
SETTLEMENTS MANAGEMENT

International Labour Organisation (ILO)
FEMMES, COMMUNICATION, FORMATION:
QUELQUES ELEMENTS DE REFLEXION
Prepared by Daniela Bertino
ILO/Turin International Training Centre

United Nations Development Programme (UNDP)
GROUP COMMUNICATIONS METHODS FOR WATER AND SANITATION
IMPROVEMENT
Prepared by Hilda R. Paqui, Information Adviser

United Nations Educational, Scientific and Cultural Organization
ACTIVITIES OF UNESCO IN THE FIELD OF COMMUNICATIONS TRAINING

United Nations Office at Vienna
COMMUNICATIONS IN FAMILY PLANNING PROGRAMMES:
THEIR POSSIBLE RELEVANCE FOR COMMUNICATIONS
FOR WOMEN IN DEVELOPMENT
Prepared by Jacques du Guerny
Senior Social Affairs Officer, Branch for the Advancement of Women, Centre for Social
Development and Humanitarian Affairs

World Bank
PARTNERSHIP AT THE LOCAL, NATIONAL AND INTERNATIONAL
LEVELS IN USING COMMUNICATIONS TECHNOLOGY FOR WOMEN
Prepared by Pushpa Nand Schwartz

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AFRICAN WOMEN AND FOOD STRATEGIES: A Guide for Policy and Implementation
Measures Relating to the Role of African Women in Food Systems. World Food Council
Paper in Response to Recommendations of the Abidjan Workshop, June 1985.

(4) Non-governmental Organizations

CIESPAL
MUJER, DESARROLLO Y COMUNICACION: MODELO DE PARTICIPACION
Prepared by Luis Proaño

Inter Press Service
COMMUNICATIONS FOR WOMEN IN DEVELOPMENT:
THE EXPERIENCE OF INTER PRESS SERVICE
Prepared by Anita Anand

Isis International
USING NEW TECHNOLOGY FOR WOMEN IN DEVELOPMENT: THE EXPERIENCE
OF ISIS INTERNATIONAL
Prepared by Marilee Karl

MUDAR
LOCAL, REGIONAL AND INTERNATIONAL LEVELS
Prepared by Thais Corral

Society for International Development
WOMEN IN DEVELOPMENT PROGRAMME OF THE SOCIETY
FOR INTERNATIONAL DEVELOPMENT, ROME
Prepared by Wendy Harcourt

Italian Association for women in development (AIDoS)
USING COMMUNICATIONS TOOLS TO CHANGE SOCIAL PRACTICES
by Daniela Colombo

OPENING SPEECH BY DUNJA PASTIZZI-FERENCIC, DIRECTOR, UNITED NATIONS INTERNATIONAL RESEARCH AND TRAINING INSTITUTE FOR THE ADVANCEMENT OF WOMEN

Presented at the International Consultative Meeting on Communications for Women in Development, Rome, 24-28 October 1988

Distinguished participants, guests and observers:

It is a pleasure and a privilege to address you today at the opening of the International Consultative Meeting on Communications for Women in Development.

Allow me first to express my heartfelt gratitude to the Government of Italy for the financial support which enabled us to celebrate this Meeting in Rome. My thanks are equally directed to the Friedrich Ebert Stiftung for enabling five experts to take part in this Consultative Meeting. I would like to pay tribute to Ms. Daniela Colombo, President of the INSTRAW Board of Trustees, for her tireless efforts to promote the Institute's mandates in research, training and information on women and development.

In welcoming the experts present here today, I would like to reiterate INSTRAW's gratitude for your travelling long distances in order to share generously with us your rich experiences and to provide us with expert advice and guidance for future action. I would also like to welcome the representatives from the United Nations family of organizations who have come to work productively together in implementing the objectives of the Nairobi Forward-looking Strategies as they relate to development. Those Strategies are the landmark in changing perceptions and attitudes concerning women's economic and social roles. They recognize that social welfare, humanitarian and demographic policies are limited in scope unless related to major development priorities, strategies and measures. They advocate improving the position of women through a search for innovative developmental approaches based on growth, equity, participation, women's rights and social justice.

Communications have been given a prominent place in delineating basic strategies relevant for development. Our age is often referred to as the information age, and we are living in the information society. Planet Earth is surrounded by a dense web of communications channels which have converted it into a "global village". The maximum speed of information transfer has increased more than a hundred million times in the last 100 years; the amount and volume of data that have been stored can no longer be easily assimilated. It is expected that by 1990, the value of the information industry will be over $2,000 billion, or about 15 per cent of the gross national product of developed countries, making it the single largest industry in the world.

But what is the role of communications in development?

The role and potentials of communications technologies for development has been a topic of international debate for some time. One can generally distinguish three types of views: the optimistic views prevalent in the early communications and development programmes, where communications was considered to be an all-powerful tool for bringing about change. There are the pessimistic views, which state that communications has no role in development and that it can, at best, only accelerate change that is already under way. There are also the optimistic but cautious views that regard communications as a complement to a variety of developmental efforts which, given the right content, could be an extremely effective catalyst of change and which could improve the effectiveness of different developmental activities.

The United Nations General Assembly declared the year 1983 as the International World Communication Year, focusing on the development of communications infrastructure. The first step towards the effective use of communications technologies for development is to establish the so-called "missing link", to quote the title of the Report of the Independent Commission for World Wide Telecommunication Development, convened by the International Telecommunications Union. That "missing link" hardly needs explanation. In developed countries, the different communications and information technologies are increasingly converging on a common digital language and, through integrated services, digital networks and packet-switching techniques, they are transforming schools, libraries, banks, businesses, postal systems, phone companies and marketplaces into a single, multi-purpose electronic "information grid" providing access to an ever-increasing amount of information. In the developing countries, by contrast, there is often not a single telephone available for thousands of people within hundreds of miles.

Yet in the developmental sphere, communications can make an enormous contribution to the more effective delivery of social services to the population, especially in rural areas. Through various forms of feedback it can also provide an avenue for participatory development so crucial for the advancement of women.

Relatively little has been known about the relationship between communications and development, and much less about how this pertains to women. Up to now, most attention has been paid to the portrayal of women in the media, a topic which has been explored in considerable detail through a wide range of scholarly work. Another aspect which has received attention from the women's movement is the influence of communications technologies on women's work and employment. While these are important and relatively well-known topics, we would like this Meeting to focus on the relevance of communications for women in development.

We should review the potentials of the already widespread technologies, such as radio, television, film, video, sound-slides and the use of multimedia training packages. We should also explore new possibilities for expanding the use of computers for databases and computer-assisted learning and the use of satellites, teleconferencing and electronic publishing, to name only a few items on the ever-growing list of new technologies.

Within the scope of the present Consultative Meeting, discussion could centre around two major areas of concern: selection of communications technologies--i.e., hardware or channel of communications--and the production and transmission of relevant communications content or programming. The first issue is one of how to communicate in the specific developing country circumstances; the second is of what to communicate. It is essential to encourage information exchange among all parties involved in the development process to ensure two-way interactive communications that also involves the participation of women. It is most important to note that even relevant communications content can be effective only as a complement to other developmental efforts.

A vaccination campaign can be effective only if there are vaccines at the local health centre. A training course using communications to teach women skills for income generation, even if relevant and well-designed, can be productive only if there is a market for the goods produced.

The Meeting should also explore the possibilities of promoting co-operation among organizations from developing countries and of securing an increased North-South partnership.

Let me express my conviction that this Consultative Meeting will be a major learning experience for all of us. Strong research efforts are still needed in order to identify the possibilities and potentials of using communications technologies for women in development, taking into account what is available, what is feasible, what has worked and what

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could work; taking into account women's requirements and participation, identifying and defining priorities for action and the modalities of international co-operation that could help achieve it.

The guidelines emanating from this Meeting should be another contribution to stimulating world-wide efforts to promote women in development concepts, approaches and practices. They should provide expert guidance on how to incorporate women's aspirations into the information society of today and tomorrow.

INSTRAW

United Nations International
Research and Training Institute
for the Advancement of Women

INTERNATIONAL CONSULTATIVE MEETING ON
Communications for Women in development

REPORT
By the Director of INSTRAW

ROME, ITALY   OCTOBER 24-28, 1988

INTRODUCTION

1.   The International Consultative Meeting on Communications for Women in Develop-
ment was conceived as a part of the efforts of the United Nations International
Research and Training Institute for the Advancement of Women (INSTRAW) to
contribute to the implementation of the Nairobi Forward-looking Strategies for the
Advancement of Women 1/ as they relate to the communications field. The meeting
was convened by INSTRAW, from 24 to 28 October 1988, with financial support
from the Government of Italy and the Friedrich Ebert Stiftung, Federal Republic of
Germany.

2.   The Nairobi Forward-looking Strategies advocate women's involvement in all
economic and social structures. In the Strategies (paras. 36, 83, 85, 103, 165, 181,
206-208, 368, and 369), strong emphasis is placed on securing women's access to
communication technologies and/or the role of communications for promoting
development, particularly human resource development.

3.   INSTRAW convened an international consultative meeting of the outstanding ex-
perts on communications, in order to discuss, and to make policy and programme
guidelines for, the applications of communication technologies, strategies and tech-
nique in the area of women in development.

4.   The main objectives of convening the International Consultative Meeting on com-
munications for Women in Development were the following:

(a) To exchange views, experiences, approaches and alternatives of international
and national experiences in communication programmes and technologies re-
lated to women in developing countries;

(b) To envisage and recommend policies and programmes for using communication
technologies for development purposes as they relate to women;

(c) To enable identification of proposals for future development of communication
programmes and projects, emphasizing contents or software aspects of the
communication technologies as they apply to the needs of women in developing
countries;

(d) To develop possible modalities of international co-operation to support the
formulation and implementation of action-oriented programmes and projects in
this area, as well as to elaborate these strategies and transform them into
guidelines and plans of action in line with the Forward-looking Strategies in
order to strengthen the participation of women in the communications area on a
long-term basis.

I. OPENING OF THE MEETING

5.   The opening ceremony took place at the headquarters of the Food and Agriculture
Organization of United Nations (FAO) on 24 October 1988. Ms. Daniela Colombo,
President of the Board of Trustees of INSTRAW, welcomed the participants and
noted that the meeting was opening on United Nations Day in the best way to
celebrate it, that is by working.

6.   She expressed her warmest thanks to the Directorate for Development Co-operation
of the Italian Ministry of Foreign Affairs and the Friedrich Ebert Stiftung. She
thanked the staff of INSTRAW for having worked beyond their duty and the staff of

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the Italian Association for Women in Development (AIDOS), the focal point of INSTRAW in Italy.

7. She drew attention to the fruitful discussion carried out by the Board of Trustees on the importance of communication for women in development and the recommendation of the Board that priority be given to that particular programme.

8. There had been plenty of research on women in development, but its results had not been disseminated widely. The need for training was growing, but too few women were receiving it; hardware was getting more sophisticated, but user-friendly software appropriate to the purposes of women in development were not yet in place. Although the women's movement had achieved impressive results in some areas of the world (repealing discriminatory laws, making inroads for women in formerly male professions, rejecting strategies that neglected or even adversely affected women), there was still a need to share those experiences, to systematize the knowledge acquired, avoid duplication and to multiply the outreach.

9. Communication was one of the most important instruments to bring about social and economic development, to usher in social change, and must be put to work for women in development immediately.

10. There was a need to discuss, and make policy recommendations for, the application of communication technologies, strategies and techniques in the area of women in development. Concrete guidelines were expected to come out of the meeting, which would serve to develop new programmes and projects. The meeting was intended as a brainstorming session to provide an overview of available technologies, to examine experiences already carried out in developing countries, without forgetting the traditional channels of communication among women: poetry, songs, theatre, etc., and then to present ideas and proposals, to identify priority areas for action at the national and local level and to discuss international co-operation to that end.

11. Elaborating on the work programme of INSTRAW, Ms. Colombo stressed that network-building and information/communication were an important part of that work and that INSTRAW itself could be seen as a positive outcome of global communication for women in development. INSTRAW operated through networking, through co-operative arrangements within and outside the United Nations family. Without global communication and co-operative spirit among women's groups, activists and organizations working for women, INSTRAW would not have achieved such impressive results in just a few years. She was very glad that the meeting was taking place in Rome. The Italian Government had enacted a policy for women in development only recently, but was making all possible efforts to make up for the time and the errors of the past. She was sure that a lot would be learnt from the meeting, as a communication strategy had to be part of every development project and programme.

12. The representative of the Government of Italy expressed her best wishes to the participants and congratulated the organizers of the meeting.

13. She said that the objective of the meeting was an ambitious one, in a positive sense. In order to obtain concrete results in activities aimed at promoting the condition of women in developing countries there was the need for large-scale efforts to identify ways and means for appropriate action.

14. There were specific sectors where the role of women was of the utmost importance and where their contribution to the development process could be greater, such as agricultural production, rural development, water resources, sanitation, energy and health.

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15. In all those sectors the utilization of communication technologies, those already widespread such as radio and the newest ones, could play a fundamental role.

16. The improvement of the conditions of women was among the objectives stated in the Italian law on development co-operation and the Consultative Meeting could help fulfil that objective, contributing to a new approach to development co-operation in which the role and contribution of women were fully recognized.

17. The representative of Friedrich Ebert Stiftung welcomed the participants to the meeting and said that the Foundation was glad to have co-operated with INSTRAW in the organization of that important meeting.

18. She was confident that the Consultative meeting would make a significant contribution to a better utilization of communications to promote the advancement of women in developing countries.

19. Ms. Dunja Pastizzi-Ferencic, Director of INSTRAW, in welcoming the participants, recalled the words of the United Nations Secretary-General, that "the time for action on behalf of women is now", which INSTRAW tried to implement by celebrating United Nations Day by working.

20. She expressed her heartfelt gratitude to the Government of Italy for its financial support, which had enabled the convening of the meeting in Rome. Her thanks were equally directed to Friedrich Ebert Stiftung for enabling five experts to take part in the Consultative Meeting. She paid tribute to the President of the Board of Trustees for her tireless efforts to promote the Institute's mandates in research, training and information on women and development. She also thanked FAO and the World Food Council for their support in the organization of the meeting.

21. She then welcomed the experts and expressed the hope that the meeting would be a major learning experience for all the participants and would also enable the United Nations family of organizations to work productively together in the important field of communications for development.

22. She stressed that present age was often referred to as the information age and the information society. Planet Earth was surrounded by a dense web of communication channels which had converted it into a "global village". The maximum speed of information transfer had increased more than 100 million times in the past 100 years; the amount and volume of data that had been stored could no longer be easily assimilated. It was expected that by 1990 the value of the information industry would be over $2,000 billion, representing approximately 15 per cent of the gross national product of developed countries, thus becoming the single largest industry in the world.

23. She reviewed the different points of view in the international debate by pointing out that the first step towards the effective use of communication technologies for development was to establish the so-called "missing link", to quote the title of the report of the Independent Commission for World-Wide Telecommunication Development convened by the International Telecommunication Union. The "missing link" hardly needed explanation. While in developed countries the different communication and information technologies were increasingly converging towards a common digital language and, through integrated services, digital networks, pocket-switching techniques, were transforming schools, libraries, banks, business, postal systems, telephone companies and market places into a single, multi-purpose electronic "information grid" providing access to an ever increasing amount of information, in the developing countries there often was not a single telephone available for thousands of people in hundreds of miles. As for the developmental sphere, communication could contribute immensely to a more effective delivery of

social services to the population, especially in rural areas. Through various forms of feed-back, it could also provide an avenue for participatory development, so crucial for the advancement of women.

24. She suggested that there should be a review of the potentials of the already widespread technologies, such as radio, television, film, video and sound-slides, including the use of multi-media training packages. The new possibilities for expanding the use of computers for data base, computer-assisted learning, the use of satellites and teleconferencing and electronic publishing, to name only a few of the ever-growing potential of communication technologies, should be explored.

25. Within the scope of the Consultative Meeting, the discussion could be centred around two major areas of concern: the selection of the communication technologies, i.e. hardware or channel of communication; and the choice, production and transmission of relevant communication content or programming. The first issue was one of how to communicate in the specific developing country circumstances; the second of what to communicate. It was essential to encourage information exchange among all parties involved in the development process to ensure two-way interactive communication, which should ensure the participation of women. Even relevant communication content could only be effective if it was a complement to other developmental efforts.

26. Strong research efforts were still needed in order to identify the possibilities and potentials of using communication technologies for women in development, taking into account what was available, what was feasible, what had worked and what could work, taking into account women's requirements and participation and identifying and defining priority access for action and the modalities of international co-operation that could help to achieve it. The meeting should also explore the possibilities of promoting co-operation among organizations from developing countries and of securing an increased North-South partnership

27. The guidelines emanating from the meeting should be another contribution to stimulating world-wide efforts to promote women and development concepts, approaches and practices. They should provide expert guidance on how to incorporate women's aspirations into the predominantly information society of today and tomorrow.

II. ADOPTION OF THE AGENDA AND ELECTION OF OFFICERS

28. The president of the Board of Trustees presented the following agenda:

1. Adoption of the agenda and election of officers.

   A president, two vice-presidents and a rapporteur were to be elected.

2. The relevance of communications for women in development.

Under this agenda item, the potentials of using communication technologies for development purposes as they related to women would be assessed, taking into account relevant experiences from developing countries.

Emphasis would be put on already widespread technologies such as:

(a) Rural radio, used for health purposes (vaccination, nutrition, growth monitoring, etc.) education (radiophonic schools) and for the dissemination of development-related information (about markets, agriculture, transportation, etc.);

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(b) Television, used for the same purposes as radio but particularly relevant for urban audiences in developing countries (for adult education, the prevention of acquired immunodeficiency syndrome (AIDS), child spacing, etc.); experiences with low-power television at the community level could also be included;

(c) Other communication technologies, such as audio and video-cassettes, film and sound-slides, including multi-media training packages.

The role of national developmental and training institutions, as well as of interpersonal communication agents (agricultural extension workers, rural health motivators, volunteer teachers, etc.) should also be taken into account in the discussions.

3. Identification of new possibilities for using communication technologies for women in development.

The participating experts would be invited to present ideas and proposals for future development of programmes and projects in that area. The presentations could consider already widespread technologies as well as new and emerging communication technologies, such as computers for data bases, computer-assisted learning and other uses, telecommunications for teleconferencing, data transfers and the like; the use of satellites to reach remote areas for satellite-assisted learning; interactive videotext; and teletext, electronic publishing, etc.

4. Priority areas for action at the national and/or local levels.

The meeting should identify the priority areas for action based on relevant experiences and different technological possibilities. The main emphasis should be on the content or software aspects of the communication technologies that needed to be elaborated, focusing on their applicability to the needs of women in developing countries.

Participants were expected to give suggestions on prototype and/or action guidelines in line with the Forward-looking Strategies. The guidelines could be a useful instrument for determining priority areas for action at national and/or local levels.

5. Modalities of international co-operation in using communication technologies for women in development.

Under this agenda item, discussion would focus on the possible avenues and modes of international co-operation to support the formulation and implementation of action-oriented programmes and projects in this area.

The agenda was unanimously adopted.

29. The following officers were elected:

President: Ms. Daniela Colombo

Vice-Presidents: Ms. Luwarshih Pringgoadisurjo (Indonesia)
                Ms. Cordelia Eke (Nigeria)

Rapporteur: Ms. Sharon Marshall (Barbados)

III. RELEVANCE OF COMMUNICATION FOR WOMEN IN DEVELOPMENT

30. The President invited the Director of INSTRAW to present her paper on bringing women's dimension into development: the role of communications, which contained an overview and the main objectives of the meeting. The Director elaborated briefly

on the relevance of communications for women in development and gave an overview of achievements applying different communication technologies, such as radio, television, film, video, sound-slide packages, press, printed media, interpersonal communications, etc.

31. Outlining the way in which the meeting would be conducted, she stressed that the agenda was very ambitious, encompassing all the major aspects of communication for development.

32. Turning to the priority areas of action at the national and local levels, she highlighted two major issues to be discussed. The first concerned the choice of appropriate communication technologies; she gave some criteria which should be further elaborated to select the most adequate technologies given the specific circumstances in each country. The second concerned the way of securing selection and production of an adequate communication content. She provided some examples of modalities of international co-operation, and invited participants to give guidelines of the expansion of existing networks to include communications specifically for women in development.

33. The representative of the United Nations University described the programme on household gender and age carried out simultaneously in different regions of the world. That programme was a network in itself among women researchers working in eight different countries. The researchers used computer programmes for data processing, which contributed greatly to the training and involvement of national experts and personnel. It was quite a complex project and yet it worked. Almost all country teams received technical packages which included video, slides and film material. In that way women could document their day when using the statistical method of time-budget approach. She presented briefly the results obtained so far on those innovative projects of data-gathering which would grow in importance by the year 2000.

34. The representative of the Development Support Communication Branch of FAO presented the Branch's experience with communication to increase community participation in development programmes, to provide information as a basis for social change and decision-making and to share knowledge and skills with rural populations.

35. FAO had been a leader in the field of development communication. As early as the beginning of the 1960s, the information division had become committed to the cause of rural broadcasting. In 1969, the Development Support Communication Branch had been established as a field-oriented programme in the Information Division. Development Support Communication had later been incorporated as a sub-programme within the FAO Rural Development programme with a broad mandate to service requests for communication support from member Governments and FAO technical divisions.

36. Over the years, FAO had developed and applied various communications methods and approaches with women as beneficiaries, adapting them to the special needs and conditions of women in rural areas. Emphasis had been placed on building up national capacity, and training women as communication specialists so that communication programmes for women could be planned, used and controlled by women themselves. For example, in the rural communication programmes assisted by FAO in Peru and Mexico, half of the audio-visual specialists trained were women.

37. FAO had developed an innovative participatory approach to rural radio, which promoted the maximum possible participation of rural people in programme production, and took into account local customs, culture and values. Programmes were

produced with the people, in the local languages, on subjects going from tree-planting, fodder production, co-operatives, biogas technology and aquaculture to the more traditional subjects of health, nutrition and population issues. Audio-visual media could be used by women efficiently, at convenient times and places. They were an effective group-motivating tool when they showed examples of how other groups had solved their social and economic problems, thus facilitating problem-solving and goal-setting activities.

38. Multi-media campaigns, combined with interpersonal communication techniques, had been another communication strategy applied by FAO to reach women.

39. After almost 20 years of action-oriented programmes, including a number of innovative and successful experiences as well as lessons learned from failures, FAO felt that there was a wealth of experience which warranted in-depth analysis. For that reason, for the first time, 15 rural communication specialists had gathered at FAO headquarters in June 1987 to analyse past experience and provide guidance for future activities. The meeting had analysed the role of communication in rural development and some of its essential features. A number of recommendations had been made to FAO and its member Governments to improve the planning and implementation of activities in development support communication which would serve as guidelines for reorienting the work of the Development Support Communication Branch, and its assistance to member Governments.

40. The representative of the International Fund for Agricultural Development (IFAD) welcomed the initiative of INSTRAW which was relevant for future IFAD programming oriented to alleviating rural poverty. IFAD programmes, aimed both at men and women of the poorest segments of the population, amounted to $2.5 billion in regular funds and $10 billion worth of projects. All of IFAD programmes and projects included specific components targeted at poor rural women. She elaborated on the relevant example of Grameen Bank in Bangladesh, giving credit to landless women to start small enterprises. She also presented relevant IFAD experiences in Nepal, Lesotho, the Gambia, Yemen and Honduras related to participatory communication. IFAD was still in the learning process in that field and it was most relevant to include community participation and communication in project design. To that effect IFAD hoped to organize a series of regional meetings.

41. She elaborated on the importance of monitoring and evaluation which should be done by the participants themselves. That meant that evaluation should be a built-in element in project design.

42. The role of IFAD was also to act as communicator on issues of women in development. To that effect, existing communication networks, such as ARABSAT, would be used.

43. The representative of INSTRAW presented a paper on innovative multi-media modular training methodology. She pointed out that there was a general lack of adequate training material for development purposes, particularly in the case of women's advancement. She stressed the importance of how to create relevant training materials in a way to serve the needs of women appropriately and how to respond to the ever-growing needs of trainers, teachers, facilitators and extension workers.

44. An important concept in that direction was the "multi-media training packages" using modular approach designed by the International Labour Organization (ILO) Centre at Turing and INSTRAW in 1986 for developing countries. There were three modules: "Women, water supply and sanitation", "Women and new and renewable sources of energy" and "Women in development".

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45. Some of those training packages had been field-tested in developing countries; they were designed to suit national needs which had to be adapted and modified by local professional staff for community needs.

46. The expert from Barbados, Ms. Marshall, elaborated at length on the rich history of the women's movement in her country. She placed particular emphasis on the plans related to the implementation of the Nairobi Forward-looking Strategies, including the results of the non-governmental organizations Forum 85.

47. Media were an invaluable means for publicizing the concerns of women. The experience of the Extra-mural Department of the University of the West Indies/WAND was quite relevant to analyse the past achievements and to identify new areas for action. Ms. Marshall esphasized the relevance of regional and international co-operation, such as the Dictionary of women broadcasters in Commonwealth countries published by the Commonwealth Broadcasting Association. Similar directories, she recommended, should be published for countries outside the Commonwealth system. It was most relevant not to build new organizations but to intensify co-operation with the existing ones. She concluded that communication on women in development could represent an excellent opportunity to enlarge networking.

48. The President invited comments on the presentations made so far.

49. The expert from Ecuador, Mr. Proaño, asked the representative of INSTRAW about the interactive radio, i.e. the possibility to link radio with television in order to get feedback from participants.

50. The representative at INSTRAW replied that such possibilities were well elaborated in the literature but that there was a considerable problem in securing the broadcasting slot.

51. The expert from Brazil, Ms. Corral, pointed out a tendency of women's groups and institutions to publish their own bulletins, to produce their own videos, etc., instead of linking information with existing institutions in order to secure gradual build-up on communications for women in development. She also pointed out that there were three large networks, Inter Press Service (IPS), the Women's International Information Communication Service (ISIS) and Femmepresse, which could cable information from local groups and feed it into the mainstream.

52. The representative of IPS, Ms. Anand, pointed out some achievements and frustrations related to the work of the Women's Feature Service, which was not easy to bring into the mainstream media. Mainstream media were not very sensitive to women in development issues; on the other hand, they were not getting regular information from women's groups and United Nations organizations which could be included in the service.

53. The expert from Yugoslavia, Mr. Obradovic, spoke about the News Agencies Pool of Non-Aligned Countries. This Pool had over 100 participants from many of the developing countries. This wide network of news exchange had been set into place as a means for better mutual knowledge and understanding. It acted as a factor for strengthening bilateral and multilateral co-operation in the field of information.

54. He gave some examples taken out of articles from the Pool, which reinforced his point that many of the news items distributed by the Pool had women-in-development content, such as problems with water and its control, experiences in overcoming food shortages, particularly in drought areas, new working places for women, the world food problem and food industries, bad food consumption created by food donations, small rural family production for urban markets, etc.

55. The Pool would welcome contact with INSTRAW and with the group of experts so that the linkage with national news agencies might strengthen the dissemination of information on women in development issues. A paper on the subject might be presented at the next meeting of the Pool.

56. The information exchange arrangement through the Pool was free of charge and it would be disseminated to the radio, television and press in developing countries.

57. The expert from the Malaysian News Agency, Ms. Hashim, raised the issue of effectiveness of the News Agencies Pool of Non-Aligned Countries, which had been in existence for 13 years but often failed to produce timely information.

58. Mr. Obradovic admitted that, although there were very many problems in the functioning of the Pool, that should not be the subject of discussion at the meeting, but rather how to use it effectively for women in development purposes.

59. The representative of the Economic Development Institute (EDI) of the World Bank raised the issue of the need to produce basic statistics on media coverage of women in development issues. She invited the United Nations Educational, Scientific and Cultural Organization (UNESCO) and other organizations to produce a list of mainstream organizations in the field and to analyse the contents of women in development news.

60. The representative of the Division for the Advancement of Women of the United Nations Office at Vienna presented a paper on communications in family-planning programmes and their relevance for women in development.

61. He stressed in particular that the result-oriented communications in family planning had made it necessary to establish priority areas and targets of a quantitative nature. It had also required taking into account the question of scale in the population concerned. Such an approach required policy decisions and raised management issues. That was why communications for women in development should involve the national machineries for the advancement of women. Although they were often weak, national machineries were the institutional key to the implementation of the Nairobi Forward-looking Strategies and it was preferable to strengthen them rather than ignore them in those areas. It did not mean that the national machineries had to conduct the communications themselves but they needed at least a cell which could be involved. That, in turn, would require support from the United Nations system in training and institution-building.

62. It was hoped that the joint assistance from the United Nations system could be provided to national machineries in order to adapt women information service to their national needs and set up compatible efforts right from the initial stages.

63. He further explained the women information system established in the Vienna Centre and its two components: the statistical one, developed with the United Nations Statistical Office, which had worked with INSTRAW and which was a data base extracted from all relevant yearbooks; and the bibliographic one. That last component served not only as a central repository of all United Nations system documents on women since Nairobi (over 1,000 to date) and as a public service to those interested in the production of the United nations system, but also as an instrument for the analysis of the geographical and topical coverage of the documents. For example, the Commission on the Status of Women could be interested to know that 80 per cent of the references on Africa came from one third of the African countries. That kind of information raised another issue on the geographical focus of the United Nations efforts.

64. The representative of the World Bank/EDI supported the initiative of the Advancement of Women Branch at the Centre for Social Development and Humanitarian Affairs, pointing out that the available experience should be more analysed. She also warned that the complementary nature of interpersonal communication should be taken into account. She suggested looking into the area of advertising in order to find new ways of approaching that highly professional sector.

65. The representative of FAO remarked that social marketing was very important for multi-media campaigns. She pointed out that objectives and target groups could be very different which required devising different strategies.

66. The representative of the United Nations Development Programme (UNDP) emphasized that women in development was the corner-stone of the work of her organization. She cited two examples of how popular theater and audio-visual tapes were successfully used in Lesotho and Mali, respectively, to mobilize women and other community residents for self-help in water and sanitation improvement.

67. The two methods had been found to be particularly effective tools in achieving and maintaining behavioural change among illiterate people. Popular theatre and audio-tapes were familiar, inexpensive and participatory in nature. Group audiences learned faster than individual ones, possibly because social pressures within a group motivated people to pay attention.

68. In the past, many development programmes excluded the communications component. Today, it was vital to secure careful planning and testing of all communication material in order to get maximum impact.

69. Ms. Bettina Corke said that the discussion was in danger of entering the arena of "soft science" on the issue of communications for women in development. While it was true that the majority of women were poor, and it was true that development communications for women in development must be concerned with the question of the social and economic status of women, she felt that 10 years after International Women's Year and the United Nations Decade for women, a greater emphasis should be placed on the hard facts, figures, statistics and indicators which, if applied and acted upon, could alter the course of development and the course of women in development. She believed the "soft science" approach often added to their power-lessness.

70. A representative of INSTRAW presented a paper by Deborah Ziska, Project Director, Overseas Educational Fund, who was unable to attend the meeting. She highlighted the salient issues related to on-video technology applications for development projects designed to benefit women, based on the Fund's experiences and on the outcome of a workshop at the non-governmental organization Forum 85 at Nairobi.

71. The paper highlighted the main advantages and obstacles of the use of video for women in development and provided examples on the successful application of video as a development tool, in fields such as training, education, evaluation, information exchange and resource mobilization.

72. The expert from the Centro Internacional de Estudios Superiores de Comunicación para America Latina (CIESPAL), Mr. Proaño, pointed out that all communication media could be used by both men and women. He said that many feminist organizations avoided establishing links with mainstream organizations, which on the other hand did not consider women as an important asset to development.

73. He pointed out that hardware was relevant since few people had television or video-cassette recorder to see the videos. Communication for women in development should be done in a highly professional manner and ways and means had to be

sought to break the vicious cycle of the feminist movement going alone and mainstream media not considering women in development issues. He concluded by pointing out that communication for women in development was a problem for both men and women.

74. The representative of UNDP pointed out that the same problem of in-breeding only occurred when communicators spoke to communicators and when they did not contact project planners and project managers. She concluded by pleading for grader interaction between the two groups.

75. The expert from China, Ms. Bing, focused her presentation on the use of television as an educational tool which could replace a sufficient number of education institutions of higher learning. She spoke about the high increase in television technology in China since 1967; the number of television sets had reached 1,200,000 and was still growing.

76. Education by television had been started in 1976 with three education series, mathematics, electrical engineering and English language. In 1972 Central China Television and Radio University had established two separate branches: the first one for non-degree courses which included 200 different series and 6,000 single programmes; the second one consisting of a three-year course with a corresponding degree. All applicants for degree courses had to pass an entry exam. The courses were open to both men and women. However, the traditional subservience of chinese women, in spite of many changes, was responsible for a lower participation of women. That was particularly true of rural women who often lacked basic education and could benefit from new possibilities of television education. Labour-intensive agriculture was another reason for the tendency to keep daughters at home and in the fields. That tendency had been stronger after the trade of agricultural surpluses had been liberalized; additional income was very important for agricultural households whose income was less than $30.00 per year. Pressures such as the increase of income for peasant farmers and fight against inflation were factors which forced peasant farmers to keep their daughters from school. Diversification of income through small enterprises, handicrafts and part-time jobs were some suggestions often made for alleviating the situation of peasants, but those measures could create problems of their own.

77. She concluded that efforts should be made to correct women's unequal access to universities owing to developmental problems. She also noted that generally women scored higher on entrance exams.

78. In the discussion that followed, questions were asked about how many television stations existed in china and how many languages they broadcast in.

79. In response, Ms. Bing indicated that Central China Television had two Channels, transmitting to different provinces. The second television channel was also used to produce local programmes, e. g. traditional operas and advertisements. As for languages, one standard dialect was used in the educational system in China, but there were many minority languages or dialects.

80. Another question referred to the use of computers in the educational system as compared with the traditional abacus. The expert replied that both systems were used and she gave examples of simple elementary computer courses.

81. Other questions referred to the co-operation with the all China Women's Federation and to some technical details about improvements of the television infrastructure.

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82. The representative of the Italian Ministry of Foreign Affairs, Ms. Costa, asked the expert whether the Chinese experience was transmitted to other countries; she also wanted more information on the use of the radio for educational purposes.

83. The expert from China answered that radio was used more for music and entertainment; however, there were efforts to launch special programmes for rural audiences.

84. The debate which followed concentrated on the cost-effectiveness of distant education by radio and television and the need to generate more statistics on those types of training and educational programmes.

85. Ms. Hashim, from the Malaysian News Agency, presented the main issues from her paper, that is: how the urban Malaysian woman benefits from today's television programmes. She first elaborated on the cultural characteristics of Malaysian women as projected by the Population Crisis Committee, a private organization promoting voluntary family planning world wide.

86. She presented data on the educational status of Malaysian women and on television programming, 45 per cent of which was imported. Although there was a gradual growth of television programmes to fit the need of urban women, there was still no research on the impact of the media on Malaysian women.

87. She mentioned the case of a prime-time series, "Nona" (young lady), targeted at young professional urban women. Another programme, called "Suri" (wife), was targeted at Muslim women and included sensitive topics such as polygamy, property, custody over children, etc.

88. She also mentioned Malaysia's first teletext system, BERITEKS, which included business, financial, national and international news updates. She provided data on the work of the Malaysian News Agency and other communication services sponsored by private enterprises.

89. She concluded by pointing out the urgent need to bring those services in line with developmental needs, primarily those of poor rural women.

90. The representative of FAO, Chief of women in Agricultural Production and Rural Development Service, presented the mid-term programme of FAO for the period 1990-1995, which included three major objectives and four major spheres related to women in agriculture and farming. As for audio-visual components of the FAO programme, she drew the attention of participants to the film "The forgotten farmers". More video techniques and more films wold be necessary to support FAO projects, such as "Profiles of successful women in farming and rural enterprises".

91. She also referred to the FAO computerized roster of women consultants and the FAO project monitoring system which indicated the number of projects that integrated a women's component.

92. She concluded by pointing out the necessity to co-ordinate different data bases on women in development in order to set up an interactive system.

93. The representative of ILO advanced Technical and Vocational Training Centre illustrated the activities of the Centre and its efforts aimed at promoting the advancement of women. The Centre encouraged the participation of women in its training courses, through local/national women's bureaux or focal points. In addition special training courses for women had been organized in several fields.

94. The ILO/Turin Centre had also co-operated with INSTRAW in the preparation of multi-media training packages on women, water supply and sanitation, "Women and NRSE". The two organizations elaborated on innovative methodology and ap-

propriate audio-visual materials. She illustrated the innovative training approach which used audio-visual materials, highlighting its advantages, such as flexibility and adaptability to different audiences. That modular approach was being applied to other training packages.

95. She then highlighted the role of audio-visual material in the ILO/Turin Centre training programmes, showing how it could be adapted to different social and cultural conditions. She concluded by making ample demonstration of the audio-visual material developed by the ILO/Turin Centre in co-operation with AIDOS for its programme "information campaing for the eradication of female circumcision in Somalia".

96. In the discussion which followed it was pointed out that it was most important to strengthen capacities at the national level in producing communications for women in development. To that effect it was necessary to have more research on traditional forms of communications prevalent in the developing countries as well as to bring more training opportunities to women to master communication technologies.

97. The use of local artists and local cultural values was strongly emphasized, as well as the necessity to build in all received feedback at an early stage of project design.

98. The INSTRAW experience in creating multi-media modular training packages was presented as a case in point in strengthening national capabilities of developing countries. The importance of well-defined target groups, training needs assessment and objectives was emphasized. Selection of target group for training was determined most important in order to secure testing and evaluation of acceptability of the communication messages. Another participant warned that a highly professional approach was needed in order not to make women's issues appear "too light" a subject.

99. Ms. Anand, the representative from IPS, highlighted the major points from her paper on "Communication for women in development based on experience from IPS Women's Feature Service".

100. She presented some challenges facing this generally successful service. One of the major issues related to the low interest of mainstream media to presenting the everyday life of women. In that respect, a completely different perception of the world could be given from women's perspective. However, points of view of editors, who often place such stories in women and life-style pages, should be understood. A lot of work was still needed to persuade editors to publicize stories from this new kind of progressive journalism.

101. She recommended strengthening women's skills as journalists so that they could promote the new kind of non-elitist writing based on grass-roots experience. An important transformation process was needed so that journalists could reinterpret the reality of the people. Another important aspect was to relate national and international levels of reporting.

102. She concluded by stating that although IPS functioned with sophisticated technologies, many offices in developing countries still lacked basic equipment. The IPS data base on women should be strengthened and one should be established in each country. She underlined the necessity to receive serious funding for women in development information and communications. She asked participants to be more sophisticated in their ways to communicate and she invited them to subscribe to the IPS service and to visit the agency.

103. In the lively discussion which followed, several examples were put forward to show how mainstream coverage of women in development issues could be secured. The findings of the literature referring to images of women in the media were put forward.

104. The expert from Brazil, Ms. Corral, presented her experience as IPS Women Co-ordinator for Latin America and her experience with the network "Development alternatives with women for a new era (DAWN)" active since 1984. She spoke about DAWN's Newsletter which is open to contributions from any women's group from the third world.

105. She spoke about her experiences with a radio programme in Rio de Janeiro supported by the municipality which broadcast weekly on women-related issues such as new constitutional rights for women. She outlined the process of preparation of such broadcasts, including the feedback, so as to ensure an interactive radio programme. She concluded by pointing out that efforts were still needed to get women in development issues into the mainstream and to strengthen the networking among women's organizations.

106. A question was put on the possibility of merging different women's newsletters and similar communication media so as to strengthen them. However, it was felt that target audiences were quite different for groups and that it was difficult to translate all features into English. However, some encouraging example of co-operation were presented. It was strongly recommended that joint advance planning be used to secure success of joint communications campaigns.

107. The representative of UNDP said that it was necessary to bring the IPS Feature Service to the attention of the project managers so that they could also contribute by presenting their experience.

108. The Consultant of the Department of Public Information of the United Nations spoke about a paper on women that had been prepared for the Fourth Regional Conference of Latin America and Caribbean Countries through joint efforts of the Economic Commission for Latin America and the Caribbean, INSTRAW and the Latin American Demographic Centre (CELADE). She also brought to the attention of participants the statistical data base of the Department of International Economic and Social Affairs supported by INSTRAW, as well as data bases of UNESCO, FAO, the United Nations Development Fund for Women (UNIFEM) and UNDP. All these data bases should be used in reporting on the status of women as requested by the IPS representative. She also briefly presented training programme for young journalists from developing countries organized by the Department of Public Information which included training of women journalists.

109. The representative of the World Bank/EDI commented that the increase of women in development coverage in media should also consider two important aspects: the low level of media consumption in developing countries and the need of a clear identification of audiences which used media. She recommended efforts to promote, first, media and communication technologies in developing countries so as to enable their use for developmental purposes.

110. Another participant stressed the need for clear editorial policy, financial resources and skilled journalists all prerequisites for professional coverage of women in development issues.

111. The representative from Zimbabwe, Ms. Moyo, in presenting her paper, said that radio had a great potential to integrate women in the process of development.

112. Most Zimbabwean women lived in rural areas while the men worked in the cities. Women worked in agriculture and were mostly illiterate. To reach the rural areas,

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Radio Four had two fully equipped mobile-vans. They broadcast live and had a question-and-answer format. The programme was called "Today we are in your Area".

113. Another programme was to get boys and girls to write and submit radio drama scripts. Radio Four then would go out and record the programme wherever the script had placed the drama. There was another programme called "Development through radio"

114. Because many women did not have radios, radios were supplied and 25 radio-listening clubs with a radio and audio-cassette recorder were established. They recorded their concerns and sent it to Radio Four. There was a weekly 30-minute programme made from those taped materials. An important feature of that interactive radio programme was its vital link with 25 radio clubs and the Association of Women's Clubs.

115. These programmes were a fine example of two-way dialogue since the broadcasting content came from the audience rather than from the top down. In that way, problems, needs and concerns of rural women were brought to the attention of decision-makers. There were six partners in those projects, namely the Zimbabwe Broadcasting Corporation, the Federation of African Media Women Zimbabwe Chapter, UNESCO, the Friedrich Ebert Stiftung, the Zimbabwe Institute of Mass Communication and the Association of Women's Clubs. Support came from the Friedrich Ebert Stiftung, but more funding would be needed to expand the project.

116. She then briefly touched on television. There was a second channel, TV Two. It was an educational channel but it was limited to Harare, the capital city. It was an English-language channel and it repeated much of TV One's programmes. Rural development was not aided very much by that channel.

117. In the following discussion, questions were raised on how radio groups were formed and how that experience could be used to launch interactive video systems. Another question referred to financial constraints, the topic which was most relevant for the theme of the Consultative Meeting. It was concluded that it was necessary to convince policy-makers that interactive video communication could be used as a good development tool and that project personnel should be trained to use it.

118. A part of the discussion also centered on the need to launch fund-raising campaigns and to join forces in meeting the relatively high costs of those efforts.

119. The expert from Nigeria, Ms. Eke, pointed out that television programming in her country was very development-oriented. As related to the design and the research of programmes, the audience needs were first identified and then programmes made to feed those needs. Women, of course, constituted one of the target-groups, but the titles of programmes made for them were broad enough to include male viewers.

120. To ensure the success of development programmes, the profiles of particular groups of women were studied and specially designed programmes, whose structure and content reflected the concern for those groups' peculiar needs and character, were produced. Those programmes were generally in the areas of career guidance, functional literacy, health and sanitation, etc.

121. The National Television Agency co-produced with the United Nations Children's Fund (UNICEF) programmes on child survival and primary health care themes.

122. The National Television Agency tried to mobilize the support of rural audiences in development projects through the establishment of community viewing centres in the rural areas. That gave rise in some areas to rural people who even produced their own programmes. But because of the cost of those community viewing centres, that

system had been replaced by an equally effective system of syndication of development programmes among television stations based in the United States.

123. Television in Nigeria had succeeded in making itself indispensable in the development process. National campaigns such as "Better life for rural women", through the publicity provided by television as well as other media, had become very popular with women at all levels trying to improve their everyday life.

IV. IDENTIFICATION OF NEW POSSIBILITIES FOR USING COMMUNICATION TECHNOLOGIES FOR WOMEN IN DEVELOPMENT

124. The representative of INSTRAW introduced the subject of the use of computer technologies to improve the participation of women in the development process, as recommended by the Foward-looking Strategies for the Advancement of Women till the year 2000. 1/ The convergence of media, communication and information technology was there to stay. Three areas should be considered: information systems, dissemination of information and training. Under information systems, she stressed the need to identify precise requirements for information at the national, interregional and international levels; the need to expand further the thesaurus descriptions to include all the aspects of women in development; the need for standards and compatibility of hardware and software and expansion of joint efforts on developing programming software.

125. Under dissemination of information, she drew attention to the improved facilities for printing, the use of word processors which cost only slightly more than an electric typewriter. Then she mentioned the possibilities of electronic mail and electronic bulletin boards. Finally, she outlined the advantages of CD/Roms to women in development.

126. Under training, she proposed that training modules be developed with micro-computers taking advantage of their multi-media possibilities (music, graphics, word) and their interactive capability. She stressed that training on computer technology was also necessary, from the use of keyboard to programming and systems analysis. Women should know the technology necessary to be self-sufficient.

127. Ms. Carl, from ISIS, introduced ISIS as a non-governmental women's organization, created in 1974, to promote the flow of information and communication among groups and organizations concerned with the empowerment and development of women. There are some 10,000 groups and individuals in 150 countries in its network.

128. ISIS had an extensive collection of materials on women's issues, mostly grey literature produced by and for women in developing countries. Until 1984 that collection was organized and indexed using manual systems and housed the two ISIS resource centres in Rome, Italy and Santiago, Chile. The goal was not to centralize information but to mobilize it and make it more widely available. Computerization of the information retrieval systems had made it possible to retrieve information more rapidly and efficiently. The centres had built up data bases on printed documentation, human and audio-visual resources.

129. That information continued to be disseminated through traditional means such as the magazine "Women in Action", a book series, an international women's health journal, and resource guides on women in development and audio-visual resources.

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ISIS had turned to other communications means, including audio-visual and computer-related technologies. Those technologies included exchange of discs and the use of modern, electronic mailboxes and bulletin boards.

130. As a member of the INTERDOC Network, comprising non-governmental organizations in Africa, Asia, Europe, Latin America and the Caribbean, ISIS had experience in transferring data, mobilizing action and communicating through computer-related technologies.

131. Problems encountered included the need to develop a women-oriented thesaurus and incompatibility of hardware. The latter was being overcome by recent technological developments.

132. There was a great need expressed by women's groups in developing countries for training, not just in using the keyboard, but in operational concepts, or computer literacy and a great need to strengthen co-operation and collaborative efforts and access to data bases, as well as support training efforts. The work of INSTRAW in that regard was very much welcomed and ISIS was eager to co-operate in those activities.

133. The discussion which followed focused on the problems of collecting information from local researchers and how to find women's studies which represent "the grey area of knowledge". The difficulty of obtaining studies indicated in different bibliographies was also discussed.

134. The representative from Indonesia, Ms. Pringgoadisurjo, reported on the publication of a thesaurus on women and development to be tested for use by the centres on women and development in the Association of South-East Asian Nations countries. The thesaurus was in English and therefore it created problems in the day-to-day duplication at national levels because of national language problems.

135. The President proposed preparing country fact-sheets which should include all available information on women in a given country, such as: bibliographies, statistics and other data.

136. Several proposals were put forward for INSTRAW to become a clearing house for information. It was also mentioned that existing technological problems of incompatibility were being overcome by new developments in the communication industry.

137. The necessity to transmit data on women in development into data bases which dealt with different developmental aspects was raised by the Director of INSTRAW and other participants.

138. Ms. Bettina Corke and Terry Cargan gave a joint presentation on CD/Rom technology in addition to presenting a paper, a demostration of CD/Rom full text search, retrieval and capabilities were given.

139. Ms. Corke first explained why she believed that technology combined with a value-added publishing component, that of a reference collection, was a unique development management tool for women in development both as a topic and a reference aid in research institutions.

140. She then gave some reasons why full text CD/Rom search, access and retrieval reference collections on CD/Rom full text "libraries-to-go" would enable policy-makers world wide to be aware of, to have access to and utilize women in development information, statistics and indicators.

141. Terry Cargan picked up on that theme of application giving more details about CD/Rom full text technology. He explained that the size of a CD/Rom disc is less

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than 5 inches in diameter, 2mm thick. He touched on the volume one disc can hold, up to 200,000 pages, costs, effectiveness, updates of the "libraries-to-go" to maintain it as a current and comprehensive collection; the flexibility of the technology; how to search, how once the search is completed the information required could then be printed out page by page (screen by screen).

142. In addition, he highlighted that the flexibility of CD/Rom for trainers, development managers, researchers, reference librarians and policy-makers was amazing because it not only was a full text data base but portions of it could be transferred on to a floppy disc and at a later stage included in other reports or proposals.

143. Ms. Corke then said that using the CD/Rom "libraries-to-go" software was as easy as getting money from a bank automatic teller. To do that, at least in North America, one did not need to have specialized computer training.

144. She then briefly touched on how she had collected and published the "libraries-to-go" full text reference collections on CD/Rom about AIDS, women in development and health for all.

145. The expert from Indonesia, Ms. Pringgoadisurjo, expressed her support for DC/Rom technology. However, she pointed out that CD/Rom full text copyrights might present a problem.

146. Ms. Corke agreed that the copyright question was important in electronic publishing. However, she explained that she was using public domain material and that she got good support from women's networks.

147. The expert from Barbados, Ms.Marshall, pointed out the problem of keeping the material updated. It was explained that subscribers could receive two updates with each disc.

148. Another point raised in the discussion referred to the exact costs of putting data on the disc.

149. INSTRAW was commended for taking the initiative in an innovative field and was urged to act catalytically in producing more specialized collections on women in development.

150. The representative of Miami Children's Hospital, Mr. Lloyd Van Bylevelt, presented the advances in satellite telecommunications technology as applied to education and development. He presented the history of a project called "Global development network" (GDN).

151. The project began under the auspices of INTELSAT's project SHARE; Miami Children's Hospital's GDN had developed an innovative programme of medical teleconferencing which had reached thousands of health care professionals in over 25 participating countries in the Western hemisphere. He pointed out that six major international teleconferences had been held thus far, among them one done with the Pan-African Health Organization (PAHO), another devoted to nursing. Additionally, a second AIDS conference was being held with PAHO in December.

152. He gave information on International Co-ordination of Down-Link Sites which required a lot of pre-conference planning, but which had been accomplished with much success.

153. He described the pre-production and production process, programme transmission and post production work. He also drew to the attention of participants some special conditions which should be taken into account when planning a teleconference such

as: time zones, cost per country, satellite time, simultaneous interpretation and other local conditions.

154. He concluded by pointing out the potential of this technology for education purposes in view of advancing technology and what should be decreasing costs.

155. In the discussion, questions were raised about the duration of planning stages, cost of the production and other technical and organizational details.

156. Relevance of research was strongly emphasized in order to launch new types of communications programmes projecting the developmental achievements of women.

V. PRIORITY AREAS FOR ACTION AT THE NATIONAL AND/OR LOCAL LEVELS

157. The expert from Kenya, Ms. Adagala, presented her paper which gave a very comprehensive overview of the use of communication in Kenya and which was backed by precise statistical data. The data included road network, electricity, traditional media (radio, television, cinema and films, press, including rural press, press professional and press ownership).

158. She elaborated at length on the Kenya News Agency, printing and publishing, communication training, advertising and public relations organizations.

159. When pointing to constraints and problems, she stated that media could reach only a limited number of the population because of the lack of adequate equipment and the problem of languages.

160. She proposed detailed strategies and interventions to improve the situation, including the role of communications in general, communication policy, the need to link research and communication media, technology assessment, development of skills. All those measures were necessary to provide good programming to reach women.

161. Additional problems which had to be solved referred to literacy and language and the setting-up of communication resource centres which should give support to women's groups.

162. Many participants pointed to the value of the methodological approach of the paper presented which could be used for assessing the general communication situation in any developing country in order to link it to communication for women in development.

163. The consultant to the United Nations Department of Public Information turned the attention of participants to efforts being made by the Department to start preparation of mass media profiles for every Member State. She said that such information was not easily found in available international directories for most developing countries and thus the paper from Kenya represented a fine contribution.

164. The expert from Ecuador, Mr. Proaño, presented his paper, which centred on the model for action. The model included the following elements: identification of all associations, institutions, opinion leaders involved in women's issues; identification of communication institutions ready to co-operate; and organization of meetings which would be used for diagnosis and situational analysis.

165. He pointed out that diagnosis should identify what the problems were, what was known, what was done up to the present, and what should be done in the future. The meeting should also focus on several topics of interest, such as women and development, women and education.

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166. He stressed the need to establish a co-ordinating body in charge of monitoring and evaluating the established objectives. The choice of communication media was also important to suit the local conditions as well as trying to secure necessary skills to handle selected equipment.

167. Finally, he applied this model to selected CIESPAL experience in their work with women and rural population.

168. Participants wanted to get more information on didactic manuals prepared by CIESPAL.

VI. MODALITIES OF INTERNATIONAL CO-OPERATION IN USING COMMUNICATION TECHNOLOGIES FOR WOMEN IN DEVELOPMENT

169. The representative of the Society for International Development (SID), Ms. Harcourt, presented SID contributions to the international agenda on women and communication based on the Nairobi Forward-looking Strategies. She pointed out the role SID played in providing series of regional forums for the "exchange of experiences, expertise, technology and know-how".

170. The approach of the SID programme on women in development would focus on how to build on the practical success and strengths of women NGOS and how those micro activities related to development strategies on a macro level, posing theoretical and methodological challenges for each region.

171. She elaborated on the importance of innovative research. She proposed programmes using seminars, radio, television, video-cassette recorders and publications, to communicate issues of vital concern to women in development to development practitioners and organizations dealing with the broader public. To that end, SID expressed willingness to co-operate other networks on women in development.

172. The representative from the World Bank pointed out that government entities at national, State and local levels should be alert to mistakes and pitfalls in the choice of technology, inadequate preparation and lack of consultation with project beneficiaries as to their needs.

173. Modern science and technology needed to be integrated into a long-term plan on communications technology, including assessing cost, benefits, appropriateness, need to adapt and adopt technology to local needs and culture. Science and technology units or ministries needed to examine specifically implications of science and technology for women.

174. More popularization of science was essential to develop a science-based culture that was receptive to adoption and adaptation of new technologies. She stressed the role of mass media which should be that of an ally in development efforts and to make leaders more responsive to people's needs.

175. International development agencies and their development partners in developing countries would have to rely on modern and new communications technology to spread messages and involve larger populations in rural development, health, nutrition and education programmes. Sharing of experiences, lessons and evaluations was an important part of the development process. There was a need to involve and furnish data to inform mass media to obtain more responsive development projects and policies.

176. In conclusion, she said that the World Bank was fully aware of the need to involve women and was moving rapidly in that direction - safe motherhood, social dimensions of adjustment, population, health, nutrition, formal and informal education, energy - and rural development projects were including women more than ever before. Mr. Conable, the Bank President, had stated his commitment to moving the Bank in that direction.

177. The World Bank representative said that several sociologists were on the staff of the Bank and looked at sociological aspects of projects, but more needed to be done in that area, particularly when projects affected populations' living patterns and habits. The Bank also had consultants who were experts in sociology and anthropology to support its own staff resources.

178. In the discussion which followed many other issues were raised by participants, such as training personnel for computer literacy, computer programming; United Nations funding for communication on women in development, establishment of clearing houses, and co-operation among different United Nations bodies.

179. The expert from Indonesia, Ms. Pringgoadisurjo, elaborated on human resources development and raised very many developmental problems resulting from weak infrastructure, funds, access to education and access to technology.

180. In elaborating on educational policy she pointed out the importance of non-formal education, including training of extension workers and volunteers, very important agents in interpersonal communication. Oral communication was still a very important training method particularly in view of the need to use vernacular languages to suit the needs of local audience. She also pointed to the programme of strengthening rural libraries.

181. She concluded by elaborating on the lack of funds for more sophisticated communication technologies to benefit women in development.

182. Discussions centred on the problems of diversity of equipment, fast changes in technology with problems of obtaining spare parts for older types of equipment, power supply strategies and similar problems facing developing countries.

183. The representative of the World Food Council presented a paper on African women and food strategies: a guide for policy and implementation measures relating to the role of African women in food system.

184. She stressed the tole of extension workers in communication. Since few women were extension workers, male extension workers had to be sensitized to women's problems.

185. In the discussion that followed the role of interpersonal communication in support of communication for women in development was stressed.

186. The representative of the Ministry of Development Co-operation of Norway presented the work of her organization in support of women in development projects, including the support to non-governmental organizations. She stated that access to resources was crucial and she invited the participants to submit project proposals not only to women's budget department of development co-operation agencies, which usually have limited resources, but also to the department dealing with other topics, such as environment.

187. The representative of the Inter-American Development Bank (IDB) explained the functions of the Bank, the status of lending for women as beneficiaries, the recent adoption of a policy to guide project planning to assure economic integration of women and their access to credit sources. She mentioned that IDB was taking into

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account the status of women in the region of Latin America in terms of employment and education and, especially, the impact of the external debt crises on women.

188. She concluded by mentioning the ongoing problems of resources available from donor agencies which necessitate new approaches from borrowers and planners. Greater support for international development projects would be necessary to justify the use of scarce resources, improved communications to provide the information about development projects and to close the involved project beneficiaries.

189. The representative of INSTRAW presented a paper submitted by UNESCO on the Organization's activities on women and communications. UNESCO had organized over the past few years workshops and training course for women in communications, focusing on the non-traditional areas such as the technical aspects of video and television, in Africa, Asia and in the Arab countries.

190. The short-term objectives of UNESCO training programmes were to improve the skills of women in media, while the long-term objectives included increasing awareness of women's issues in communication, changing attitudes towards women, and enabling them to play a grater role in development.

191. The representative of AIDOS, Ms. Daniela Colombo, presented a paper on a project implemented in co-operation with the Somali Democratic Women's Organization, "Information campaign to eradicate female circumcision in Somalia".

192. The programme made ample use of means of communications, from the more traditional ones, such as poetry, drama and songs, to the more advanced ones, such as television, radio and multi-media training packages.

VII. WORKING GROUPS

193. During the Consultative Meeting a number of presentations by participants were supplemented with the audio-visual aids. The expert from ILO/Turin Centre presented the INSTRAW ILO/Turin Centre sound-slide package on "women, water supply and sanitation". The representative of AIDOS, Ms. Daniela Colombo, presented a video on the information campaign for the eradication of female circumcision in Somalia. The film and film-strip produced by FAO, "The forgotten farmers", were also presented; the Department of Public Information video on INSTRAW "United Nations in Action", as well as another INSTRAW video on "Women in development" were shown. Other presentations included video from Kenya, audio-visuals from IFAD, transparencies, drawings, etc.

194. The participants formed four working groups in order to discuss the following issues.

195. (a) "Women in development in the mainstream communication media", group co-ordinator Ms. Anita Anand; (b) "Communication in support of development programmes and projects", group co-ordinator Ms. Sylvia Balit; (c) "New communication technologies, new support services and reinforcement strategies", group co-ordinator Ms. Bettina Corke; (d) "Institutional and organizational aspects of communication at the national and international level", group co-ordinator Mr. Luis Proaño.

196. At the end of the discussions participants in the working groups formulated guidelines for future action on the role and utilization of communications for women in development.

VIII. GUIDELINES FOR FUTURE ACTION

A. Women in development in the mainstream communication media

197. All institutions involved in women in development should keep in mind the importance of including mainstream media in their work. Efforts should be made to understand the mechanism of mainstream media so as to use it to the maximum.

198. In developing material for mainstream media, the target audiences, the goals and the objectives of the women in development message should be clear for policy-makers, female or male audience, fund-raising organizations, education institutions, etc.

199. Special attention should be given to: (a) involving mainstream media interested in reporting on development issues: and (b) training development workers to understand how mainstream media functions in order to communicate effectively with the target audiences. At the same time, efforts should be made to influence the decision-markers of the mainstream media and networks regarding the importance of women in development issues.

200. Information from women in development institutions must reach mainstream media more effectively. For this purpose, strategies need to be developed for wider use by professionals in mainstream media and women in development.

201. Co-operation is necessary with international agencies like IPS, Women's Feature Service (WFS), the Pool of the News Agencies of the Non-Aligned Countries and other television and radio networks from the developing world committed to development objectives.

202. A survey of statistics and data bases available on women should be undertaken, followed up by consultations with users groups in order to deternine the needs, so as to avoid the duplication of efforts.

203. A selective directory of profeccionals in mainstream media could be useful, identifying the interests, qualifications and experiences of those listed in order to build on and draw from a working network of those interested in women in development.

    (a) Several United Nations and other organizations have training programmes for women in media; these efforts should be evaluated, documented and followed up on;

    (b) Processes should be developed to train existing third world journalists for development reporting;

    (c) Institutions in the North and the South that have development communication programmes should be approached to make women in development part of the curriculum;

    (d) Briefings and presentations should be made to managers on the concepts of women in development.

204. Just as mainstream media was to cover women, especially during the World Conference to Review and Appraise the Achievements of the United Nations Decade for Women: Equality, Development and Peace held in Nairobi in 1985, pressure groups in print, radio and television should strive to continue to monitor and to push for a realistic and positive image of women.

205. Bilateral and multilateral funding organizations and foundations in the North and the South should allocate resources for the above efforts to ensure that mainstream media is influenced by interested groups in development efforts.

B. Communication in support of development programmes and projects

206. The group reaffirmed the value of the resolutions on communications and women in development adopted by the Nairobi Conference. 1/ It reaffirmed the role of communication as an assential component in development to increase participation in the planning and implementation of development programmes and sharing of knowledge and skills.

207. Sufficient resources (financial, human, material, etc.) should be planned and allocated to implement the communication components of development activities, with special reference to activities which benefit women.

208. More women should be trained and employed in planning, implementing and evaluating communication programmes for development at all levels, including communication planners, trainers and field workers. Curricula and training programmes should be designed for this purpose and financial resources allocated.

209. Multi-media strategies should be designed and applied at different levels. Experience gained through different traditional and low cost communication media, suitable to conditions in developing countries, such as radio, filmstrips, television, video, folk media, etc., shoul be now widely exploited. However, new communication media and technologies, such as computer-assisted programmes, interactive training programmes, distance learning programmes, etc., should also be explored and used, when cost effective and appropriate.

210. The special conditions and needs of women, at different levels, should be taken into account in the design of communication strategies when identifying comunication technologies and media to use. These include econmomic, socio-cultural aspects, as well as different languages, levels of education and instruction, distances, access to training, etc. Particular attention should be paid to identifying different objectives (information, motivation, training, etc.) and different audiences (policy-planners, trainers, field workers, population at large), when planning communications programmes.

211. More research and evaluation should be carried out on the distribution of women and men so that a more effective role for women can be promoted through communication in all types of development activities, communication materials and/or audio-visual aids.

C. New communication technologies, new suppport services and reinforcement strategies

212. INSTRAW, in co-operation with United Nations bodies, should be established as a focal point to gather information on existing new communication technologies and to make this information available to all those working on women in development issues at all levels (international, national and local); for example, CD/Rom (bibliographic and full-text); teleconferencing ; computer networking (INTERDOC, etc.); electronic bulletin boards/mailboxes, etc.

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213. This information should include studies and examples of how technology is being or could be applied.

214. In addition, the indentification of data bases and resources available (especially the wealth of resources and grey literature found in women's resource centres) should be given special attention. Financial resources should actively be sought for this communication support programme.

215. INSTRAW should consider to become a clearing-house for information on existing data bases on women in development issues. This information should be made available to all development agencies as well as women's machineries and groups. This must be adequately funded.

216. Given that mandates and resolutions are in place to support Economic and Social Council resolution 1988/22 and the Forward-looking Strategies, the United Nations system and in particular INSTRAW and the Division for the Advancement of Women should collaborate:

   (a) To explore the interface between the national communication service and the national machinery for the advancement of women;

   (b) To provide support for setting up communication cells in national machinery for the advancement of women;

   (c) To explore and resolve the issues of linking the global information activities of the United Nations with the national one and, in particular, the women's statistical and bibliographic systems and data bases. Such activities would greatly increase the effectiveness of implementation of the Nairobi Forward-looking Strategies.

217. Attention should be given to developing and carrying out training in the use of new communication technologies. These could include examples such as:

   (a) Community centres, wherever possible and feasible, should be established at the local level to provide relevant training and training materials according to the identified needs;

   (b) Co-operation with the existing centres and NGOs that are already using new technologies should be established, specifically for the purposes of teaching and training women in the use of these technologies;

   (c) It is necessary to identify and make available training materials on new technologies to widen the scope of possible users;

   (d) To ensure the use of these technologies to the fullest extent, there is an urgent need for training in the most effective use of these technologies at all levels.

218. The following guidelines for launching communication projects were suggested:

   (a) A comprehensive descriptors list for women and development should be elaborated, in co-operation with those centres that are developing such lists; a mechanism should be developed to incorporate this terminology in the work of the existing United Nations and other development agencies;

   (b) Computer networking has demonstrated its ability and potential for greatly improving access to information and data bases on women in development and the rapid transfer of information and communication among organizations, institutions and groups concerned with women in development at all levels; research should be carried out on the use of this technology and on the existing networks and systems currently in use by development institutions NGOs, etc.;

the use of computer networks should be fully promoted; policy and servicing requirements should be researched prior to the establishment of a women's computer network; this information should be desseminated to a wide range of users such as policy-makers, researchers, women's groups, media, development agencies and NGOs;

(c) Specific workshops should be held to train potential users to manage and use new technologies, techniques and application of emerging technologies, as well as to assess effectiveness and applicability of new technologies, such as teleconferencing, compact and optical disc, computerized networking, etc.;

(d) CD/Rom is a technology which fills an enormous need for full text reference material particularly in developing countries; INSTRAW, working with other agencies, could be the repository of documents and data dealing with women in development issues which would then be featured on CD/Roms reference collections and disseminated world wide; new technologies such as optical discs should also be reviewed;

(e) International teleconferencing for education and development has a track record and has been utilized by international organizations to communicate to thousands of individuals; considering the potential of this technology in training and education, it is recommended that the encouragement of this technology for education and training on women in development issues should be considered at all levels; planning for specific projects for women in developmet using teleconferencing should be set into place, so that funding can be sought;

(f) Finally, it was recommended that the donor agencies should include these projects and similar ones on new communication technologies and new support services in their funding guidelines.

D. Institutional and organizational aspects of communication at the national and international level

1. Country profiles of communication for women in development

219. Institutional and organizational aspects of communications for women in development should be carefully assessed at the national level for each developing country in order to get country profile of communication.

220. The following guidelines could be applied:

(a) Traditional media, involving ritual, drama, dialogue, oral literature, music, dance and all other forms of alternative communications;

(b) Radio broadcasting, including coverage, percentage of male and women audiences, proportion of programming related to women in development, languages used in radio broadcasting, proportion of airtime devoted to entertainment, information and education respectively, proportion of local vs. foreign origin content, content analysis, ownership, etc.;

(c) Television broadcasting, including coverage, percentage of male and women audiences, proportion of programming related to women in development, languages used in television broadcasting, proportion of airtime devoted to entertainment, information and education respectively, proportion of local compared to foreign origin content, content analysis, ownership, etc.;

(d) Cinema and film, including production resources (technical and human), distribution outlets and resources, including theaters, mobile cinemas, institutions and other outlets, proportion of entertainment, information and educational films respectively, proportion of local and foreign origin films, size of audience, proportion of male and female audience, proportion of films related to women in development, languages used in films, ownership, etc.;

(e) Press (national, regional, local), number/categories of newspapers and journals, circulation, infrastructure for press, proportion of male and female readers, proportion of male and female employment, cost of newspaper, vis-à-vis minimun wage, literacy rates for men and women, content analysis, ownership, etc.

Media/press professional associations and unions

221. The assessment should document numbers and types of media/press professional associations and unions with a view to their utilization as channels to promote progressive communications for women in development.

Coverage and treatment of women in media

222. The country profile should provide data on the coverage and treatment of women in all the categories of media available for social communications.

2. Analysis of national communication policy

223. In view of the general lack of communication policies that deal with women in development, action should be taken to launch national communication policy which should fully take into account the communication needs of women in development, as well as ensure that women in development are taken into full conmsideration in horizontal and vertical communication.

224. Communication policies should provide guidelines on allocation of appropriate frequencies for development programmes.

225. When considering the acquisition of communication technology, guidelines should be developed for technology assessment and choice. The following criteria could be taken into account:

(a) Appropiate hardware selection should consider financial and other resources available, infractutural costs, developmental needs of the population (sensitive choices to needs and circumstances), possible concrete uses of technology, contribution towards a more participatory model of development and "horizontal communication", potentials of each technology for widespread use in developing countries, servicing and maintenance requirements and capabilities;

(b) Apropriate software selection should include: creating culturally acceptable content, and content sensitive to the needs and level of comprehension of the targeted population, adequate presentation of content to identified users; literate vs. illiterate audiences, large segments of the population vs. narrowly defined target groups, such as leaders of women's organizations, trainers, etc., finding links to those national or local development priorities which would serve the population in general and women in particular in line with the Nairobi Forward-looking Strategies, identification of the national and local, governmental and non-governmental institutions, enterprises and groups which would give their expertise in creating adequate content.

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3. Communication and women in development

226. After the country profile and outline of the main characteristics of communication policy at the national level are completed, a profile should be elaborated in each of the categories of social communication resources indicating how it relates to women in development in view of such factors as literacy rates, coverage treatment, employment of women in media, language used, etc.

4. Communication planning and programming

227. The following organizational steps should be considered in either centralized or decentralized communication planning and programming process: situational analysis, setting up of priorities and alternatives, defining objectives, determining the resources needed (both human and financial), identification of in-built monitoring and evaluation methodology, so that communication programmes can be corrected in the process of development.

228. In this process, the cultural and linguistic identity of a country should be fully taken into account. Efforts are particularly needed to communicate in indigenous languages in order to reach all target groups effectively.

229. It is also desirable that communication be linked to national development priorities that will benefit the population in general and women in particular.

5. Institutional aspects

230. Having identified institutional infrastructure at the country level, it is necessary to establish linkages with women in development at national and local level, including national machinery for women.

231. Networking should encompass developmental, communication and women's organizations, as well as representatives of donor agencies, foundations and institutions. When possible and feasible, private and business organizations should be involved in the networking.

6. Funding

232. It is necessary to identify possible sources of funding, both public and private, and assess what kind of support would be available for women and communication. In this effort it is relevant to seek resources outside of budgets devoted specifically to women and tap allocations for general communication budget, rural development, industrial development, etc.

233. An effort should be made to identify and make an inventory of funding sources and disseminate the information to organizations interested in women in development issues.

7. International co-operation

234. At the present stage, inmediate support and funding of research is critically needed, particularly for elaborating country profiles.
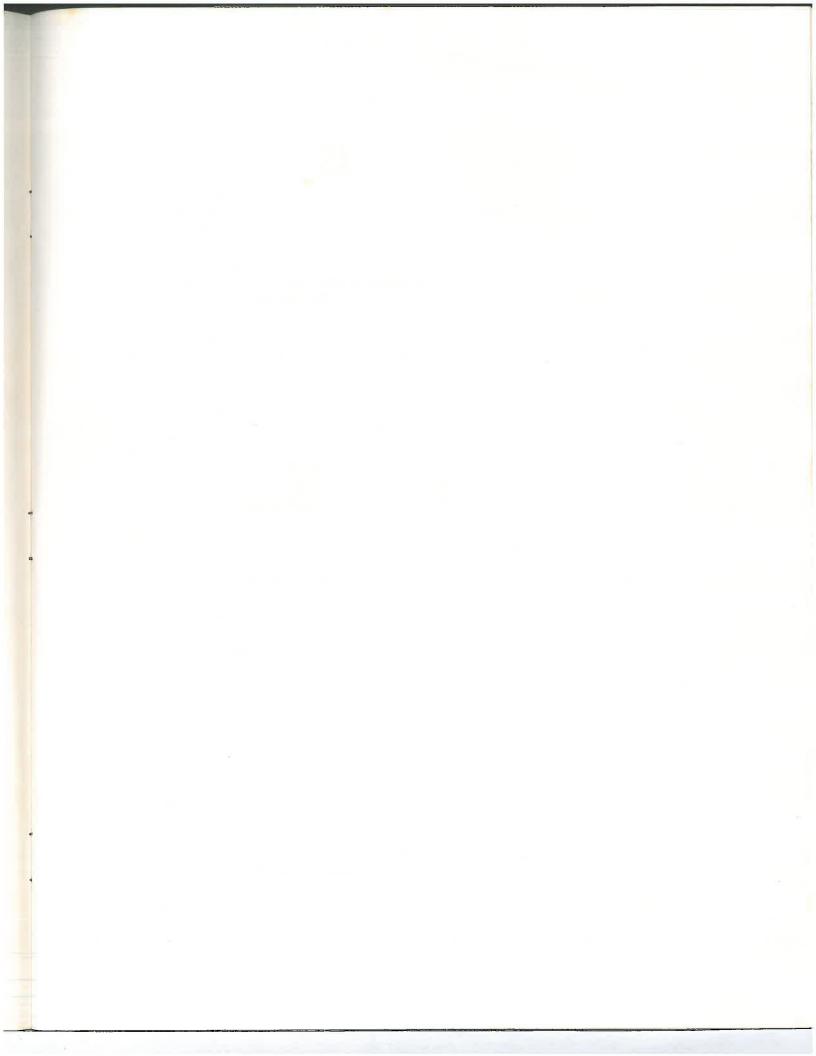
235. In order to achieve better and more tangible effect, national and international institutions should join efforts in formulating, preparing and implementing joint projects to make the impact significant and visible. This would avoid the scattering of initiatives and resources in a series of efforts of lesser significance. The United Nations and organizations with international scope of action should strenghten this aspect of programme and project support.

236. Communication for women in development should be a major part of international networking among organizations already active in the field.

237. It is neccessary to organize pragmatic encounters, to be convened at the regional and international level, to formulate major joint projects on communication for women in development in support of developmental priorities.

238. Regional and international work encounters should include training programmes for the application of new communication technology as applied to regional and national needs.

IX. ADOPTION OF THE REPORT AND CLOSING OF THE MEETING

239. The Rapporteur presented the report, including the guidelines elaborated in the four working groups.

240. She proposed to read the report paragraph by paragraph, asking the participants to discuss and amend it, especiallly the proposed guidelines.

241. After a thorough discussion, the participants adopted the report, including the guidelines, unanimously. They recommended follow-up action on the guidelines, as well as a wide circulation of the report.

242. At the closing of the meeting, expressions of thanks and appreciations were made.

243. The representative of the Italian Government, Mr. Malesani, thanked the organizers, INSTRAW and the Friedrich Ebert Stiftung for such a well organized and highly constructive meeting. He expressed appreciation to FAO and the World Food Council as well as all participants for their contribution and fruitful and important discussions in the complex area of communications for women in development.

244. Ms. Daniela Colombo, President of the Board of Trustees of INSTRAW, thanked all the participants, the representatives of the United Nations bodies and agencies, FAO and the World Food Council, the interpreters as well as INSTRAW and its staff for a well organized meeting. She reiterated the importance of communications for women in development and stressed the need for a follow-up to the guidelines prepared during the meeting.

245. The participants and representatives of the United Nations agencies thanked the Director of INSTRAW and its staff for the efficiency and quality of the work during the meeting. They hoped that the guidelines would be implemented in the near future. They also thanked the Government of Italy and the Friedrich Ebert Stiftung for the help they provided to organize the Consultative Meeting. Finally they expressed their gratitude to FAO for providing the facilities and the World Food Council for supporting the meeting.

246. The Director of INSTRAW thanked the participants and the officers for their commitment and expressed the hope that they would keep co-operating with INSTRAW in order to implement many relevant guidelines emanating from the meeting. In closing, she reiterated her gratitude to the co-sponsors and to all the organizations which supported the meeting.

Notes

1/   Report of the World Conference to Review and Appraise the Achievements of the United Nations Decade for Women: Equality, Development and Peace, Nairobi, 15-26 July 1985 (United Nations publication, Sales No. E.85.IV.10), chap. I, sect. A.

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Annex II
LIST OF REPORTS

COMMUNICATIONS FOR WOMEN IN DEVELOPMENT: THE EXPERIENCE
OF INTER PRESS SERVICE
By Anita Anand
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THE RELEVANCE OF COMMUNICATION FOR WOMEN IN DEVELOPMENT:
THE FAO EXPERIENCE
By Silvia Balit
Chief, Development Support Communication Branch

COMMUNICATIONS IN FAMILY PLANNING PROGRAMME: THE POSSIBLE
RELEVANCE FOR COMMUNICATIONS FOR WID
By Jacques du Guerny
Senior Social Affairs Officer,
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Center for Social Development and Humanitarian Affairs

THE SOURCE FOR THE EXCHANGE OF EXPERIENCES ON ACTIVITIES OF
THE WOMEN IN DEVELOPMENT/WID
By Slobodan Obradovic
Journalist
Belgrade, Yugoslavia

STRATEGIES AND DELIVERY SYSTEMS FOR WOMEN IN DEVELOPMENT
By Lwarsih Pringgoadisurjo
Chief, Indonesian Centre for Scientific Documentation and Information

VIDEO AS A TOOL IN TRAINING AND ORGANIZING: EXPERIENCES OF
VIDEO SEWA
By Sara Stuart
Co-ordinator, Village Video Network Secretariat

COMMUNICATION TO ENHANCE WOMEN'S PARTICIPATION IN
SETTLEMENTS MANAGEMENT
By UNCHS

FAO MOTIVATIONAL AND TRAINING FILMSTRIPS FOR WOMEN IN
DEVELOPMENT

ACTIVITIES OF UNESCO IN THE FIELD OF COMMUNICATION
TRAINING

GLOBAL INTERDEPENDENCE AND CD/ROM INFORMATION-SHARING
CAPABILITIES
By Bettina Corke
President of CD/Resources, Inc.

THE RELEVANCE OF COMMUNICATION FOR WOMEN IN DEVELOPMENT
        ISSUES AT LOCAL, REGIONAL AND INTERNATIONAL LEVELS
By Thais Corral

EDUCATION, WOMEN AND CHINA
By Dang Bing

COMMUNICATION FOR WOMEN IN DEVELOPMENT WITH PARTICULAR
        REFERENCE TO KENYA
By Esther K. Adagala
Assistant Director, Ministry of Information and Broadcasting
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THE INNOVATIVE MULTI-MEDIA MODULAR TRAINING METHODOLOGY
By Borjana Bulajich-Maksimovich
Social Affairs Officer, INSTRAW

BRINGING WOMEN'S DIMENSION INTO DEVELOPMENT: THE ROLE OF
        COMMUNICATIONS. An overview and main objectives of the Meeting
By Dunja Pastizzi-Ferencic
Director, INSTRAW

COMPUTER TECHNOLOGIES: A TOOL TO IMPROVE COMMUNICATIONS
        FOR WOMEN IN DEVELOPMENT. A discussion of practical application
By Maria Helena Alves
Communications Officer, INSTRAW

GROUP COMMUNICATIONS METHODS FOR WATER AND SANITATION
        IMPROVEMENT
By Hilda R. Paqui
Information Adviser, UNDP

COMMUNICATION TECHNOLOGIES FOR THE WOMEN IN AGRICULTURAL
        PRODUCTION AND RURAL DEVELOPMENT SERVICE (ESHW)
By Anita Spring, Chief, ESHW

INFORMATION AND COMMUNICATIONS AT THE SERVICE OF WOMEN IN
        LATIN AMERICA AND THE CARIBBEAN
Prepared by Ms. Maria Rebeca Yanez,
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THE DEVELOPMENT THROUGH RADIO PROJECTS
By Mavis Moyo
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STATEMENT FROM THE SOCIETY FOR INTERNATIONAL DEVELOPMENT
By Wendy Harcourt
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BRINGING WOMEN'S DIMENSION INTO DEVELOPMENT:
THE ROLE OF COMMUNICATIONS
-An Overview and Main Objectives of the Meeting-

By Dunja Pastizzi-Ferencic, Director, INSTRAW

SUMMARY

This paper sets the parameters for discussion at the Consultative Meeting. Communications and information technologies increasingly penetrate all aspects of today's society; by 1990, the information industry will be the single largest industry in the world. While in the developed countries, one of the main problems is how to cope with information overload, in developing countries the problem is how to get any information. Often there is not a single telephone available for thousands of people within hundreds of miles. Thus, the first step towards the effective use of communications technologies for development is to establish the so-called "missing link"--the infrastructure necessary to provide and support access to information.

The paper addresses the question, What is the role of communications in development? Communications can facilitate more effective delivery of social services to the population and provide an avenue for participatory development; it can play a major role in the exchange of ideas, spread of national identity and better understanding between cultures and between men and women.

However, the benefits of communications will be limited unless there is at least some complementary infrastructure present in the society--transportation, power supply, water and other development components. The role of communications in development is essential, ranging from education and training to health, transportation, agriculture, weather forecasts, energy, administration, commerce and banking to the detection of natural resources and facilitating scientific and technical research. The traditional communications technologies, together with the mass media and the newer technologies (including VCRs, cable TV, optical discs, compact discs, satellites and fiber optics) open new paths for development.

The paper proposes exploration of a number of new issues relevant for communications and WID, including diversification of women's images and role models; the influence of communications technologies on women's work; and the interrelationship between communications and WID. The main objective of the Consultative Meeting is to make policy and programme recommendations for the application of communications technologies, strategies and techniques to the area of women in development, with special reference to developing countries.

The first topic to be addressed at the Meeting is the relevance of communications for WID, focusing on relatively widespread technologies such as radio, television, press, video and audio cassettes, film and sound-slide packages, including INSTRAW's own multimedia training packages. The second topic is the identification of new possibilities for using communications technologies as applied to WID. The third topic is determining priority areas for action at the national and/or local level. Pragmatic, feasible programmes and subjects should be identified, followed by a discussion of the modalities of international co-operation and support in applying communications technologies to WID.

By way of basic guidance for discussion, some relevant experiences with various media are given. Radio is one of the most widely used media in development projects that utilize communications technologies, owing to its relatively low production and transmission costs, its affordability to the general population and its ability to reach the most remote audiences with relative ease. It provides formal education, distance education and the dissemination of development-related information to achieve change in such practices as sanitation, child-spacing, AIDS prevention and fertilizer use. It also gives people access to the media and political participation, providing a potential direct and public venue for an exchange of information between the grass-roots level and policy makers.

Television has also been used to provide education, development communications, information and entertainment, although the much higher costs are a major drawback. TV sets

tend to be concentrated in urban areas, and television has often been used to reach urban audiences rather than the rural poor. Sometimes, however, people own TVs before they have drinking water or decent shelter. Therefore, it would be essential to use television to pass on developmental messages.

The most interesting examples of the use of television for development come from particular message formats, such as soap operas (telenovelas). Clearly, however, messages must be presented in a culturally acceptable and appropriate form. While many development efforts using televised forms still disregard women's needs and concerns, there are some new trends in women's programming, incorporating such issues as minimum wages, exploitation, new vocations and the changing status of women. However, much remains to be done to raise awareness of women's actual and potential roles in national development processes.

Film production facilities in developing countries should incorporate development themes into their productions or lend themselves to the production of WID-related films. Video, which has been used extensively for WID projects, has several advantages over television: it is independent, flexible and can be customized to the needs, education level, interests and other characteristics of a narrowly defined group of users. Although not yet in widespread use for training purposes, VCRs and videocassettes, because of their portable nature, make an excellent tool for trainers. More and more women's groups are starting to use audio and videocassettes to transfer positive experiences on women and development to other women's groups.

Sound-slide packages offer a remarkable low-cost teaching tool and may be one of the simplest, easiest to use and most beneficial ways of achieving effective development communications. Finally, interpersonal communications and the press and printed materials are often used as a complementary and integral part of many development efforts.

The paper then describes new possibilities for using communications technologies for WID, including computer-assisted training; teleconferencing; communications satellites; low-power television; databases on women and development; and libraries on compact discs. While these new technologies have great potential, concentration should none the less be placed on the full use of more traditional technologies. A gradual approach to exploring the potentials of all technologies for promoting WID concepts is still required, at both the national and international levels.

Regarding priority areas for action at the national and/or local level, few projects have actually been carried out, and even fewer have been evaluated. The impact of communications on development is not easy to assess or quantify. Ultimately, the effectiveness of each development project using different communications technologies can be determined only through thorough and sensitive evaluation, an important part of which is determining who is reached by the medium, issues of exposure and understanding of content, access and utilization of the technology by different groups.

Discussion at the Consultative Meeting should also focus on the selection of communications technologies--the hardware--and the choice, production and transmission of relevant communications content (the programming, or software). The first issue is one of "how" to communicate in the specific developing country, and the second is one of "what" to communicate.

In setting priorities for action, criteria should be elaborated to select the most adequate technologies given the specific circumstances of each country. It is also important to link communications content with the overall development goals at the national or local level.

Most developing countries have no institutions specialized in communications and information content development. Another priority area for action, therefore, is to identify institutions, enterprises, groups or individuals capable of producing relevant and adequate

communications content corresponding to the local culture and serving the needs of the user population.

In discussing communications and development for women, one cannot overlook the importance of the organizational aspects of carrying out programmes and projects. A WID project implies an even more complex organizational structure than the so-called "national machineries" for women; existing networks among exclusively women's organizations should also include all institutions involved in development and communications that operate in the national mainstream. A participatory model is called for, allowing women and the entire population to take part in the communications process by making the local community the decision-making unit.

Modalities of international co-operation in using communications technologies for WID include the following: increased contact among the mass media of developing countries and linking, through communications, their universities, libraries, planning and research; making greater use of existing communications infrastructure and networks; and creating new regional and subregional information exchange networks. All these networks should be expanded to encompass the use of communications specifically for women and development. Finally, strong research efforts are needed to identify the potentials of using communications technologies for WID, taking into account what is available, what is feasible, what has worked and what could work; considering women's requirements and participation; identifying and defining the priority areas for action to achieve this; and the modalities of international co-operation that could help bring it about.

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THE INNOVATIVE MULTI-MEDIA MODULAR TRAINING METHODOLOGY

By Borjana Bulajich-Maksimovich, Social Affairs Officer, INSTRAW

SUMMARY

In considering the access women have to existing media in developing countries, there are important differences between urban and rural women. In terms of the print media, differing literacy rates between men and women take on special importance. On every continent, the majority of the illiterates are women. So despite an overall growth in world communications facilities in recent years, a large percentage of the world's population, and women in particular, are not reached by the mass media at all. Those who are often find themselves presented with an output which does little to reflect, explain or comment on life as they experience it.

Any discussion of "women and communications" therefore demands an analysis of complex and intertwined relations within the social structure. A view of the media as potentially powerful agents of socialization and social change lies at the heart of discussions of the relationships of media to women's issues. The fundamental problem is structural reform to reflect changes in women's role and status. Major questions are whether and which mechanisms can be developed to minimize ways in which the media lag behind broader social change, and which media are most applicable for the adequate education and training of women in developing countries.

A related question is how to create relevant training materials to serve women's needs, and how to respond to the ever-growing needs of trainers, teachers, facilitators and extension workers; in other words, how to create comprehensive, useful and most of all relevant training messages nad materials. To answer this need, INSTRAW--in collaboration with the ILO/Turin Centre, has developed the multi-media modular training methodology as an alternative to supplement educational radio and television. Its training packages use instructional material in combination with sound-slide packages and transparencies. They represent one of the first attempts to combine instructional and audio-visual materials for training in a modular manner.

What type of training do women need? Training must be modified and redesigned to meet constantly changing demands; it must be well-planned and linked to overall development needs and to ever-changing research and evaluation findings. Educational programmes and training activities must be based on the national experience and derived from the local environment in order to address the needs of women in any society. Training activities must also be linked to mainstream development in order to maintain an action-oriented perspective. In short, training methodologies must be constantly modified and evaluated.

How, then, can INSTRAW's methodology be used for development purposes, and specifically for training women? This paper describes how the two existing packages--on Women, Water Supply and Sanitation and Women and New and Renewable Sources of Energy --are designed to suit national needs which have to be adopted and modified by local professional staff for the community level. In a modular programme, the content is not considered as a continuous series of linear units, but as a series of entities, called "teaching modules", each of which forms a whole, and which is conceived in such a way as to enable their inclusion in different training programmes. Each module is a self-contained training/learning unit, containing a course which can be used in full for initial training courses in methodology or suited to the needs of the trainees. All the modules contain training situations that enable the user to acquire the knowledge and skills which make up the teaching objectives in as short a time as possible. The packages are not uniform but can be adapted to the specific circumstances of each local community or target group--a clear advantage over ready-made radio or TV programmes.

Advantages of the modular system include their flexibility and adaptability to any training audience or situation, efficiency, openness, economy, appropriateness for life-long educa-

tion and progressiveness of establishment. Table 1 of the paper presents comparisons between conventional and multi-media approaches to training.

The sound-slide package was chosen over other media because it can be incorporated into a teaching system or used as extraneous enrichment material. It may be used in group instruction or adapted for independent study. It is especially versatile as a learning/teaching tool in that more than one narration can be prepared for a given set of visuals. It is also less costly and less demanding of managerial and technical skills; students do not have to be literate, and where there is no electricity, battery-operated projectors can be used. Unlike radio or TV, the package can be repeated as often as necessary, requires no scheduled hours and can be continuously modified. However, more research, field-testing and evaluation are necessary to provide a more precise framework for the uses of the sound-slide package. INSTRAW hopes that the Meeting can consider guidelines on how to incorporate modular methodology for women involved in different areas of communication, and in that regard the Institute could provide advisory services on how to use and develop the methodology for training trainers at the national level.

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COMPUTER TECHNOLOGIES: A TOOL TO IMPROVE COMMUNICATIONS FOR WOMEN IN DEVELOPMENT
-A discussion of practical applications-

By Maria Helena Alves, Communications Officer, INSTRAW

SUMMARY

This paper establishes a framework for discussions on the use of computer-related technologies as a tool for transferring relevant and appropriate information for WID. It begins with a look at information systems, which include management systems, bibliographical systems and statistical systems, as well as forecasting and decision-making models. For any of those systems to function properly, it is necessary to store data, process data, retrieve information and transmit information.

Bibliographical searches on women's issues are difficult because of the lack of descriptors on women. The data exist on most systems, but are buried under other descriptors.

For information transmission, automated information systems are increasingly popular, and many of them have been developed on mainframe computers that are usually extremely expensive to set up and out of reach to developing countries. Mainframe computers are an area where UN agencies and NGOs help by providing databases--such as UNBIS and UNSIS--with information that can be accessed by an individual with the proper credentials. Still other information systems are developed on micro-computers, whose data can often be shared through diskettes; one example is the bibliographical information system on women developed by the UN's Branch for the Advancement of Women at the Vienna International Centre.

The paper then suggests several topics for debate in a session on databases for WID. Among these is the need for collaborative efforts among women's groups to produce software tailored to their needs, ensuring more effective use of scarce resources. UNESCO's development of CD/ISIS is a step in that direction, having permitted several groups to automate their operation of document centres. In addition, focal points should be promoted for each specialized area of data to avoid dupplication of efforts and achieve greater co-operation. INSTRAW is currently involved in the systematization and repackaging of available information and is refraining from creating new databases involving the collection of primary information of either a statistical or documentary nature.

Three categories can be considered in regard to the dissemination of information: facilities to produce good quality, affordable printed material with the popularization of word processing and desktop publishing; facilities to communicate information electronically; and other technologies that facilitate the storage of and access to information. The latter include libraries on compact discs; optical disc technology; and computer-aided translation.

Two areas of training need to be addressed within the context of women's access to new technologies: training or learning assisted by computers, and training in the use of computers.

While linkage with international databases is desirable, there are two main problems: indexing information or querying for data in a foreign language can be difficult; and accessing databases on-line can be quite expensive. On the other hand, linking national women's services, such as libraries and documentation centres, could be an important step in strengthening national information capability.

INSTRAW is collaborating in the production of a compact disc containing publications relevant to WID. As the technology will soon be available for as little as $US 500, even the production of compact dics will soon be within the reach of many developing countries.

Among the recommendations contained in the paper is that a focal point should be formed to put together a database on all women's projects around the world. In addition, a database of software programmes developed by UN bodies, independent organizations or individuals should be set up, to be used free of charge or for a small fee. As a promoter of co-operation

among information systems on WID, INSTRAW is considering how to provide advisory services on the organization, classification and incorporation of different types and forms of information to respond to the needs of all agents involved in the development process.

Annex I to the paper provides a list of descriptors on women in the UN system, while Annex II lists some on-line databases of interest to WID.

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2

COMMUNICATIONS FOR WOMEN IN DEVELOPMENT WITH PARTICULAR REFERENCE TO KENYA

By Esther K. Adagala, Assistant Director (Film), Ministry of Information
and Broadcasting, Nairobi

SUMMARY

The introduction to this paper provides a brief overview of Kenyan education, literacy and communications infrastructure. A discussion of the current status of social communications resources--traditional media, radio TV, cinema, press, the national news agency, publishing, advertising and public relations--stresses the impact of increasing urbanization on the largely rural population of Kenya. Interest in using folk media for development has risen.

Three-fourths of the population have access to the Government-run Voice of Kenya radio broadcasts; less than 10 per cent have access to TV receivers. The printed media--privately owned, for the most part--is read mostly by urban Kenyans and circulate among 1 per cent of the population.

While significant action has been taken to improve the status and role of women in the public sector, particularly the media, women are still disadvantaged. To illustrate, the paper describes three categories of Kenyan women--urban and well-educated; transitional between urban and rural; and traditional rural--in terms of their backgrounds and lives.

The agricultural revolution has not been geared to small-scale farming, where most women are based. This limits women's access to information and the means to help them improve their situations.

Then follows a general discussion of the media's treatment of women, particularly the stereotypes fostered by advertising. Suggestions are made on how women's programmes can highlight issues affecting women in society to reach and sensitize key decision makers. Proposed strategies to improve the situation include bringing media specialists together with WID experts to sensitize the former and provide them with information, especially as it applies to WID in Kenya. Television should be used to advance the cause of rural women by allowing them to state their case. Women themselves should be provided with functional information on what to do or where to go to solve their problems. In addition, a national communications policy must be delineated, and a certain percentage of air time devoted to development support communication.

Links are needed between researchers and the media to shed light on women's issues, including women's contribution to national development. Technology needs to be regularly assessed as to its applicability to the needs of WID. Media materials should be developed that deal with such basic development issues as food production, environment, shelter, energy and health and that highlight women's contributions in order to sensitize the community at large to WID issues. Finally, better channels are needed between women's advocates and policy makers, and an advertising code of ethics is required.

To overcome the general lack of access to alternative communications resources for WID in Kenya, communications resource centres should be established that are accessible to grass-roots women's groups. A multi-faceted approach to the issue of communications for WID in Kenya is suggested by the paper, which concludes with 15 concrete recommendations of areas of action in which international co-operation could be helpful.

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MOVING WITH THE TIMES:
HOW THE URBAN MALAYSIAN WOMAN BENEFITS FROM TODAY'S TELEVISION PROGRAMMES

By Salmy Hashim Bernama, Malaysian News Agency

SUMMARY

The paper begins with a discussion of the comparatively poor status of Malaysian women in terms of political, legal and economic equality, equality in marriage and family and the gender gap. Despite that bleak picture, however, progress is being made. Most women have had a primary school education, but higher education is more difficult due to the limited number of spaces in Malaysia and limited scholarships for study abroad. There are about 22,000 Malaysian students in the United States, half of them under Malaysian Government sponsorship.

The paper explains how higher education and exposure to the Western world has created a more sophisticated audience demanding better radio and TV programmes. It then goes on to describe TV programmes catering to urban women. Competition between the Goverment-owned station and the country's one private station has resulted in higher-quality program-mes that frequently break with tradition in their portrayal of women's roles. Two popular women's programmes on each station are also discussed, as well as other communications technologies now coming on line, including teletext, satellite and video newspapers.

Malaysia's priority is literacy, and the paper suggests how TV/video can be used to increase it, such as by holding weekly one-hour sessions in village community halls and using video for skills training and to provide vital information for rural women.

* * *

1

EDUCATION, WOMEN AND CHINA

By Dang Bing

SUMMARY

This paper focuses on the use of television as an educational tool in China, where the medium has undergone phenomenal growth in recent years. In China, there is one TV set for every nine viewers, but there are about 600 million viewers in total. Television is used heavily as an educational tool because it is State-controlled and because there are too few universities to accommodate the population.

The "Education by TV" programme ran from 1976 to 1979, when the Central Radio and Television University was launched with the Public Education Branch. A variety of programmes are offered, including series on health and nutrition and on agricultural know-how, since 80 per cent of the population is rural. Some 229 series were produced between 1977 and 1987. The University also gives three-year degree courses in 50 disciplines, from which approximately 400,000 students had graduated by the end of 1987.

Women have benefited most from the educational use of television because they started with unequal access to university and money; TV challenged their traditional roles. There are still problems with the labour intensity of agriculture, however; girls are needed at home to run the farms. Measures are therefore needed to increase the income of peasant farmers and to raise teachers' salaries to encourage people to pursue higher education. Higher wages must be guaranteed for intellectuals in general, and the Government should encourage equal employment opportunities for women and men. Much remains to be done, but China has learned a great deal from its experiences with television.

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GLOBAL INTERDEPENDENCE AND CD-ROM INFORMATION-SHARING CAPABILITIES

By Bettina Corke, President of CD Resources, Inc.

SUMMARY

Part I of this paper explains what CD-ROM discs are and how they can be used for research. The discs can store up to 550 megabytes each, or more than 200,000 typed pages, and are used to store encyclopedias and entire medical, corporate and legal libraries. Mainly they are bibliographies and abstracts. The technology can provide unlimited access to the materials, without additional costs to the user, and can be used in WID as part of a broader effort to produce data and statistics for convincing planners that proposals on behalf of women can be factually substantiated.

CD Resources has published the first-ever full-text abstract/bibliography and reference source materials, entitled CD-ROM AIDS: INFORMATION and EDUCATION WORLDWIDE. Two other collections, one on Women in Development and the other on Health for All, will be published shortly. All the collections are known as "LIBRARIES-TO-GO".

The Women in Development CD-ROM contains a full-text collection on women's involvement world-wide in the development of urban and rural economies, agriculture, health care, energy and the environment, science and technology, education and employment. It will eventually number 15,000 pages from such sources as the Agency for International Development, WASH, INSTRAW, WHO, UNDP's Prowess Programme and UNICEF.

"Health for All", with a special look at women's health, contais over 300 full-text documents on legislation, health management and planning, primary health care, environmental and occupational health, maternal and child care, immunization and other topics.

Part II of the paper consists of a demonstration of an actual application of CD-ROM: the preparation of guidelines for health care planning on AIDS for an organization's staff travelling overseas. The paper discusses sample questions, procedures and recommendations for conducting a search.

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THE RELEVANCE OF COMMUNICATIONS FOR
WOMEN IN DEVELOPMENT:
THE NIGERIAN TELEVISION EXPERIENCE

By Cordelia Eke, Nigerian Television Authority

SUMMARY

This paper describes the Nigerian Television Authority (NTA)'s efforts to shift the emphasis of television from an entertainment vehicle to a tool for social change and specifically for national development, in which a major challenge has been broadening the reach of TV programmes and providing adequate feedback channels for audiences. Strategies included targeting specific groups, one of which was women.

Several examples are then given of NTA's experience in communications for WID, describing some programmes that focus primarily on customs and activities which affect women or stunt their growth, in such areas as career guidance, health/sanitation, co-operatives, home management and functional literacy. Another area of NTA activity has been the establishment of community viewing centres and viewers clubs in the hard-to-reach rural areas. Some 22 TV production centres nationwide are also being used successfully for programme syndication and development for targeted interest groups.

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1

THE ELECTRONIC MEDIA:
AGENTS FOR ADVANCING WOMEN IN DEVELOPMENT

By Sharon Marshall, Director, News and Current Affairs
The Caribbean Broadcasting Corporation, Barbados

SUMMARY

This paper discusses Barbados' place in women in development. Barbados established a Bureau of Women's Affairs in 1976 to advise Government on matters relating to women, to monitor implementation of recommendations made during the UN Decade for Women, to act as a clearing-house for NGOs and to offer technical assistance to women's organizations. One of the Bureau's programmes is to offer legal assistance to women of limited means. The Bureau is also concerned with encouraging the media to educate women about their legal rights and to help change attitudes and provide skills training.

The paper then talks about Women in Development Ltd., a private non-profit organization set up to help women go into jobs for themselves by developing their hobbies into commercially viable enterprises. From its previous focus as a loan agency, it now also provides training in business practices, costing and pricing, bookkeeping and marketing.

Yet another local agency working to integrate women in the development process is the Women and Development Unit of the Extra-Mural Department of the University of the West Indies. One of its mandates is to stimulate and support programmes and projects which can improve the socio-economic situation of Caribbean women. The Unit also concentrates on developing linkages at the regional level. In addition, the Caribbean Conference of Churches is playing a significant role in the development process.

The paper concludes that while enough agencies already exist in the region to advance the cause of WID, the media are essential for disseminating information about their work. Seven recommendations are made on how the electronic media can be effective agents in that regard, including producing programmes on WID projects; developing a directory of women broadcasters within the UN system; developing a taped programme exchange; exchanging news/feature items through existing regional satellite networks; starting support programmes to train women in journalism and broadcasting skills; and organizing meetings on communications for WID.

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THE DEVELOPMENT THROUGH RADIO PROJECT

By Mrs. Mavis Moyo, The Federation of African Media Women, Zimbabwe

SUMMARY

After providing some background on broadcasting in Zimbabwe, women's role in the industry and the author's own involvement in it, this paper describes the history of the "Radio Homecraft Clubs", in which a radio programme was used to organize women into local clubs that organized craft competitions. Following the nation's independence, the Federation of African Media Women-Zimbabwe (FAMWZ) came up with a new, community-based approach to broadcasting as a form of development support communication. It is a democratic way of producing programmes emanating from the masses and back to them, and of closing the gap between grass-roots people and policy makers. This involved the formation of radio listening clubs and providing free radio-cassette recorders to the communities.

The "Development through Radio" project was a result of these efforts, in 1986. The project, a rural-based broadcasting idea, meets the need for organized listenership so that rural people can have access to national radio. Eventually, 25 radio listening clubs were established. Training workshops were held throughout 1987 to teach club leaders the concept of development through radio; how to operate the receivers; group dynamics; and local leadership.

The paper then discusses how the programme, which has been broadcast weekly since April 1988, attemptings to democratize broadcasting. It mentions some of the concerns women are able to share through the programme by recording them on cassettes, which are listened to at the studio and responded to by Government representatives on the air. Concrete changes have resulted from the programme, such as improved transportation.

Some background is provided on the FAMWZ, including its objectives, activities, projects and a budget.

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RURAL RADIO

By Mrs. Mavis Moyo, Deputy Controller,
Zimbabwe Broadcasting Corporation, Radio Four

SUMMARY

This paper describes the programmes of Radio Four, a Government radio station in Zimbabwe whose purpose is to reach and educate the rural masses. These include formal programmes (for schools) and non-formal programmes, which provide skills and knowledge in various fields of human enterprise. The station uses two outside broadcast vans to gather material from rural areas; live broadcasts are normally done from the vans as well, and consist largely of question-and-answer sessions with Members of Parliament and development specialists.

The paper goes on to summarize the Development through Radio project, which is described in greater detail elsewhere in these Proceedings. Its objectives are to give the rural people access to national radio; to give them an opportunity to take an active part in development broadcasting; and to help close the gap between the rural people and the decision makers. It also allows them to communicate with service organizations.

The method of operation is as follows. Groups identify and discuss their concerns and priorities, and recording their deliberations on cassette tape. They then record the actual radio programme when it is aired, and afterwards discuss its contents under the direction of a leader. Points on which clarification is needed are recorded, and the leader takes the cassettes to a collection point. At the studio, a co-ordinator takes the cassettes to the appropriate ministry or NGO for a response. The result is two-way communication from which the Radio Four Radio Listening Clubs programme is made.

An example is given of the contents of one programme; who the responses came from and what some of the problems faced by the project were (including illiteracy; transport; lack of staff; lack of cassette recorders; and reticence on both sides to discuss certain problems). This is followed by a brief discussion of television in Zimbabwe, which does not presently aid or complement rural development activities in the country. Because of cost, few TV sets are available, and many rural areas are without electricity.

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SOURCES FOR THE EXCHANGE OF EXPERIENCES ON ACTIVITIES OF WOMEN IN DEVELOPMENT

By Slobodan Obradovic

SUMMARY

This paper discusses how the Pool of the News Agencies of the Non-Aligned Countries is becoming a very important source for the exchange of experience on WID activities. The Pool provides all media in every developing country with information and stories from all sectors of daily life of interest to women, using news items from more than 100 developing countries. It is one of the biggest sources of information and the biggest journalistic centre in almost every developing country involved in information-gathering. Items are available primarily in English, French, Spanish and Arabic. Examples are given of women's activities reported by the Pool.

The paper then provides some background and history of the Pool. It began operating through the Yugoslav news agency, TANJUG, in 1975, as an outgrowth of an initiative by the Non-Aligned Movement to correct imbalances in the global flow of information, based on a full and equal exchange arrangement among all member countries. Today it is widely considered to have established itself internationally, especially in the developing world. It has never had a head office or any formal organizational structure as such. The costs of receiving and transmitting information are met by individual news agencies, and the entire operation is based on the principle of collective self-reliance. Participation is voluntary, and each participating agency may send two to three news items of up to 500 words a day. In effect, the Pool is a giant telegraphic chain to which every agency can add its own news items and use as much information from other agencies as it wishes.

One of the Pool's main concerns has been to make itself useful to its end users, and to that end it has issued guidelines defining "news" and evolving codes for the selection, editing and exchange of news, which have been the topics of seminars and workshops. The Pool sets up national news agencies in countries where they did not previously exist. It has already become a topic of conversation in international circles outside the developing countries, and similar forms of co-operation have been initiated among the radio and TV stations of developing countries. It can continue to help in improving the exchange of information on the activities of women in developing countries.

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STRATEGIES AND DELIVERY SYSTEMS FOR
WOMEN IN DEVELOPMENT

By Lwarsih Pringgoadisurjo, Chief,
Indonesian Centre for Scientific Documentation and Information

SUMMARY

This paper focuses on. the role of extension workers as agents of change in rural communities, and more specifically on women in the developing world who are desperately in need of special attention and assistance. These are women who are either illiterate or semi-literate; they represent a significantly high proportion of urban and rural populations in developing countries. Strategies are needed to provide them with meaningful roles as subjects of development.

The extent of illiteracy, access to education and efforts needed to improve the situation are discussed. Intensive non-formal education and training programmes will remain important vehicles for raising the knowledge and skills of those deprived of formal schooling, and related to that is the need to improve communication systems so that the information-poor will have access to appropriate information. However, present communications systems must be changed so that target groups can determine their own development agendas, and strategies are needed to upgrade the knowledge of extension workers charged with mobilizing such groups.

Next, the paper discusses the roles extension workers can play as facilitators, consciousness raisers, mobilizers, linkers, modernizers and organizers--in short, as agents of environmental change. Because of the scarcity of funds, extension programmes often rely on volunteers, when professionals are needed. Starting from the premise that more face-to-face interaction is needed to support the delivery system for training programmes, the paper argues that more attention should be given to equipping the trainees with strategies for coping with the uncertainties in the environment around them.

Extension services should have an integrated character, which can be attained through interdisciplinary team work among the various agencies involved in service delivery. Strategies are needed to encourage close co-operation between public librarians and extension workers as partners in the transfer and communication of information. To that end, the Indonesian Clearinghouse for Information on Women in Development is seeking funding to conduct research on how to deliver information effectively to rural populations.

Extension programmes should also focus on improving the capabilities of women. Various methods of transferring information to the target groups should be utilized. Since personal interaction between extension workers and target groups is not always possible, communication through electronic media will be much used in implementing training programmes. These media need to be carefully planned, and the results constantly monitored and evaluated.

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1

VIDEO AS A TOOL IN TRAINING AND ORGANIZING: EXPERIENCES OF VIDEO SEWA*

By Sara Stuart, Co-ordinator, Village Video Network Secretariat, India

SUMMARY

This paper describes the experiences of Video SEWA, the video co-operative of the Self Employed Women's Association of India--a trade union of some 24,000 poor, self-employed women in Ahmedabad--to illustrate the power and importance of video as a training tool. It focuses on the example of one woman of Ahmedabad, a respected leader among vegetable market women, who has fought police harassment to gain licences and recognition from the municipal authority and who testified in court on behalf of the vendors. In 1984, she and 19 other SEWA members took part in a three-week video training workshop for women of all ages, many of whom were illiterate.

During the workshop, each participant produced her own programme. Afterwards, they formed a co-operative, called Video SEWA, which held weekly meetings and refresher courses. Several months after the initial workshop, negotiations began between authorities and vendors in the community; the meeting was taped and the video watched by the municipal commissioner, whose views were evidently changed by what he saw. The tape therefore proved invaluable to further negotiations and also shaped the women's under-standing of the potential of video.

The Ahmedabad woman went on to use her new skills as an organizer and a producer, making other tapes about disadvantaged and victimized women that influenced their lives. Slowly, video has become an integral part of SEWA activities; the organization uses tapes to motivate, mobilize and strengthen existing membership and to organize new trade groups. Their programmes also create visibility for the issues of self-employed women and influence policy makers.

Video screenings have become an important part of workers' education classes and are used to fulfil more formal training needs. They provide specific educational information to groups of women and their children on such topics as oral rehydration. Their work now reaches beyond the borders of India, as the tapes are used to train groups in other countries that work at the grass-roots level and are interested in video as a tool for local development. In general, SEWA's experiences demonstrate the adaptability of video technology and its particular advantages in the hands of local organizers and extensionists. Video puts illiterate viewers as well as illiterate producers on a par with their literate counterparts, and this equalizing element can transform relationships, support a high level of participation and have great impact.

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GLOBAL DEVELOPMENT NETWORK:
AN INTERNATIONAL TELECONFERENCING PROJECT

By Lloyd H. Van Bylevelt

SUMMARY

The Global Development Network (GDN) was established in 1985 by Miami Children's Hospital as part of a video and satellite project that produces video programmes on education and health issues and organizes and transmits satellite programmes throughout Latin America and the Caribbean. The hospital is the largest pediatric teaching hospital in the southeastern United States and provides international educational and technical training programmes to countries throughout that region. GDN has developed medical teleconferencing programmes for health care professionals in the hemisphere, and this paper summarizes major teleconferences held since 1986.

The paper then discusses GDN's co-ordination of down-link sites, which are usually auditoriums or hotels used for closed-circuit events. The Network provides local co-ordinators and materials to promote the conferences.

Finally, the paper summarizes GDN's capabilities and teleconferencing components, including the design and conduct of educational meetings and conferences and programme production, transmission and management.

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INFORMATION AND COMUNICATIONS AT THE SERVICE OF WOMEN IN LATIN AMERICA AND THE CARIBBEAN*

By María Rebeca Yáñez, Consultant, Social Development Division
United Nations Economic Commission for Latin America
and the Caribbean

SUMMARY

Within the framework of the Regional Plan of Action for the Integration of Women into Latin American Economic and Social Development 1/ and of the Nairobi Forward-looking Strategies for the Advancement of Women, 2/ and covering the period since the last Regional Conference, 3/ this paper seeks to:

1. Identify, select and classify the principal activities undertaken by the different agents in the region, with a view to enhancing the status of women and eliminating all forms of discrimination against them.

2. Report on the principal measures adopted and the changes that have taken place in the conduct of information, documentation and communications activities concerning women, at the national, regional and global levels; and draw attention to the principal successes and failures of the various agents that have participated in these activities.

3. Select, analyse and classify a sampling of the publications about women in the region, in some of the areas considered priority within the framework of the United Nations Decade for Women and of the Nairobi Strategies and whose results would permit certain projections to be made and more information to become available on the changes that have taken place in publications about women. They would also identify lacunae which would serve to orient future studies and research.

4. Propose general guidelines for future action as regards the strengthening of the relevant mechanisms for the compilation, processing, systematization, and the exchange and dissemination of information on the subject.

In order to carry out this study, the main institutions working in this area in the region were requested to provide information on programmes concerning women and on activities which have been undertaken in the field of information and communications.

The regional and international information was obtained from ECLAC, the Latin American Demographic Centre (CELADE), the Regional Centre for Information on Women (CRIM), the Food and Agriculture Organization of the United Nations (FAO), the International Research and Training Institute for the Advancement of Women (INSTRAW), the Latin American Institute for Transnational Studies (ILET), the Joint Integrated Unit of Academic Information Systems, the International Labour Organisation (ILO), the United Nations Development Programme (UNDP), the United Nations Educational, Scientific and Cultural Organization (UNESCO) and the United Nations Children's Fund (UNICEF). National centres were requested to provide relevant information, and replies were obtained from the following institutions: Pontificia Universidad Católica de Chile, Centro de Estudios de la Mujer de Chile, Programa Nacional de la Mujer de Costa Rica, Centro de la Mujer Flora Tristán of Peru and Centro de Informaciones y Estudios del Uruguay (CIESU).

This paper consists of three chapters, the first of which proposes a number of guidelines to orient activities designed to improve the flow, transmission and dissemination of information and communications required by the process of change in the status of women aimed at achieving a status equal to that enjoyed by men. These activities are conducted within the policy framework adopted by two international forums: the Regional Plan of Action, and the Nairobi Strategies. Based on the information obtained, the second chapter contains a panoramic overview of the principal programmes and activities undertaken by the different organizations and by women themselves with a view to progressively eliminating the various forms of discrimination to which women are subject, and to progressively improving their status. This review covers both those activities which have been undertaken by formal

institutions involved in the process, and by those which constitute alternative solutions to the specific problems affecting women.

The review includes an assessment of the situation and of the progress achieved in the field of information and communications at different levels. It also discusses those information systems which treat the problem of women as just another development issue, and others in which the development of women constitutes the principal subject of concern. The third chapter contains a description of the methodology used and of the results of research contained in publications on this subject.

This study was based principally on a review of secondary sources of information, compiled from various types of agencies in the region and from existing documents in four information systems: the bibliographical information system of ECLAC, which comprises the Latin American Centre for Economic and Social Documentation (CLADES), the Latin American Population Documentation System (DOCPAL) and its library; the bibliographical information system of the Women's International Information Communication Service (ISIS); the Information Referral System (INRES) of UNDP; and regional institutions devoted to teaching and research.

Since this systematization covers only a sampling of documents, the results obtained represent only a partial, though useful, database in the sense that they will permit projections to be made which provide guidelines on the principal trends observed in these publications and which contribute to the task of defining the thrust of future work for the various agencies involved in dealing with these problems.

With regard to this background, inter-institutional co-ordination must be strengthened in order to increase the installed capacity for the compilation, processing, systematization and dissemination of information on the topic. Towards this end, a network or system of information and communications could be established in which a key role could be played by the most important institutions in the field which have conceived and directed the programmes, and which would comprise relevant institutions that would contribute information on their respective areas of specialization.

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THE RELEVANCE OF COMMUNICATION
FOR WOMEN IN DEVELOPMENT:
THE FAO EXPERIENCE

By Silvia Balit, Chief, Development Support Communication Branch,
Food and Agriculture Organization of the United Nations

SUMMARY

This paper summarizes the work of FAO's Development Support Communication Branch, later incorporated within the FAO Rural Development Programme, with a broad mandate to service requests for communication support from member Governments and FAO technical divisions. FAO's integrated approach to rural development has made communications an essential component in programmes dealing with women, population, health, nutrition and literacy. The agency's work in building up national capacity and in training women as communications specialists in the planning, use and control of communications is described, as well as FAO's innovative, participatory approach to rural radio, the most effective mass medium to create understanding, promote new ideas and provoke social change among rural audiences.

The paper also discusses uses of low-cost group media, especially audio-visual media, to motivate and train rural women; the use of video to boost self-confidence and encourage self-development; and multimedia campaigns to reach women, for example regarding the need for child-spacing.

Finally, key findings of the June 1987 Expert Consultation on Development Support Communications are summarized. That meeting stressed the useful two-way sharing of knowledge between people and development specialists. It analysed case studies, coming up with five fundamental factors in determining success and three essential elements required at the national level to make development communications successful. Experts at the meeting felt that the common denominator in successful development communications was "clear strategy and rigorous management". Five conclusions and recommendations to be used in formulating guidelines to enhance communicatons for WID are then given, which will be taken into account by FAO in its future work.

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COMMUNICATIONS TECHNOLOGIES FOR WOMEN IN AGRICULTURAL PRODUCTION AND RURAL DEVELOPMENT SERVICE

By Dr. Anita Spring, Chief,
Women in Agricultural Production and Rural Development Service,
Food and Agriculture Organization

SUMMARY

This paper begins with a discussion of the mandates and activities of FAO's Women in Agricultural Production and Rural Development Service (ESHW), FAO's principal unit addressing women's issues.

One of its projects was the 1984 co-production of a film, "The Forgotten Farmers: Women and Food Security", to demonstrate the role of women in food security and the importance of local food crops. It was directed at policy makers and the general public, to increase awareness of women's role in food security, from production to consumption. The film was made in four countries--one from each major region--in four languages. It is 28 minutes long and is available on film and videocassette. After the film is shown, discussions are held, leading to a series of proposals on education for rural women, agricultural extension programmes for improving women's farming skills and programmes for rural communities as a whole.

ESHW also assisted FAO's Education and Extension Service in eight training sessions for 150 FAO staff on WID from 1983 to 1985. Five topics were covered by the audio-visual materials, including the integration of women into agriculture and rural development.

A third Service project discussed in this paper was the preparation of the Plan of Action for the Integration of Women in Development (1990-1995), concentrating on activities in the civil and legal, economic, social and decision-making spheres. To implement the plan and recommendations of the Expert Consultation on Institutional Changes on Women in Development (Rome, September 1988), the Service has reviewed projects and suggested new possibilities for using communications technologies to define women's roles in different farming systems and delivering project services for women. It will also focus on video and film in developing training materials for FAO staff, and will continue its publication series, possibly on compact disc.

A summary of the major issues raised by the tape/slide presentation accompanying the present paper follows. The presentation is part of the WCARRD (World Conference on Agrarian Reform and Rural Development) Follow-up Staff Seminar on Rural Development. Five major factors are then discussed which influence women's roles in agriculture: seasonality; the stage in the family cycle; the presence or absence of males; socio-economic status; and penetration of the market economy.

Finally, the paper encapsulates WCARRD guiding principles and FAO project development guidelines for projects which successfully integrate women.

The Annex summarizes 22 FAO filmstrips, providing information on where they were produced; who the audience is; contents; frame size; languages of filmstrip and audio cassette; and length.

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COMMUNICATIONS TO ENHANCE WOMEN'S PARTICIPATION IN SETTLEMENTS MANAGEMENT

By the United Nations Centre for Human Settlements (Habitat)

SUMMARY

This paper reviews selected aspects of the women's movement within the framework of the UN Decade for Women. A great deal has been achieved by women throughout the world, which will facilitate the integration of women-friendly support communications activities in settlement management.

A historical review of women's concerns with various aspects of communications within the UN context follows, starting with the outset of the UN Decade for Women. At that time, women's low level of participation in the mainstream media was viewed as both a symptom and a cause of their disadvantaged position in society and was attributed in part to the prevalence of stereotyped images. A number of steps were then proposed at the international level to facilitate elimination of those images and to ensure women's equal participation in all aspects of social and economic life.

During the first half of the Decade, the UN system sponsored over 12 regional and international meetings on women and communications. A report issued by the Mid-Decade conference in Copenhagen (1980), while emphasizing the need for the UN system to elaborate a more detailed and co-ordinated programme for the full use of the mass media, with particular emphasis on the use of communications as a development component, did not deal specifically with the role of communications in improving women's status. The Programme of Action adopted by that conference stressed the institution of new attitudes and elimination of prejudices in the achievement of legal and development targets.

In subsequent years, efforts of UN bodies and agencies to gather information for policy guidance and for increasing women's participation in development through education and training have intensified. These were complemented by efforts to communicate the relevant information to Governments and other organizations. By the end of the Decade, women's studies programmes were established in large numbers of higher educational institutions around the world. Some of those institutions, especially in the developing countries, have worked closely with the "national machineries" and contributed to the work of other national organizations seeking gender-specific information. Through this collaboration, national women's research institutions were able to contribute to gender-aware policy development and to provide feedback for policy implementation. During the same period, there has been an enormous increase in the formation of women's NGOs. Overall, the women's movement has been involved in a slow but steady process of information-gathering and communication.

In appraising the progress achieved in the status of women in communications and the media during the Decade, the paper presents highlights of responses received from Governments to a questionnaire dealing in part with women in communications and the media. A slight majority of the Governments reported having adapted specific policies and guidelines for the promotion of women in the media. There were, however, a number of obstacles to the achievement of significant progress, such as the prevalence of patriarchal attitudes in society and among the policy makers, the lack of political will and the lack of funds for producing local women's programmes. Regarding women's images in the media, women were often portrayed as mothers, wives or sex symbols. Most countries reported an improvement in the female-to-male ratio of media personnel both at the senior and general employee levels, but there were few training courses designed exclusively for women in the media. A separate review by UNESCO concluded that during the second half of the Decade there was insufficient change in the communications media with regard to the portrayal and participation of women in the media.

Among NGOs, women in the media were pioneering in many countries to change the status of women in the media and alter the stereotypical images conveyed through the mainstream media. In recent years, women's organizations dealing specifically with women's role in settlements management have been initiated. International and bilateral

organizations, including Habitat and INSTRAW, have been involved in research and training aimed specifically at improving women's status in settlements. These programmes all share a focus on communications to attain the maximum impact of programme, project and training activities. Development specialists and Governments must make every effort to mobilize those institutions and ascertain their inputs to policy formulation and execution.

In the years to come, the focus of the international community with respect to women and communications will be on four key areas: training for women as media professionals; women's recruitment and promotion to high-level posts in the media; development of collaborative media programmes with women's professional associations and NGOs; and research into women's images in the media. With regard to the latter, the paper summarizes the process and effect of stereotyping, both in the media and in advertising, and what women's concerns are in those areas.

As to women's participation in the media, although there is an acute shortage of data, women are at a disadvantage in terms of their overall numbers and distribution across occupations. Progress in the situation of women in mainstream media has only been slight over the past decades. Their potential to influence media policy or promote change has remained negligible. However, despite their underrepresentation in mainstream media, women have been observed to cover certain areas better than men. They have departed from traditional patterns and covered new topics and developed alternative responses to fulfil their aspirations and change ideology. Althought slight, the enhanced participation of women in the mainstream media and the more active and deliberate role they have assumed in promoting women's status through the media provide a useful background against which a women-friendly development support communications strategy can be developed.

Alternative communications approaches developed by women have taken three different directions: the "alternative" media; the formation and extension of news and information networks; and the growth of women's publishing houses. These efforts are aimed largely at changing the stereotyped images of women.

With regard to the impact of media on women, systematic impact assessment of media targeted to women's integration in development is generally not available. Studies on the relative effectiveness of different types of media with respect to human settlements policies, programmes and projects are also lacking. However, much can be learned from existing information on other sectors. For example, the roles different media play in each cultural setting and in different types of development activity vary significantly. The impact of alternative media choices on women's integration in development is also determined by the development context for which support communication is designed. As a general rule, the simplest media are the best.

Radio has been the most frequently used of the mass media to provide support for development. For both men and women, regional and local programmes have greater impact. Country experiences show that in community-based programmes and projects, mass media are less useful than "group media", which facilitate communication within and between groups or individuals. Music, theatre, slides, video-films, flip-charts and sound tapes are among the more frequently used group media. They are often designed by community development specialists, with people's input to their design introduced at the pre-testing stage.

Because women and women's groups have had useful experience in developing group media, communications specialists will benefit from women's expertise in the design of group media for specific programmes and projects. For instance, women have found it effective to work with slides, videos and similar low-cost audio-visual tools, especially where literacy is high and the mass media are Government-owned. Traditional forms of communication have also proved effective for bringing women into the core of the development process.

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There are many ways and means of integrating women's concerns and capabilities in human settlements development and management. Factors that would justify and facilitate a communications approach include its cost-effectiveness and ability to strengthen the impact of legislative, financial and other measures for increasing people's participation in development. In addition, the communications approach can create awareness and inform women of the availability of such measures.

It is also the only mechanism for seeking people's contribution to and co-operation in policy and programme formulation.

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3

FEMMES, COMMUNICATION, FORMATION:
QUELQUES ELEMENTS DE REFLEXION

Par Daniela Bertino, Centre International de Formation de l'OIT, Turin

SUMMARY

This paper discusses the experience of the International Training Centre of the ILO/Turin Centre in improving women's access to training and information. The Centre has been organizing courses addressed specifically to women in accordance with the system-wide medium-term plan for women in development for 1990/1993.

In order to inform women that the Centre's courses might be of interest to them, collaboration is first required with other United Nations bodies and other international organizations to find out which institutions, departments and individuals should be contacted in each country in order to disseminate the information. Secondly, candidates must be presented by the respective agencies.

Topics concerned with the selection of media appropriate to the specific contexts, target groups and objectives are then presented for consideration. These include technical considerations, or hardware: many times, technical co-operation to developing countries has consisted of supplying local training centres with sophisticated equipment, without taking account of the problems that may result, such as insufficient maintenance training of local staff; difficulties in obtaining supplies or spare parts; and the rapid deterioration of equipment due to atmospheric factors.

To prevent such occurrences, the paper proposes training through the use of visual or audio-visual support that is easy to execute on-site with material available locally at a reasonable price. It stresses the dichotomy between technology-intense, but underused, media, and the traditional media, in which regard the ILO/Turin Centre has developed a series of courses aimed at producing inexpensive audio-visual materials and at adapting existing documentation to local needs. One example is the INSTRAW/ILO sound-slide package on "women, water supply and sanitation", which is based on the multimedia modular approach.

The ILO has chosen audio-visual materials that can be easily adapted to different needs and contexts. Cultural traditions and traditional media should also be taken into account in designing materials. Standard criteria for selecting media should be analysed in the light of the ILO's experiences, avoiding technological temptations and paying particular attention to problems linked with reproduction, health and sex education.

With respect to software, by which the paper refers to cultural problems that have a profound impact on choosing how the contents of a given message are presented, examples are given of the Women, Water Supply and Sanitation seminars and the campaign to eradicate infibulation in Somalia. In the case of the former, much effort was required to avoid having the concerns of one culture, country or race predominate, since the seminars were intended for multiple use in many countries. In the latter case, by contrast, the campaign was aimed at specific groups within one country, and the materials had to be adapted to the Somalian context, taking account of Somalian sensibilities surrounding a taboo subject in which certain images, inocuous elsewhere, might arouse undesirable emotions.

In developing the campaign, collaboration between the Italian experts and the Somalian women--both as the main subjects and the principal beneficiaries of the training course--was indispensable.

The paper then summarizes the key conclusions arising from ILO's experiences: avoid designing projects that view women simply as "recipients", but rather, consider them as partners and agents of development; in choosing media, use technologies that are appropriate to the given context, giving priority to audio-visual media that women can produce themselves on-site; provide training workshops; in choosing software, keep in mind the relative

value of communication codes, especially images, and make sure that the images chosen transmit the desired content in an unambiguous manner; in choosing music and soundtracks, consider cultural implications; in choosing methods, experiment with different forms of communication that start from the women's own experiences and give value to them.

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2

GROUP COMMUNICATIONS METHODS FOR WATER
AND SANITATION IMPROVEMENT

By Hilda R. Paqui, Information Advisor
United Nations Development Programme

SUMMARY

The success of improved drinking water and sanitation technologies, this paper argues, is particularly dependent on the understanding and consent of community people, especially women --the traditional water bearers and custodians of family hygiene. Properly planned two-way communication can reduce project costs, stimulate self-help for communication development and speed up the pace of anticipated change.

Group communication methods--including popular theatre, folklore and sound tapes-- have been effective tools in achieving and maintaining behavioural change among illiterate people in many developing countries. In discussions following such presentations, people share ideas about the problems and solutions, which is especially critical for illiterates, who may be accustomed to silence and fatalism. Popular theatre and sound tapes are being used successfully in Lesotho and Mali, respectively, to mobilize women and other community residents for self-help in water and sanitation improvement projects supported by UNDP.

The paper then describes those two examples. In Lesotho, women are mobilized through plays produced with the assistance of the Threatre for Development Project, dealing with such topics as reforestation, co-operatives, rehabilitation of prisoners, problems associated with defecation and the role of flies in transmitting disease. After watching the dramatization of these problems and then discussing their implications, most people in the audience express a desire to have latrines built.

In Mali, cassettes on more than 60 themes, from mother and child health to improved agricultural practices, have been made available in five local languages; village listening sessions are organized several times a week by volunteers selected from the community. During the discussions that follow the presentations, the community collectively decides whether it is worth changing their practices to adopt the new technologies.

The project has had remarkable impact, as villagers heed lessons on protecting water wells from debris and washing their hands before eating. The Government is expanding the programme nationwide. It is highly replicable in other countries where oral tradition is a strong aspect of national culture, large numbers of people are illiterate and resources for extension and training are limited.

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SUMMARY

As described in this paper, UNESCO's programme for women and media in the past three years has focused mainly on the training of women in communications skills. It has made possible courses for women working in national news agencies in Africa, organized by the West African News Agency Development Project (WANAD). The objective was to give West African women journalists practical training and background knowledge to enable them to report on economic affairs in the region, for both a regional and a wider international audience.

In addition, various training institutions in Africa have organized UNESCO training courses or workshops for women. These courses not only promote media skills and professional excellence; they also provide an opportunity for media women to examine how best they can use their skills to change attitudes towards women, raise consciousness of women's issues and enable women to play a fuller role in the development process. Evaluation and follow-up is a part of such courses wherever possible. The paper closes with a brief description of similar UNESCO programmes in other regions, such as Asia and the Arab world.

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COMMUNICATIONS IN FAMILY PLANNING PROGRAMMES: THEIR POSSIBLE RELEVANCE FOR COMMUNICATIONS FOR WOMEN IN DEVELOPMENT

By Jacques du Guerny, Senior Social Affairs Officer, Branch for the Advancement of Women, Centre for Social Development and Humanitarian Affairs, United Nations Office at Vienna

SUMMARY

This paper examines the role of communications in family planning, a field in which communications has been extensively used in a number of countries and which is of direct concern to women. The paper draws attention to the administrative, institutional and organizational bases for effective communications.

Communications in family planning moved from a rather campaign-oriented, advertising agency approach toward a complex, long-term organization component of family planning programmes. Within that area, specific objectives must be defined for WID communications. First, priorities must be set: urban vs. rural women, women in the formal or the informal sector, etc. Secondly, one must define what needs to be changed and in what direction. While in family planning, considerable effort was put into developing surveys to control changes in knowledge, attitude and practice, specific research was also needed to determine the extent to which indicators of programme performance could be used in the evaluation of communications.

Communication for family planning requires that campaign messages be differentiated for men and women, while mutually reinforcing. Both mass media and face-to-face communication through trained agents are necessary. An infrastructure is also required to organize and implement training activities.

In addition, communications should be built into a coherent programme which develops in stages. The stage in which the media play a particularly important role is the initial one in which the goal is to make the issue acceptable and a legitimate subject for discussion. A second stage must focus on education, and here the mass media can play a considerable role by providing accurate information. However, once a change in attitude or behaviour is achieved and a demand created for services such as child care, the corresponding supply must be available.

The entire issue of institutional building for the advancement of women--known in the women's field as national machinery--has received too little attention. Communications requires resources, both financial and human. The most important thing, the paper argues, is that communications be integrated into an existing institution as part of an ongoing programme. Implementation of a communications campaign or programme need not be located entirely within a national machinery, but studies by research institutes are also needed. The conceptual cell for the communications programme would probably be most effective inside a national machinery in an identified unit of its organization chart. Managers of national machineries therefore need to understand the benefits of including such a unit, which can range from more effective co-ordination and implementation of policies to mobilization of resources, better definition of priorities and reinforcement of the national machinery itself.

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PARTNERSHIP AT THE LOCAL, NATIONAL AND INTERNATIONAL LEVELS IN USING COMMUNICATIONS TECHNOLOGY FOR WOMEN

By Pushpa Nand Schwartz, The World Bank

SUMMARY

This paper discusses the need to define the priority areas of action at the local, national and international levels in order to work together to use communications technologies for women in development. At the national and local levels, development objectives must be defined or reassessed. Government entities must be alert to past mistakes and to the pitfalls of not taking full account of available resources as well as constraints. Each nation or community needs a plan into which modern science and technology--including communications technologies--fits. In developing countries, existing science and technology ministries or units need to be strengthened, and the implications of new technology on women should be examined.

While new communications technology has been a great aid to development--in such areas as data-gathering and manipulation, planning and projections and remote-sensing--it also requires preparation to ensure an adequate supply of hardware, spare parts, software and training. In addition, science curricula need to be more relevant to local conditions and to be popularized, which is where the mass media come in.

International development agencies must also be alert to opportunities and obstacles in applying communications technology to women. The World Bank, for instance, is financing education projects at all levels in its member countries, and encouraging participation by the local community and NGOs to reduce the burden on Government education budgets. Non-formal education, rural development, training-and-visit agricultural extension,

access to credit and promoting income-generating activities are a few of the areas in which the Bank is making loans and emphasizing the full integration of women.

Implementation of projects concerned with population, health and nutrition and safe motherhood depends largely on communications technology, but also on training more women. The results and experiences of projects need to be reported on more and shared. This is where development agencies can make greater efforts, through evaluation reports, publications, workshops, seminars and conferences. Additional support is also needed for training journalists in development issues and providing them with more information and access to officials and on-site visits of development projects.

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AFRICAN WOMEN AND FOOD STRATEGIES:
A Guide for policy and Implementation Measures Relating to the Role of African Women in Food Systems
World Food Council Paper in Resonse to Recommendations of the
Abidjan Workshop, June 1985

SUMMARY

World Food Council (WFC) ministers in 1984 directed that stepped-up efforts be undertaken to accelerate implementation of food strategies in African countries to revitalize their food economies as an essential basis for development over the medium-and long-term. This paper is a first effort to respond to the call for the formulation of more specific measures.

The first part of the paper deals with the role of African women in food production. Women play different roles from those of men at all stages in the food cycle, but nowhere is the division of labour as pronounced as it is in sub-Saharan Africa. If the primary objectives of food strategies are to increase food production and reduce malnutrition, they must also include taking these gender differences into account and appreciating fully the pivotal roles of African women in both food production and consumption.

Both attitudinal and practical changes are needed in order to mobilize the untapped potential contribution that can be made by women to food security and to more equitable and nutritious consumption of food. The paper makes a number of specific food strategy recommendations along these lines.

African women and food consumption are then discussed. Most of the domestically produced food consumed in Africa is cultivated by women, yet their productivity is relatively low, and the productivity gap between women and men is widening. The most critical constraints to improved production by women farmers are: (1) their exceptionally long (and lengthening) work-day; (2) their limited access to land and in some cases a reduction in traditional land rights; (3) their inability to obtain productive credit because of lack of collateral or underestimation of their capacity to repay; (4) their underrepresentation among, and neglect by, extension workers; (5) their being barred from membership or leadership in co-operatives, and their lack of training in literacy, numeracy and management skills to facilitate full participation; and (6) the fact that technologies appropriate to men and the crops they cultivate are not necessarily applicable to the crops that women grow or to the storage and processing tasks they perform.

Therefore, legal and institutional barriers to women's access to land, credit and co-operative participation should be removed; innovative schemes should be encouraged that provide credit to small farmers and include special attention to women farmers' particular constraints. More women extension workers should be trained, and male workers trained to provide inputs and information to women farmers in culturally acceptable ways. Research in improved technologies should be specifically directed towards women's crops and their tasks. Training should always be in conjunction with labour-reducing measures so that women can take advantage of it.

Although women farmers can and do respond to price incentives, their reaction may be slower and more reserved than men's because they are not yet in the market economy, or because they have less margin for risk-taking due to familial responsibilities. Price incentive policies, therefore, should be imbedded in a comprehensive package of inputs and time-saving measures.

Women also play central roles in post-production processes--storage, processing and preserving, and marketing. Improved techniques for storage, dissemination of new and existing methods for processing and special measures to ensure equitable marketing participation by women are all needed.

Among the observations made in this paper on food production and food consumption is the deterioration of women's conditions and productivity. Women are central to food consumption issues. Their personal dietary intake is often inadequate relative to their energy

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needs. They are also especially vulnerable to undernutrition in times of emergencies and in periods of additional nutritional requirements, such as pregnancy and breast-feeding.

Food consumption by other family members is influenced by women's ability to grow and/or purchase family food; in cultures where men and women hold separate "purses", women's access to income and budget control is especially important to ensure overall family well-being.

Food preparation and its household distribution are also women's domain, as is the primary responsibility for household sanitation and hygiene, which interact with food intake to influence nutrition levels. Policies to encourage availability of clean water supplies have the combined effects of reducing women's work-load and promoting family health, including infant and child survival.

Measures to limit further deterioration in women's condition--to arrest their loss of land rights, to prevent increasing work-loads as fuelwood and water become scarce, etc.--are not sufficient. Positive affirmative measures are needed that go beyond mere "damage limitation".

Information, income and inputs provided to men cannot be assumed to "trickle down" to their wives. Food strategies must take full account of national and regional traditions which place different and complementary responsibilities on husbands and wives and which may, therefore, require pointed, targeted measures specifically addressed to women. The database for the specification of such strategies will need to be locally developed, in some countries building on extensive information already accumulated but not yet effectively utilized.

Care should be taken to incorporate women in all phases of strategy development, from the earliest public discussion to implementation and evaluation; similarly, they should be included in all aspects of the strategy, including policy analysis, management training, food production and food consumption issues.

It will not be easy to assure the full participation of women, particularly where they are most severely unorganized; however, unless their input is specifically solicited and reinforced, strategies will be unable to tap in to their full potential as farmers and food producers, family food providers and family nutrition and health caretakers. It is not only women who suffer from their neglect; it is also their families, communities and nations as a whole.

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MUJER, DESARROLLO Y COMUNICACION:
MODELO DE PARTICIPACION

Por Dr. Luis E. Proaño, Director General de CIESPAL

RESUMEN

Esta ponencia empieza con una visión general de las ramificaciones de la discriminación antifeminista en el área de su mayor desarrollo, la de las comunicaciones. Tanto la imagen de la mujer como el papel que juega están sujetos a un sistema discriminatorio.

En general, según varios estudios que cita el autor, se puede decir que los medios de comunicación refuerzan los estereotipos sexuales que glorifican a la mujer unicamente en su papel de maternidad y servilismo de esposa. Más aún, los medios influencian la autoimagen de la mujer de manera negativa. No sólo los medios no han ayudado a la sociedad a redefinir el papel de la mujer y del hombre sino que han ignorado todo intento de la mujer por encontrarse a sí misma.

Pasando a la publicidad, el autor describe la influencia de los mensajes publicitarios, en los cuales la mujer se reduce a objeto sexual. Sin embargo, la publicidad ha ido adecuando progresivamente su mensaje a una nueva realidad femenina: la de la mujer que trabaja y compagina eficazmente con la profesión la maternidad y los quehaceres domésticos.

De las investigaciones latinoamericanas facilmente se puede deducir que las mujeres se hallen mal representadas y ocupan papeles menos centrales en los programas de televisión y radio como en los artículos de periódicos y revistas que el hombre. Hay una tendencia en los medios a ignorar o distorsionar los movimientos de liberación femenina. En algunos países industrializados el porcentaje de mujeres que trabajan en los medios de comunicación y que logran puestos directivos varía entre el 2 y el 8 por ciento, así que la discriminación de la mujer es un fenómeno universal.

Después de esta introducción a la problemática de la mujer en los medios de comunicación, el autor narra la historia de una experiencia de CIESPAL en capacitar e incentivar a las comunidades campesinas en el uso de pequeños medios de comunicación para ayudar a la cohesión social y estimular el autodesarrollo comunitario. La capacitación se realizaba en las áreas de técnicas de comunicación y en diagnóstico y planificación. Fueron creados seis talleres de comunicación en diversas zonas rurales de la sierra y costa ecuatorianas en los años 1980-1983, que constituyeron un modelo para la ejecución de programas de desarrollo rural integral.

Habla de las serias dificultades que hubo durante los primeros años de esta experiencia para integrar a la mujer en las acciones del taller, y cómo se confrontaron. Dentro de los problemas cabe mencionar el idioma; el analfabetismo; y la estructura familiar y comunitaria machista. Luego, cuando se superaron los problemas y era necesario expandir la acción de los talleres, se utilizó la radio, que es un medio que permite un mayor acceso a los campesinos que utilizan la comunicación oral como modo de transmisión de la lengua y la cultura. Se obtuvieron cabinas de grabación radial, en las cuales los campesinos elaboran un programa semanal en formato de radiorevista a través del cual se transmiten noticias, comunicados, música y charlas educativas.

CIESPAL se ha encargado de la operacionalización del sistema a través de una acción permanente de capacitación. Actualmente existe un sistema propio de comunicación campesina que cubre aproximadamente a 170 comunidades y a unas 8,500 familias.

Finalmente, la ponencia resume la experiencia de CIESPAL en organizar grupos de mujeres para participar en cursos de radio a fin de que estén capacitadas en temas tales como cuidado durante el embarazo, registro de vacunas e higiene del hogar. La radio ha prestado un gran apoyo para la convocatoria y como refuerzo a las acciones realizadas en el campo. Actualmente se tienen grupos de mujeres en todas las comunidades, con un total aproximado de 1,800 mujeres. En base a esa experiencia como de otras parecidas, se ha logrado coordinar

acciones buscando un efecto multiplicador. Las organizaciones campesinas creadas como resultado de los programas de radio son respetadas y valoradas en su comunidad.

Termina la ponencia con una relación de los modelos manejados por CIESPAL en todos sus proyectos sobre mujer, comunicación y desarrollo. CIESPAL considera a un modelo como exitoso cuando se ha logrado las metas establecidas y cuando la comunidad o asociación con la que se ha trabajado en un proyecto continúa funcionando autónomamente una vez retirados la colaboración y apoyo del agente externo.

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COMMUNICATIONS FOR WOMEN IN DEVELOPMENT:
THE EXPERIENCE OF INTER PRESS SERVICE

By Anita Anand

SUMMARY

This paper describes the experience of the Women's Feature Service (WFS), a project of the third world news and communications agency, Inter Press Service, which was initiated 10 years ago to give visibility to the analyses of progressive women journalists in mainstream media. By writing on development from a progressive women's perspective, the WFS attempts to influence public policy for more holistic development planning and implementation.

The WFS is a wire service that sends more than 300 features a year to some 800 clients in 80 countries in several languages. A selection of its materials also appears as a bimonthly bulletin in English and Spanish, aimed at development agencies, NGOs, academic institutions and individuals.

To enable women to relearn some of their perceptions of reality, the WFS has devised special training courses and is currently producing them on videocassette and in manuals, to be used by journalism schools interested in development journalism.

The paper then outlines the needs and future plans of the WFS, including 1) production of a database and electronic retrieval system for categorizing and documenting features in dossier form, for distribution to policy organizations, among others; training people at the national, regional and international levels who can transform the human experience from the particular to the general context; and 3) producing a list of the geographical locations of existing information banks concerning women in development.

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USING NEW TECHNOLOGY FOR WOMEN IN DEVELOPMENT: THE EXPERIENCE OF ISIS INTERNATIONAL

By Marilee Karl

SUMMARY

This paper summarizes how Isis International--an NGO created in 1974 to promote the flow of information and communication among groups and organizations concerned with the empowerment and development of women--has used new computer-related technologies for its databases and as a means of communicating and transferring information for women in development. Isis aims to help solve such problems as the lack of channels of communication to share ideas and experiences and the lack of access to relevant sources of information and means of dialogue with more established organizations and institutions concerned with WID.

Through its networking activities, Isis International is in contact with some 10,000 groups and individuals in 150 countries.

As a basis for its work, Isis has built up an extensive collection of information and materials on women's issues, with special emphasis on development, equality and peace. The collection is housed in Isis' two resource centres, in Rome and Santiago. Since the purpose is to make the information as widely available as possible, Isis disseminates it through print media and publications, but has increasingly turned towards computerization.

Isis has built up a database on audio-visual resources and produced a Resources Guide that shares the experiences of groups in producing and using audio-visuals; it is currently producing a multi-media package and planning a training course on Audio-visual Communication Techniques. The organization is also computerizing its information retrieval system. In Rome, it is building up the human resources and audio-visual databases, while Santiago is entering information about printed documentation. Outputs include a woman-oriented list of descriptors, a bilingual English-Spanish publication of 600 summaries from its bibliographical database and a new database on violence against women, which focuses on Latin America and the Caribbean.

In the area of computer networking, Isis has been relying on a modem and electronic mail and bulletin boards. It is part of an international network of NGOs, called INTERDOC, in which Isis acts as a referral service on women's issues and groups. INTERDOC shares information on development issues as well as expertise and information on new technologies for development.

In addition, Isis has conducted a training workshop for women's documentation centres in Latin America and the Caribbean to share its experiences in using new technologies to organize and process information.

What has emerged from the requests of women's groups in developing countries is that while it is relatively easy to buy a micro-computer and software, little or no training is provided on their use and applications, which means a computer "expert" must often be called in. Accordingly, Isis plans to develop training materials and conduct a training course on computer literacy for women's groups in developing countries.

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LA RELEVANCIA DE LA COMUNICACION PARA LOS TEMAS RELATIVOS A LA MUJER Y EL DESARROLLO A NIVEL LOCAL, REGIONAL E INTERNACIONAL

Por Thais Corral, Asesora de Comunicaciones de MUDAR y Coordinadora de
Servicio Especial de la Mujer Latinoamericana, Inter Press Service

RESUMEN

Esta ponencia resume la experiencia de la autora como asesora de dos redes de comunicación alternativa del tercer mundo, Mujeres por un Desarrollo Alternativo (MUDAR) y el Inter Press Service (IPS). Presta atención particular al Servicio especial de la Mujer Latinoamericana (SEMLA), un proyecto del IPS orientado a corregir la discriminación contra la mujer en los medios masivos de comunicación. Relata la historia del SEMLA y cómo se ha logrado activarlo en casi todos los países del Hemisferio Sur. El desafío más grande del Servicio ha sido el de desarrollar una perspectiva femenina de la información. Existe hoy en América Latina un considerable número de mujeres periodistas, pero muy raramente están motivadas para lanzarse al tema de la mujer en el campo profesional, dado que dentro del periodismo éste es visto como una especialización de menor importancia.

Luego pasa a describir el trabajo de MUDAR, que tiene un carácter de catalizadora y promotora de la visión crítica y de las alternativas de las mujeres en cuestiones relacionadas con el desarrollo. Tiene dos líneas de proyectos dentro del marco de la investigación prioritaria: crisis de alimentos, energía y deuda externa en relación a las mujeres y movimientos de mujeres y visiones del futuro. Dentro de los trabajos de MUDAR se destaca la elaboración de un estudio colectivo analizando tres décadas de políticas económicas y culturales orientadas a las mujeres del tercer mundo; de un boletín internacional, "MUDAR INFORMA"; y de un programa radiofónico semanal, "HABLA MUJER".

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WOMEN IN DEVELOPMENT PROGRAMME OF THE SOCIETY FOR INTERNATIONAL DEVELOPMENT, ROME

By Wendy Harcourt, Co-ordinator of the Women's programme,
Society for International Development

SUMMARY

This paper describes the Society for International Development (SID)'s proposed three-year Women in Development Programme, a series of regional forums for the "exchange of experiences, expertise, technology and know-how". The Programme's main goals are 1) to integrate gender issues and women's concerns into the Society's regional programme on sustainable development and meetings on the International Division of Labour in preparation for SID's 1991 world conference; and 2) to ensure that women are central to SID's exploration of poverty-focused and environmentally sustainable development by providing a forum for the exchange of ideas and by building on women's participatory development and grass-roots organizations.

The Programme will have two focuses: to build on the practical successes and strengths of women's NGOs, and to look at how these micro-activities relate to development strategies on a macrolevel. Issues to be raised include interrelationships among population, environment and women; young women's education; women's role as producers of goods; women's access to credit and land; and strengthening women's professional networking.

A proposed programme using seminars, radio, television, videocassettes, print media and SID's own publications will address development practitioners and organizations dealing with the broader public issues of concern to WID. In this way SID/WID proposes formulating a framework for communicating women's innovative experiences.

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USING COMMUNICATIONS TOOLS TO CHANGE SOCIAL PRACTICES

By Daniela Colombo, Italian Association for Women in Development

SUMMARY

This paper summarizes the Information Campaign to Eradicate Infibulation in Somalia, carried out since 1986 by the Italian Association for Women in Development (AIDoS) in collaboration with the Somali Women's Democratic Organization (SWDO) and funded by the Italian Aid Fund. In Somalia, approximately 90 per cent of the female population has undergone some form of sexual mutilation and more than 80 per cent are infibulated. The operation, which can have grave consequences on the physical and psychological health of women, is a significant turning point in their lives. Abolition of the practice has long been a goal of the SWDO, but until the AIDos collaboration, its activities were sporadic, as the organization lacked the necessary financing and technical expertise.

AIDoS' contribution to the project was first of all logistical: it equipped four rooms in the Women's House in Mogadiscio for use as a documentation, printing and training centre. SWDO, on the other hand, nominated a committee whose members were drawn from the Somali Government and other organizations to oversee the project, determine the contents of the campaign and ensure respect for Somali culture. Italian staff members worked in close collaboration with their Somali counterparts.

The campaign was built around the definition of training/learning multimedia packages directed at the women themselves; organizations; secondary school children; religious leaders; and medical and paramedical personnel. The objective of this methodology was to maintain a balance between the learning of health-related notions and inducing a form of self-learning, while illustrating the problems connected with infibulation but avoiding a priori judgements.

The author describes the difficulties in working in three different languages and in three distant cities; however, thanks to excellent relations among the project teams, the results were excellent. While the training activities form the core of the campaign, several other activities involving dissemination of information and the mass media have also taken place, including conferences, a poetry contest and production of a video.

Today in Somalia, infibulation is no longer a taboo subject. The Italian Government has decided to fund the second phase of the project, and in addition to continuing the education and information courses, AIDos plans a series of information activities and will extend the campaign into other regions of the country. In a year, AIDoS will be able to step out of the project.

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INTERNATIONAL CONSULTATIVE MEETING ON

Communications for Women in development

GROUP COMMUNICATIONS METHODS FOR WATER
AND SANITATION IMPROVEMENT

By Hilda R. Paqui, Information Advisor
United Nations Development Programme

ROME, ITALY   OCTOBER 24-28, 1988

NOTE

The views expressed are those of the authors and do not necessarily reflect the views of the United Nations International Research and Training Institute for the Advancement of Women (INSTRAW) except for the final report and papers presented by INSTRAW staff.

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Communications for Women in development

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By Hilda R. Paqui, Information Advisor
United Nations Development Programme

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SUMMARY

The success of improved drinking water and sanitation technologies, this paper argues, is particularly dependent on the understanding and consent of community people, especially women --the traditional water bearers and custodians of family hygiene. Properly planned two-way communication can reduce project costs, stimulate self-help for communication development and speed up the pace of anticipated change.

Group communication methods--including popular theatre, folklore and sound tapes-- have been effective tools in achieving and maintaining behavioural change among illiterate people in many developing countries. In discussions following such presentations, people share ideas about the problems and solutions, which is especially critical for illiterates, who may be accustomed to silence and fatalism. Popular theatre and sound tapes are being used successfully in Lesotho and Mali, respectively, to mobilize women and other community residents for self-help in water and sanitation improvement projects supported by UNDP.

The paper then describes those two examples. In Lesotho, women are mobilized through plays produced with the assistance of the Threatre for Development Project, dealing with such topics as reforestation, co-operatives, rehabilitation of prisoners, problems associated with defecation and the role of flies in transmitting disease. After watching the dramatization of these problems and then discussing their implications, most people in the audience express a desire to have latrines built.

In Mali, cassettes on more than 60 themes, from mother and child health to improved agricultural practices, have been made available in five local languages; village listening sessions are organized several times a week by volunteers selected from the community. During the discussions that follow the presentations, the community collectively decides whether it is worth changing their practices to adopt the new technologies.

The project has had remarkable impact, as villagers heed lessons on protecting water wells from debris and washing their hands before eating. The Government is expanding the programme nationwide. It is highly replicable in other countries where oral tradition is a strong aspect of national culture, large numbers of people are illiterate and resources for extension and training are limited.

* * *

INTRODUCTION

More than 889 million people--27.7 per cent of the world's adult population--are illiterate, according to a recent UNESCO report. Of these, 63 per cent are women. These millions of illiterate people, found mainly in the poverty-stricken rural and peri-urban areas of developing countries, are the primary beneficiaries of many development programmes and projects. Their understanding of and co-operation with such programmes can make a difference between success and failure.

Quite often, however, the so-called "beneficiaries" of programmes (who are actually the agents and actors of development, not just passive recipients) do not help to identify or plan the projects launched for them. In fact, they are not even provided information when projects are initiated. This is because these projects are conceptualized by bureaucrats in foreign capitals and in the cities of developing countries-- people who are out of touch with the needs, interests and aspirations of the intended beneficiaries and ignorant of their socio-economic and other realities. Even in those rare cases when efforts are made to inform the people about new technology or techniques, the communication is usually top-down, directive, authoritarian and impersonal.

The failure of many development projects can be traced to the absence of consultations with the community people in order to obtain their ideas, understanding and co-operation. The developing world is teeming with technologies that are technically, socially or financially inappropriate. Common also is the sight of technologies which have broken down because they lack even the most basic maintenance, and which the beneficiaries feel should be repaired by those who installed them. Even when suitable technologies are installed, the end-users might refuse to use them or use them incorrectly because of cultural beliefs, personal preferences and lack of understanding of their advantages.

The success of improved drinking water and sanitation technologies is particularly dependent on the understanding and consent of community people, especially women--the traditional water bearers and custodians of family hygiene. "Someone born in a poor village may continue to use polluted water because she believes it tastes better than the new piped water," warned Dr. Halfdan Mahler, former Director-General of the World Health Organization (WHO). To be seen carrying water to the latrine works against the traditional secrecy with which the act of defecation is regarded in some developing countries. In some cases, latrines haven been built more for status than for use. There is evidence that properly planned two-way communication can reduce project costs, stimulate self-help for community development and speed up the pace of anticipated change.

Group Communication Methods

Group or oral communication methods--including popular theatre, folklore and sound tapes--have been found to be effective tools in achieving and maintaining behavioural change among illiterate people in many developing countries. These methods are familiar, entertaining, inexpensive and participatory in nature. Group audiences seem to learn faster than individual ones. This may be due to the social pressure within a group which motivates people to pay attention. Through the discussions that follow, everyone is able to share ideas about the problems and solutions. This is especially critical for illiterate people, who may be accustomed to silence and fatalism. They are encouraged to voice their opinions, often for the first time. Nowadays, groups need not be set up specially, because existing village assemblies, mothers' clubs or farmers' co-operatives can be persuaded to come together to listen to a tape or watch a play. These groups are often more dedicated than the specially established ones.

Popular theatre and sound tapes are being used successfully in Lesotho and Mali, respectively, to mobilize women and other community residents for self-help in water and

sanitation improvement. The United Nations Development Programme (UNDP) has provided support for both endeavours.

Lesotho: Theatre for Development

When the Government of Lesotho launched a national rural sanitation project in 1986, it made communication an integral component to avoid repeating the mistakes made in a primary school latrine project five years earlier. Because the people involved in that project did not communicate with the intended beneficiaries, only 86 of the 206 schools that received money and materials to build latrines had built them after four years. Half of these, moreover, were in disrepair.

Special attempts are being made now to involve Lesotho women actively in sanitation activities through communication. Women provide the day-to-day management of two-thirds of households in Lesotho because 50 per cent of the adult male population is employed outside the country. So although the final decision to acquire a latrine may rest with the male heads of households, there is no doubt that women play a great part in arriving at that decision.

Women are mobilized through plays produced with the assistance of the Theatre for Development Project. Launched in 1982 by the University of Lesotho's Institute of Extra Mural Studies and the Department of English, the Theatre for Development aims to initiate and support community development and self-help programmes through the use of drama.

The Theatre produces a number of plays dealing with such themes as reforestation, co-operatives, rehabilitation of prisoners, the health and social problems resulting from indiscriminate defecation, the role of flies in transmitting disease, the importance of washing hands in the prevention and control of communicable diseases, oral rehydration therapy and immunization.

With regard to rural sanitation, the action is centred around a farmer named Sek'hoek'hoe, his wife 'Manchoati and their daughter Nchoati. They live up in the mountains. 'Manchoati and Nchoati are suffering from diarrhoea. A village traditional doctor determines that the two have been bewitched. He prescribes herbs which are supposed to dispel the charm.

When a village health worker learns about 'Manchoati and Nchoati's sickness, she refutes the "doctor's" diagnosis. "Poor sanitation, and sharing a well with animals, are the cause of their tribulations," she informs the husband. He and his drinking companions disagree and ridicule her.

The sick family's neighbour, who has already built a latrine on the advice of the health worker, approaches Seck'hoek'hoe and asks him to heed the health worker's advice if he wants his child and wife to recover. But Sek'hoek'hoe will not accept a second opinion.

Because the child is getting progressively worse, Sek'hoek'hoe's neighbour takes it upon himself to bring the health worker to treat her. She gives Nchoati the oral rehydration solution. She explains to the child's mother the causes and treatment of diarrhoea and how to mix the solution.

Seeing is believing! Because the child recovers soon after the health worker's intervention, the family is not only convinced to drink clean water but enlists the help of the village technical assistant in constructing a latrine. The family also helps to convince the rest of the skeptical villagers about the advantages of proper sanitation, the protection of drinking water sources from filth and animals and the importance of washing hands after using the latrine and before handling food.

Most people in the audience enjoy the plays, which convey similar messages but vary the casts and situations from community to community. The issues raised are easy to under-

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stand. Many people express a desire to have latrines built as soon as possible after having watched the plays and discussed their implications.

Mali

"It is a bad practice to allow animals and their droppings near wells. The water is for drinking..." booms a familiar male voice from a cassette player. A large semicircle of 150 women, men and children listen in enraptured silence.

Such scenes are now typical in villages across Mali. The cassette players, popularly known as "music boxes", are used to promote community participation in development programmes, record and preserve national culture and provide entertainment.

Cassettes on more than 60 themes--ranging from mother and child health to good sanitary habits and improved agricultural practices--have been made by the Ministry of Education with assistance from UNDP and UNESCO. The cassettes are available in five local languages from Rural Sound Tape Libraries. Communal fields have been set up to grow produce for sale in order to finance batteries for cassette players.

Village listening sessions are organized several times a week by volunteers known as animateurs-audiothécaires (development agents-audio librarians) selected from the community. Each village has two volunteers--a woman and a man. To allow for maximum participation, care is taken to ensure that the sessions fit in with the villagers' work patterns and that they meet the special interests of women, men, and children. Through the ensuing question-and-answer periods and discussions, the community collectively decides whether or not it is worth changing their practices to adopt the new technologies and techniques which are being presented.

The project has had remarkable impact. Villagers now regard the sound libraries as their "school" and heed lessons on protecting water wells from debris, washing hands before eating food and other sanitary practices. Agricultural extension agents, health personnel and other promoters of change find the "music boxes" a useful medium for transmitting their messages, complementing more conventional teaching and demonstration visits. Women's participation is increasing, and more and more custodians of traditional knowledge are coming forward to have it recorded.

Begun in 1983, the programme reinforces Mali's strong oral tradition of communication and learning and is suitable for illiterates--80 per cent of the population. "The greatest encouragement", says Elvia Restrepo, project technical advisor, "has been the people's realization that they can still learn, even if they can't read or write".

The Government has decided to extend the audiothèques into a nationwide network. The project is also highly replicable in other countries--particularly in Africa, where oral tradition is a strong aspect of national culture, large numbers of people are illiterate and resources for extension and training are limited.

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CONCLUSIONS

In the past, many development programmes have ignored communication with the intended beneficiaries or carried it out haphazardly and in a top-down manner. Yet communication with community people--women, men and children--is a vital component of all development endeavours. Communication must be carefully planned and tested and not merely tagged on at a later stage. To be meaningful, it must allow for "give and take". It should have clear and detailed objectives, tailored to individual social, economic, and cultural circumstances and be flexible enough to permit modification on the basis of feedback or programme results.

Even when one particular medium of communication is best for the job in a given situation, a greater impact can be achieved by using several media to reinforce one another in an orchestrated way. But all media--mass, group, printed, traditional and folk--should be backed up with group discussions so that issues are thoroughly examined and debated.

Communication is not a panacea. But it does have the potential to expand the range of effects, ensure sustainability of programmes and maximize the impact of innovations.

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AFRICAN WOMEN AND FOOD STRATEGIES:
A Guide for policy and Implementation Measures Relating to the
Role of African Women in Food Systems
World Food Council Paper in Resonse to Recommendations of the
Abidjan Workshop, June 1985

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SUMMARY

World Food Council (WFC) ministers in 1984 directed that stepped-up efforts be undertaken to accelerate implementation of food strategies in African countries to revitalize their food economies as an essential basis for development over the medium-and long-term. This paper is a first effort to respond to the call for the formulation of more specific measures.

The first part of the paper deals with the role of African women in food production. Women play different roles from those of men at all stages in the food cycle, but nowhere is the division of labour as pronounced as it is in sub-Saharan Africa. If the primary objectives of food strategies are to increase food production and reduce malnutrition, they must also include taking these gender differences into account and appreciating fully the pivotal roles of African women in both food production and consumption.

Both attitudinal and practical changes are needed in order to mobilize the untapped potential contribution that can be made by women to food security and to more equitable and nutritious consumption of food. The paper makes a number of specific food strategy recommendations along these lines.

African women and food consumption are then discussed. Most of the domestically produced food consumed in Africa is cultivated by women, yet their productivity is relatively low, and the productivity gap between women and men is widening. The most critical constraints to improved production by women farmers are: (1) their exceptionally long (and lengthening) work-day; (2) their limited access to land and in some cases a reduction in traditional land rights; (3) their inability to obtain productive credit because of lack of collateral or underestimation of their capacity to repay; (4) their underrepresentation among, and neglect by, extension workers; (5) their being barred from membership or leadership in co-operatives, and their lack of training in literacy, numeracy and management skills to facilitate full participation; and (6) the fact that technologies appropriate to men and the crops they cultivate are not necessarily applicable to the crops that women grow or to the storage and processing tasks they perform.

Therefore, legal and institutional barriers to women's access to land, credit and co-operative participation should be removed; innovative schemes should be encouraged that provide credit to small farmers and include special attention to women farmers' particular constraints. More women extension workers should be trained, and male workers trained to provide inputs and information to women farmers in culturally acceptable ways. Research in improved technologies should be specifically directed towards women's crops and their tasks. Training should always be in conjunction with labour-reducing measures so that women can take advantage of it.

Although women farmers can and do respond to price incentives, their reaction may be slower and more reserved than men's because they are not yet in the market economy, or because they have less margin for risk-taking due to familial responsibilities. Price incentive policies, therefore, should be imbedded in a comprehensive package of inputs and time-saving measures.

Women also play central roles in post-production processes--storage, processing and preserving, and marketing. Improved techniques for storage, dissemination of new and existing methods for processing and special measures to ensure equitable marketing participation by women are all needed.

Among the observations made in this paper on food production and food consumption is the deterioration of women's conditions and productivity. Women are central to food consumption issues. Their personal dietary intake is often inadequate relative to their energy

needs. They are also especially vulnerable to undernutrition in times of emergencies and in periods of additional nutritional requirements, such as pregnancy and breast-feeding.

Food consumption by other family members is influenced by women's ability to grow and/or purchase family food; in cultures where men and women hold separate "purses", women's access to income and budget control is especially important to ensure overall family well-being.

Food preparation and its household distribution are also women's domain, as is the primary responsibility for household sanitation and hygiene, which interact with food intake to influence nutrition levels. Policies to encourage availability of clean water supplies have the combined effects of reducing women's work-load and promoting family health, including infant and child survival.

Measures to limit further deterioration in women's condition--to arrest their loss of land rights, to prevent increasing work-loads as fuelwood and water become scarce, etc.--are not sufficient. Positive affirmative measures are needed that go beyond mere "damage limitation".

Information, income and inputs provided to men cannot be assumed to "trickle down" to their wives. Food strategies must take full account of national and regional traditions which place different and complementary responsibilities on husbands and wives and which may, therefore, require pointed, targeted measures specifically addressed to women. The database for the specification of such strategies will need to be locally developed, in some countries building on extensive information already accumulated but not yet effectively utilized.

Care should be taken to incorporate women in all phases of strategy development, from the earliest public discussion to implementation and evaluation; similarly, they should be included in all aspects of the strategy, including policy analysis, management training, food production and food consumption issues.

It will not be easy to assure the full participation of women, particularly where they are most severely unorganized; however, unless their input is specifically solicited and reinforced, strategies will be unable to tap in to their full potential as farmers and food producers, family food providers and family nutrition and health caretakers. It is not only women who suffer from their neglect; it is also their families, communities and nations as a whole.

* * *

I. INTRODUCTION

Effective food strategies for increasing food production and reducing malnutrition address the entire food cycle--production, storage, processing, marketing, distribution and consumption. Women play different roles from those of men in each of these processes, yet these differences are rarely considered explicitly in food strategies. Thus, it is urgent that policy makers and planners face up to the special needs of women in food production and its consumption. Measures which address these needs require both attitudinal and practical changes. Some are entirely cost-free measures, while others may require shifts in budgetary priorities or are suitable for donor assistance.

The most critical attitudinal change is to move from the perception of women primarily as "vulnerable" persons to receive food aid, or as passive beneficiaries in programmes designed to assist families or communities, or as consumers of services, rather than as active participants, "motors of development". Such a change in perception will help ensure that the vast untapped contribution of women can be mobilized, and food strategies will be greatly strengthened.

In the next two sections of this paper, devoted to African women in food production and as related to food consumption, a general discussion of the issues is followed by inclusion of food strategies, depending on country situations, and to rectify previous omissions in strategy plans regarding sex-related differences and responsibilities in the food cycle. The last section deals with efforts required to go beyond mere restitution that will increase policy consideration of the needs of rural women and help ensure women's active involvement in policies to improve a nation's food situation.

II. AFRICAN WOMEN IN FOOD PRODUCTION

While "the farmer and his wife" may be an appropriate expression for sub-Saharan Africa, it would often be more accurate to refer to "the farmer and her husband". Such a startling observation may help to shed light on the basic fact of food production in that region--namely, that most food consumed in Africa, grown by Africans, is produced mainly by women.

"This one they call farmer; send in teachers to teach him to farm (while I'm out growing the food); lend him money for tractors and tillers (while I'm out growing the food); promise him fortunes if he'd only raise cotton (while I'm out growing the food)... No,I daren't stop working...and I won't abandon that thing I was born for--to make sure my children have food in their bellies" (an African woman farmer).1/

Notwithstanding their important contribution, there tends to be a persistent blind spot regarding women in food economies--a reluctance to recognize current roles, and therefore an inability to capitalize on them in the interests of improved productivity. It is a reluctance shared by Governments, donors, consultants and advisors alike.

The complementary contributions of men and women are especially distinct in sub-Saharan Africa; women's role in agricultural production is even more pivotal there than other regions, yet it is just as likely to be overlooked and undervalued. In Gambia, Mali, Cote d'Ivoire, Lesotho, Malawi and Zaire, for example, women constitute half the agricultural labour force; and in Botswana, Tanzania, Cameroon and Sierra Leone, considerably more than half.2/ The only exceptions to high levels of female participation are in predominantly Muslim countries.

The historical shift from subsistence to cash economies, followed by policy emphasis on export crops, has gradually resulted in a decline in the number of women farmers and the food crops for which they are mainly responsible. This neglect of the rural woman agricul-

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turist must be one significant cause of Africa's declining per capita food production in recent decades. Women farmers are less productive than their male counterparts. The gap, however, need not be so wide. There are examples of women's productivity equalling or even surpassing that of men, even when the latter enjoy the advantages of greater access to land, water, credit, seeds, fertilizer, information, etc.,3/ and there are countless examples of women enabled to increase their productivity when barriers to access have been lifted.

Access

The most critical constraint to increased food production by women farmers is their lack of access to productive resources, and among these, the question of land is often cited as the most important. There are many instances of policies which have reduced women's traditional access to land, such as land "reform" or new settlement schemes which allocate title only to men. Such policies rest on a largely mythical notion: that African families are similar to European models and that land allocated to male heads will be accessible for productive use by their wives.

The need to protect all small farmers' land ownership or usufruct rights is clear, but special measures may sometimes be needed in the case of small female farmers--e.g., a change in inheritance or ownership law, or concerted intervention to prevent takeover of owner's lands by commercial enterprises. An example form the Gambia of the struggle to retain land rights is widely cited:

> In the Gambia, as in many other West African countries, there is not only a sexual division of labour, where men and women cultivate different crops, but there is also a parallel control of the crops...founded on reciprocal and complementary rights and duties.... The Jahaly and Pacharr swamps...have been traditionally and predominantly cultivated by women.... The introduction of improved irrigated areas...led to a shift in the control of these lands and their produce from women to men....

> [An IFAD] project, learning from earlier lessons, was designed to meet the increasing demand for rice production...by relying on the traditional tillers, most of whom are women....The project area was leased by the community to the project management, which then [benefits] the expected beneficiaries. Aware of the critical importance of these rules, IFAD took an active interest in assisting the Government and the villagers in drafting [them]....Aware that safeguarding the interests of women tillers was not going to be an easy task, the Government...agreed to appoint a consultant to assist the work of the Land Allocation committees....Determined to protect the interests of women tillers, the project staff and the IFAD consultant held a number of consultations with the Land Allocation committee members and the villagers....The Government put its full weight behind its commitment to ensure the rights of the traditional tillers.

> These efforts resulted in the revision of [the first] allocation [in which] females were overwhelmed by men and led to a distribution of land that was biased towards men....Women then became the predominant beneficiaries in both swamps....The project had its first harvest in April 1984, with yields which are substantially higher than those ever achieved in the Gambia.4/

In order to be more productive, small farmers need many things--resources, technology, incentives, etc.--and information on how to use them. There is an important distinction between the particular information that men and women small farmers need (for different crops or animals, for example), and sometimes substantial differences in the manner in which it is culturally acceptable for them to receive the information.

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In sub-Saharan Africa, only 3.4 per cent of the trained agricultural personnel are female, ranging from 0 per cent in Chad and Niger to 25 per cent in Lesotho and Swaziland.5/ In Kenya, for example, the extension services tend to neglect small farmers, focusing instead on progressive farmers; although many farms are managed by women, they are seldom visited. In addition to its bias against the poor, the training and visit system has a built-in bias against women, who tend to be excluded when extension groups are formed: only a small per cent of such groups are females, and contact farmers are invariably male. Thus, women as both deliverers and receivers of extension assistance are underrepresented and bypassed.

Land or other collateral is usually needed to obtain access to production credit. Women farmers who lack land and are unable to amass capital are thus forced to rely on usurious money-lenders and/or to continue with traditional low-yield techniques. Yet even women with title to land are often denied credit on equal terms with male land-owners, as illustrated in Ghana, where only seven per cent of women with large rice farms --compared to 27 per cent of such men--had access to loans.6/ Banks underestimate women's potential productivity and ability to repay loans. Given the sexual division of labour predominant in rural areas, credit programmes designed to raise the productivity of economic activities ascribed to men will not reach women's activities, nor will male-only credit programmes meet the needs of the large and growing number of female-headed households.

In some settings, an increasing emphasis is being placed on the role of co-operatives in food production and marketing, but women are frequently not permitted to belong to or hold leadership positions or, if they are, are not provided the training necessary to manage them.

Even in West African societies in which all-women co-operatives and organizations are traditional policy-makers, those groups have been reluctant to participate in mixed-sex co-operatives where men control the resulting income.7/

Successful examples of all-women's co-operatives have been documented in Cameroon, Mali,8/ Lesotho,9/ and Ghana,10/ for example.

Tools, equipment and procedures appropriate to men and to crops cultivated primarily by men (or vaccines for animals husbanded by men) will not necessarily benefit women, the crops they grow, or the livestock they tend. Women's responsibilities for fuelwood and water require particular technologies, including hand-pumps they can actually use and maintain, accessible wells, carts to transport water, and wood. When improved implements enable men to plough an enlarged area for cultivation, or when HYVs are introduced, unless comparable improvements are made available to women for their tasks (weeding, planting, or harvesting), then either serious production bottlenecks occur, or women's already-long working days become even longer. In short, an undifferentiated approach to improved technology which fails to take into account the different responsibilities of men and women can have a number of negative effects.

Production Incentives

At the same time that policies addressed to removing constraints to women's productivity are developed, attention must also be paid to the different responses that can be expected from women and men farmers to various incentives. Although women farmers can and do respond to price incentives, their reaction may be slower and is apt to be conditioned by factors which are not always relevant to men. Policy-makers would do well to be aware of these differences and plan accordingly.

Changes in prices that pertain only to cash crops or to commodities for export are likely to be less relevant to women farmers. Small farmers, but especially women, tend to respond more slowly than large farmers to price incentives, either because they are not yet in the market economy, or because their analysis of costs and benefits occurs in a different context.

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For example, African women's responsibilities as providers of family food render them especially vulnerable, with less margin for risk-taking.

It is not only a matter of separate responsibilities for family food production, however. It is also a matter of separate "purses" or budget control, a tradition widespread in Africa. Women who already work 15-hour days, when asked to contribute even more labour to their husband's crop because it now brings a higher price, may reasonably be expected to respond somewhat less enthusiastically than their husbands if the additional income is to be controlled by the latter.

Thus, expectations of increased production in response only to price changes are unrealistic and simplistic; the need to imbed such policies in a comprehensive package of inputs, time-saving devices and measures assuring returns on investment and reduction in risk-taking are even more applicable to women than to men, largely because of their varied constraints and domestic responsibilities.

Storage and Processing

As in the case of production, post-production stages in the food cycle also rely on different actual and potential contributions from men and women. These different contributions cannot be effectively and efficiently realized in many instances without conscious policy support.

Post-harvest food processing is almost universally a woman's responsibility. Increasing food cultivation is worthwhile only if subsequent processing activities can keep up. Spoilage of large quantities of food due to poor storage and inadequate preservation techniques is a grave concern in many countries. Inadequate storage may also result in hasty sales and thus non-profitable marketing.

For this problem, an extension system that brings rural women information on improved methods of food preservation (low-cost solar dryers, rat-deterrent storage facilities, etc.) is essential. Modernization of some processing functions, on the other hand, has led to the loss of many jobs and diminished women's ability to purchase essentials for their families.

Marketing

In all developing countries, but especially in Africa, large numbers of women turn small quantities of food and agricultural crops, including animal produce, into cash or barter. In addition, there are many women traders who engage in retailing as specialists. This is most pronounced in Ghana, where 80 per cent of all traders and nearly all fish traders are women (most projects, however, focus on improved techniques for catching fish). Women's participation is highest where production and marketing have been least affected by commercialization.

A number of problems confronting women in marketing are shared by men--the need for adequate transport, sufficient marketing structures, etc. But women must also overcome a number of other constraints as well, in the areas of extension credit, savings and co-operatives, which apply to marketing as well as to production. Women are usually concentrated in low-profit marketing because of the pressures of domestic responsibilities that cannot be combined with the time and place of more profitable marketing activities; this, in turn, is due to the desire for autonomy at any price and the need to provide for children at whatever cost to themselves (such as long hours at a market with very little profit), barriers to equal access to higher profit marketing, etc. They may also suffer sexual harassment in order to retain marketing privileges. Many lack literacy and numeracy skills and experience in negotiating with public officials.11/

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Competitive marketing may not have much effect on prices of foodstuffs sold in informal markets which are utilized predominantly by women and are generally not subject to government control. Competition may even result in lower incomes for women who operate without the benefit of well-organized market structures.12/

Income Control

In order to be more productive, rural women need access to the money economy for the purchase of tools and implements, pesticides and fertilizers, etc. Rural African women generally earn very little cash, and it cannot be assumed that "family" or "household" income which is beyond their control will be invested in women's economic undertakings or be used to purchase simple equipment to improve their farming performance. While it can be argued that government policy should not cross the household threshold in order to influence traditional familial relations, government policy can in some measure compensate for their detrimental effects on agricultural productivity. When, for example, hybrid maize was introduced directly to women farmers in Zimbabwe, production increased substantially; whereas in Tanzania, a programme to encourage cultivation of hybrid maize through distribution of seeds and inputs to men met with resistance from the women farmers because the new crop meant increased work for them without concurrent control over the income.13/

Food Strategy Recommendations

Measures should be taken to improve the access of women farmers to land. This means not only the legal right for women to own land, but also the incentive and support structure so that they will be motivated to do so and enabled to overcome institutional and social resistance. Land reform should at the very least not diminish women's land rights and at best should assure them secure tenure to fertile, accessible lands with control over the resulting income. Non-discriminating implementation of laws is as critical as equitable laws themselves. Resettlement projects should provide for land allocation to females on an equal basis with males.

Consideration should be given to replicating ILO-supported projects in West Bengal that overcome the land constraint problem by allocating wasteland to women's organizations. Governments should budget for and take immediate steps to train more women extension agents, including those with expertise in livestock. In some countries, it will be possible and preferable to set specific annual targets increasing year by year for numbers and proportions of extension trainees who are female. An "open door" invitation is not a sufficient recruitment policy; affirmative action to seek out women applicants is needed. Culturally appropriate accommodation, transport and support services should be provided during and after training.

In the meantime, Governments should mandate sensitivity training for male extension trainees and current agents to increase their awareness of the existing and potential work of women in food production and its processing and the most acceptable ways for male agents to provide services to women farmers. The reward system for agents should include incentives for consultations with female farmers in proportion to their numbers.

Legal and institutional restrictions on investment finance for women should be removed. Consideration should be given to the widespread adoption of innovative approaches to credit for poor farmers, with attention to schemes that emphasize women's credit needs, such as that offered by the Grameen Bank in Bangladesh. If adopted, special training should be included for bank "extension" workers and for leaders of loan groups. Savings groups and revolving funds for women should be promoted. Production and marketing co-operatives for women should receive policy support, and restrictive legislation should be removed.

Government officials and male co-operative members may need training to gain their acceptance of enlarged roles for women; women's participation and leadership (either in

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mixed-gender or women-only co-operatives) should be promoted, and linkages with women's social educational and welfare organizations tapped in order to do so. Policy support should include provision for training female co-operative leaders in organizational management and bookkeeping skills.

Pricing policies should refer to crops for local trade as well as export crops and to female- as well as male-managed crops; they should be developed in the context of a comprehensive package of incentives to women farmers (input, time-saving technologies, markets and measures to ensure control over the resulting increase in income).

In order to assure relevant technological development and dissemination, planners should be fully cognizant of differences in crops cultivated by men and women, division of labour into tasks surrounding the same crop, and the large differences in time constraints between men and women. Such understanding should not be based only on good intentions and common sense but on task-related research and grass-roots consultations with women. Technological research should not bypass women's activities; research institutes should be specifically encouraged to devote resources to developing technologies appropriate to women's agricultural and domestic responsibilities; and the results of such research should be made available to extension agents serving women.

Ineffective technologies for processing, preserving and storing should give way to solar drying, local grain mills, new food technologies, dissemination of existing and newly developed preservation techniques, etc.

Improved farm carts (from field to storage and from storage to market), producer co-operatives and farmer associations, simple market information systems, local road im- provements and transportation co-operatives will all aid small farmers of both sexes, but are of special relevance to women. Special policy support is needed to increase participation by women in marketing activities.

Creative use can be made of markets as focal points for a wide range of activities, including extension credit, inputs distribution and health and adult education, each of which can have a particular aspect geared to women.14/ Other linkages to rural women can include using a local water supply as a focal point for community mobilization, as in Senegal and Burkina Faso, where women's groups are involved in decisions on location and installation of wells and pumps and selection of caretakers. Projects designed for one purpose can be expanded for multiple purposes, such as reorienting functional literacy programmes to educate women in growing drought-resistant crops and in nutrition.15/

III. AFRICAN WOMEN AND FOOD CONSUMPTION

When considering the role of women and food consumption in African food strategies, the woman's own dietary intake and her responsibilities for family food consumption are both relevant. The role of "vulnerable" individuals--e.g., pregnant or lactating women--who are thus eligible for supplementary feeding is the consumption role most readily recognized in food policies and programmes. However, this limited view of women as food consumers clearly needs to be enlarged. A fuller appreciation of the consumption needs of women encompasses their lifelong vulnerability not just during motherhood; the higher incidence of female infant mortality in some countries, contradicting biological expectations, is an indication of sex bias in food intake (and medical care) from the earliest age. The young girl's nutritional needs are relevant not only for her present activities but to prepare her for the multiple roles, including motherhood, she must play in future.

The particular vulnerability of women in times of emergencies can be easily observed in disaster-relief operations. Female-headed households are more likely than those headed by men to be in poverty and thus prone to malnutrition. De facto female-headed households

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are a large and growing phenomenon--25 to 33 per cent in the developing world, and generally far higher in countries such as Lesotho and Botswana, where male migration is substantial. A large proportion of such households are landless, and policies intended to increase the purchasing power of landless rural poor should take into account the high proportion of households headed by women who are in need of child care facilities and of income-generating activities.

Considering relative body size, women's food intake is understandably less than that of men, but it can be argued that their energy needs are underestimated (considering the usually longer working day for women) and that their food intake is proportionately less adequate than that of men. It can be also be argued that the male family head should receive the best available diet not only because of his status but because of his income-earning capacity; but this presumes a male head whose income nourishes the rest of the family--which is not always the case.

Evidence that women are less apt than men in similar economic circumstances to receive an adequate diet comes from a variety of sources. For example, a study in Malawi found that at periods of the year when agricultural activities were greatest, the differential between adult men's and women's intake increased. Other studies have found that when food supplies increased, males have benefited more than women. 16/ Household food allocation is not always based on a rational analysis of relative foods needs, as readily seen by the fact that so many pregnant women are in need of supplementary feeding in order to prevent low birth weight babies with a high risk of infant mortality.

Women's role is critical in the food consumption of their children and other family members, and it encompasses the role as producer of family foods in home gardens or with small animals; the role of purchasing staple or secondary foods which women do not grow; the role in proper preparation of available foods so as to maximize nutritional benefit; and women's control over intra-household food distribution so that different energy needs are met. (Culturally sanctioned "mother sacrifice" often causes women to consider their own needs last and as the least important, even though they control the proportions ladled.)

Finally, women's responsibilities for household hygiene and sanitation, which interact with food intake to influence nutrition levels, are essential considerations in strategies designed to reduce malnutrition.

Food Strategy Recommendations

In support of women's roles as primary providers of family foods, their activities in home gardens and animal husbandry require more-than-trivial attention and inputs similar to those directed to large-scale commercial food crops. School and community gardens should receive the inputs they need, such as durable tools and reliable water supply, and their multiplier effects enhanced through concurrent educational activities.

For the foods that women must purchase, their ability to earn and control an independent income is crucial, and provision for women's income-earning alternatives on- and off-farm should be included in strategies.

To fulfil their roles as family nutrition caretakers, women need both education in nutrition, including efficient food preparation, and ways to reduce their time constraints. While it may be inappropriate to suggest that Governments should develop policy on such personal matters as intra-household food distribution, it is a Government's legitimate concern to recognize and take measures to mitigate the harmful effects of sex discrimination on food consumption. Public education on the nutritional needs of girls and women may lessen such discrimination, including institutionalized self-sacrifice which results in women receiving less-than-adequate nutrition even in households with sufficient food supplies. Until cultural practices underpinning differential access to food within households can be

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changed, however, supplementary feeding for women and children may be needed despite the difficulties in precisely targeting distribution to the nutritionally deprived individuals within the household.

IV. OBSERVATIONS ON FOOD PRODUCTION AND FOOD CONSUMPTION

Deterioration of Women's Conditions and Productivity

In several crucial ways, the lot of African women is now worse than that of their mothers and grandmothers. If implemented, the recommendations of the preceding sections merely result in a restoration of earlier rights and conditions in some cases or to "damage limitation" in the future. Positive improvement will require efforts that go beyond merely restorative changes. Numerous examples can be cited of the negative consequences for women of colonialism, modernization of the rural sector and the commercialization of agriculture. The consequences have often involved increased labour, job displacement, loss of traditional property rights and worsening nutrition even concurrent with increasing prosperity. Some deteriorating conditions women share with men, while others are women's alone to bear. Their worsening status and conditions may be both in absolute terms and relative to men.

The most critical of these, both from the perspective of women's well-being and in the interest of agricultural productivity and appropriate family nutrition, is the widely-documented increase in women's labour input. Time use data from Cote d'Ivoire, for example, indicate that the total work-load of adult women is twice that of men. In Burkina Faso, women spend 82 per cent more time than men on agricultural tasks and also perform all household chores; girls begin working at age 7, boys at age 11, and girls have double the work-load of boys. The result is that many girls drop out of school with less education than boys, thus perpetuating their higher levels of illiteracy. Female heads of household are even more overburdened than agricultural wives.17/

In addition, the significantly longer work hours of rural women compared with men have several unintended and often harmful consequences, such as shorter duration of breast-feeding with higher levels of infant mortality. Food strategies should therefore incorporate deliberate attention to the serious time constraints preventing women from more effective participation; training courses should provide for child care; appropriate technology should be developed relevant to women's (and children's) tasks; and priority should be given to water supplies and community forestry to reduce women's unproductive labour. Public education on the inefficient divisions of some traditional family responsibilities might be an acceptable way to start the process of more equitable work-loads.

Trickle-down: Technologies, Information, Income

Although widely assumed and seemingly at the heart of many policies regarding food production and consumption, "trickle-down" is not an especially effective theoretical basis for agricultural and nutritional interventions. That is, input such as seeds, extension services and technology provided to men do not necessarily find their way to the men's wives; teaching male farmers about small animal husbandry where small animals are the charge of women is basically an inefficient information transfer. Similarly, in many cultural settings--but especially in sub-Saharan Africa, where men and women traditionally had sharply differentiated although complementary responsibilities for family food provision (whether home-grown or purchased)--such differences must be understood and recognized. The matter goes well beyond considerations of equality; it relates directly to more efficient ways to increase food production and reduce levels of malnutrition.

In order for separate roles to be given adequate attention in food strategies, however, those roles must be understood. It is not too trivial a matter for strategy planners to

appreciate who ploughs and who weeds, for these distinctions in task are important as a basis for providing sufficient labour at the right times and for planning where and when mechanization is needed.

It is not beyond the scope of a food strategy to encompass considerations of the often significant differences from men in the average woman's working day and her different domestic responsibilities; it is such considerations that constitute critical constraints on women's productive capacity, resulting in production bottleneck , inefficient marketing practices and a stunted ability to provide and purchase family foods, to the detriment of all. Unless these details are built into the warp and woof of strategies, the objectives of increasing production and reducing malnutrition can be seriously thwarted.

Database and Research Requirements

Country- and region-specific information on differences in labour inputs and constraints are essential in order to formulate appropriate strategies; there is no common blueprint. Considerable data already exist in many countries, but much is buried in academic institutions or has not yet been analysed; and before new data-gathering efforts are undertaken, extant databases should be fully explored. Social research on division of labour by gender and on household food allocation patterns, for example, may be needed to parallel technical research on improved technology, storage techniques, etc.

Emphasis should be placed on more relevant types of research. Farming systems research*, participant action research (PAR) and on-farm adaptive research all provide suitable frameworks for acquiring useful gender-specific data. As recent IFAD experience has indicated, the current division of labour in the farming system is a starting point for identifying women's relevance for each intervention alternative--crop by crop, activity by activity. National labour force statistics and agriculture censuses should be revised to take into account "unpaid family labour" to include livestock care among agricultural activities and to adjust women's participation rates according to seasonal fluctuations--so that the "invisible" female farmer becomes more visible.

When research is reoriented from cash to food crops, care should be taken that inputs demanded are within the reach of women farmers and that time demands are not overburdening. The Kenya food strategy, for example, even though reoriented to small farmers, may have little impact on illiterate women farmers with limited cash and time for risk-taking.18/ At the community and household level, research is needed to generate data on labour input by gender, the dynamics of household decision-making (which can critically affect women's responses to price incentives) and household food allocation practices (identifying appropriate interventions--whether education or supplementary feeding--for improved nutrition of vulnerable females).

Family- or household-centred needs analysis is not sufficient to understand gender differences in time allocation income-generation and its control and gender-related differences in benefits. Disaggregation of all of these by gender is required in order to provide an adequate database for policies, strategies, programmes and projects.

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* FSR start with the WHOLE farm, including livestock and off-farm employment. It is interdisciplinary, inter-commodity and action-oriented; it advocates technology based on farmers' needs and constraints. It takes women's production patterns into account. Traditional farming techniques are appreciated and improved. It is a "marriage" of social science research on household labour allocation with agriculture research.

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Government policy should encourage universities and research institutes to: (1) undertake such micro-level studies and (2) make the findings of extant and newly collected data quickly available to policy makers. Collaboration between researchers and policy makers should be increased and improved; research "translators" may be needed as intermediaries between academicians and policy makers, just as the extension worker bridges the gap between laboratory researcher and farmer.

Policy Analysis

As plans develop for setting up food policy analysis training in Africa, a special effort should be made to include women among the faculty and the trainees and to include women's issues in the curriculum. The specific outreach to women will vary by country, as it will for women's full participation in the design and implementation of other aspects of food strategies. Where women's organizations already exist, or where there is significant attendance of women at universities, candidates for training in policy analysis can be more easily identified and recruited.

Monitoring and Evaluation

Those responsible for monitoring and evaluating components of food strategies will need to be trained in the collection and use of gender-specific data (e.g., number and per cent of extension workers and contact farmers who are female). As monitoring and evaluation mechanisms are designed and put into place, many of the issues noted above should be included in their guidelines.

Women's Units in Government Ministries

Experience with separate women's affairs ministries or with special women's units within social ministries has not been very successful: activities tend to be marginal, technical expertise is lacking, and funds are limited and exceptionally vulnerable. Current consensus seems to be developing in favour of "mainstreaming" women's issues in the principal ministries, such as agriculture, planning and finance.

Women's Participation at All Phases and Levels

Strategy developers and implementers will need to adjust the concept of women to include both the subject and object roles, viewing women not only as consumers of services but as producers and contributors to the process of development, with particular attention to the production and consumption of food.

All stages in the food cycle have relevance to women, and women to all stages--i.e., production, storage, processing, preservation, preparation and consumption. Women and their concerns should be a part of public strategy discussion at all levels, from ministers to village grass-roots organizations, and at all stages, from the initial phase of public discussion through implementation and ongoing monitoring and evaluation.

Women's agricultural activities have often been marginalized, their plots taken over for cash crops and substituted by remote, less fertile, hilly or rocky land. Women should not be similarly "marginalized" in food strategies, relegated to a single paragraph. Their inclusion should be evident throughout the strategy and should be structured so as to take both equity and efficiency considerations into account.

Unless women's interests are deliberately represented (preferably by women, but in some cases by men), they often tend to be omitted. To include the poor and landless in deliberations about rural development is the oft-stated intention of "people's participation"--but the principles are more easily stated than practiced. It is no exaggeration that including female poor and landless in such deliberations is even more difficult to accomplish.

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Where women are most severely marginalized, unorganized and unrepresented, efforts to ensure their participation will be frustrating and often frustrated. Whatever women's groups may exist, even if they consist of elite women only, should be called upon to initiate efforts to reach and involve the poor. Where women's organizations are more numerous, however, it will be possible to involve more directly women at other socio-economic levels. Sensitive outside catalysts have sometimes been found to be effective stimulators of meaningful involvement by women and women's groups.

In some cases it will be possible and advisable to set target levels for women's participation--numbers and proportions of women to provide input to food strategies, whether at the level of community councils and committees or at the Cabinet level. This approach makes it incumbent upon various agencies actively to seek out women who are already "qualified"; to re-examine the criteria for "qualification"; to undertake specific training education and selection measures to ensure a future supply of "qualified" women at top policy levels as candidates for extension training as village-level co-operative leaders, etc.

Innovative and creative examples in sub-Saharan Africa have been documented in which women's participation has taken the form of assertive restructuring of existing limited undertakings into activities in support of food production. The Chikuni fruit and vegetable marketing co-operatives in Zambia, for example, transformed a nutrition project into a production marketing and employment endeavour. Sewing and knitting clubs have been transformed into centres of economic activity. In Zimbabwe, savings clubs which drew on the tradition among the poor of sharing responsibilities--such as farming teams working each other's fields--now help each other meet capital needs for production.

Mutual aid groups, group savings and credit schemes, social forestry projects and community welfare clubs can all be enlarged and made into national food strategies for encouraging the formation and transformation of such organizations by providing budgetary support (possibly complemented by food aid) and training.

Food strategies are not carved in marble. They are flexible instruments evolving and being adapted over time. It is never too late to begin incorporating women into the process of strategy development and implementation.

Notes

1/   Office of Technology Assessment, Congress of the U.S. Africa Tomorrow: Issues in Technology Agriculture and U.S. Foreign Aid. Dec. 1984.

2/   United Nations. World Survey on the Role of Women in Development. Report of the Secretary-General. A/Conf.116/4, Dec. 1984.

3/   Moock, P.R. The Efficiency of Women as Farm Managers: Kenya. American Journal of Agricultural Economics, 58:5 1976, cited in U.N. World Survey, 1984.

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INTERNATIONAL CONSULTATIVE MEETING ON
Communications for Women in development

THE ELECTRONIC MEDIA:.
AGENTS FOR ADVANCING WOMEN IN DEVELOPMENT

By Sharon Marshall, Director, News and Current Affairs
The Caribbean Broadcasting Corporation, Barbados

ROME, ITALY   OCTOBER 24-28, 1988

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SUMMARY

This paper discusses Barbados' place in women in development. Barbados established a Bureau of Women's Affairs in 1976 to advise Government on matters relating to women, to monitor implementation of recommendations made during the UN Decade for Women, to act as a clearing-house for NGOs and to offer technical assistance to women's organizations. One of the Bureau's programmes is to offer legal assistance to women of limited means. The Bureau is also concerned with encouraging the media to educate women about their legal rights and to help change attitudes and provide skills training.

The paper then talks about Women in Development Ltd., a private non-profit organization set up to help women go into jobs for themselves by developing their hobbies into commercially viable enterprises. From its previous focus as a loan agency, it now also provides training in business practices, costing and pricing, bookkeeping and marketing.

Yet another local agency working to integrate women in the development process is the Women and Development Unit of the Extra-Mural Department of the University of the West Indies. One of its mandates is to stimulate and support programmes and projects which can improve the socio-economic situation of Caribbean women. The Unit also concentrates on developing linkages at the regional level. In addition, the Caribbean Conference of Churches is playing a significant role in the development process.

The paper concludes that while enough agencies already exist in the region to advance the cause of WID, the media are essential for disseminating information about their work. Seven recommendations are made on how the electronic media can be effective agents in that regard, including producing programmes on WID projects; developing a directory of women broadcasters within the UN system; developing a taped programme exchange; exchanging news/feature items through existing regional satellite networks; starting support programmes to train women in journalism and broadcasting skills; and organizing meetings on communications for WID.

* * *

INTRODUCTION

The Nairobi Forward-looking Strategies for the Advancement of women were adopted in July 1985, at the end of the United Nations Decade for Women, which had the theme of "Equality, Development and Peace". Our focus at this meeting is "Development". It can be argued that the three subthemes are all inextricably linked, and that one cannot be achieved without the others. The Strategies states this very eloquently in Paragraph 110.

As the primary objective of development is to bring about sustained improvements in the well-being of the individual and of society and to bestow benefits on all, development should be seen not only as a desirable goal in itself, but also as an important means of furthering equality of the sexes and of maintaining peace.

When the Strategies were drawn up, their formulators stated that the last years of the Decade had witnessed a deterioration of the general economic situation in developing countries. The financial, economic and social crisis of the developing world had worsened the situation of large sectors of the population, especially women. They also noted that the effective participation of women in development had been impeded by the difficult international economic situation, the debt crisis, poverty, continued population growth, rising divorce rates, increasing migration and the growing incidence of female-headed households. Those of us gathered here today know how little that has changed, but it is our faith in the future that brings us here, and our appreciation of the need to stop and assess our situation in order to make plans and strategies for going forward.

When the women met in Nairobi to assess the status of women at the end of the Decade and to plan strategies to further our cause, they recognized the importance of communications as a tool for advancing the development process. They said that in view of the critical role of the sector in eliminating stereotyped images of women and providing women with easier access to information, the participation of women at all levels of communications policy and decision-making and in programme design, implementation and monitoring should be given high priority. They stressed that women should be made an integral part of the decision-making concerning the choice and development of alternative forms of communication and should have equal say in the determination of the content of all public information efforts.

At Nairobi, they further advised that in the field of communications, there is ample scope for international co-operation regarding information related to the sharing of experience by women and to projecting activities concerning the role of women in development and peace in order to enhance awareness of both accomplishments and the tasks that remain to be fulfilled.

We are here to build on that recognition, and the question of international co-operation is a point which I wish to return to later.

The National Level

At this point it might be useful to look at Barbados' place in this issue of Women in Development. Barbados, a small developing country, was an active participant in the Nairobi meeting of 1985. In fact, Dame Nita Barrow, who is now our Permanent Representative to the United Nations, was convener of the non-governmental forum in Nairobi.

Our country signed and ratified the UN's Convention on the Elimination of All Forms of Discrimination Against Women in 1980. This convention recognizes the right of women "to participate in the elaboration and implementation of development planning at all levels".

This is only one reflection of the forward-thinking policies of the Barbados Government, and you will realize that it is a consistent policy when you learn that Barbados established

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a Bureau of Women's Affairs in 1976. This came about as a result of a study which the Government commissioned to examine the status of women. The Bureau of Women's Affairs is staffed by a director, a research assistant and a stenographer. Its primary functions are to advise Government on matters relating to women, to monitor the implementation of recommendations which came out of the UN Decade, to act as a clearing-house for non-governmental organizations and to offer technical assistance to women's organizations.

One of the programmes instituted by the Bureau offers legal assistance to women in need of such services but who have difficulty meeting the fees. The Bureau's director is convinced that there is already more than adequate legislation in place to protect the rights of Barbadian women, but she says the Bureau needs the media now more than ever in order to educate those women about just what those rights are. Another area in which she believes the media can help is in changing attitudes. She cites the example of skills training, which is offered to both young men and women. Young women are still shying away from acquiring skills in metal work, woodwork and other technical skills traditionally considered the preserve of the male of the species, she says. The women's affairs director wants the media to help these young women see that their choices are no longer limited to dressmaking and home economics.

The loans officer at a company called Women in Development has similar views. WID Ltd. is a private non-profit organization which was set up 10 years ago with funding from the United States Agency for International Development and the Inter-American Development Bank. Its primary goal was to help women who couldn't find jobs go into business for themselves by developing their hobbies into commercially viable enterprises. But its focus has shifted now from being largely a loan agency to also providing training in business practices, costing and pricing, simple bookkeeping and marketing. WID Ltd. monitors the progress of its clients and offers them advice.

Since it now gets money from the Barbados Development Bank, the Barclays Development Fund and the Canadian International Development Agency, it can no longer be solely an agency for women. But the loans officer at WID Ltd. finds that most of the clients are women, and that they still stick to traditional areas like hairdressing salons and dressmaking establishments. She would like to see more women involved in other types of businesses, and she believes the media are invaluable for educating women about the choices open to them.

WID Ltd. funds any kind of agricultural project, sales operations for either imported or locally produced goods, ice cream parlors...the list is endless. It also provides a training course which is free to all clients. WID Ltd. has a close working relationship with the National Development Foundation (NDF) of Barbados, which does much the same kind of funding and training for income-generating projects. Many of the NDF's clients are also women.

The Women and Development Unit of the Extra-Mural Department (WAND) of the University of the West Indies is another local agency which works to integrate women in the development process. It was set up in 1978 on the recommendation of a regional workshop in Jamaica. One of WAND's mandates is to stimulate and support programmes and projects which can improve the socio-economic situation of Caribbean women, including strategies for opening up new options in skills training, appropriate technologies and income-generating activities.

Regional and International Co-operation

WAND is ideally suited to developing linkages at the regional level because of its placement in the University of the West Indies system. It has taken the concept of regionalism quite seriously in developing its programmes.

The Caribbean Conference of Churches (CCC) is another regional organization which is playing a significant role in the development process for Caribbean men and women. Its programmes are carried out in all CCC member territories, and it recognizes the role of the media in furthering its work. Women themselves are choosing careers in the media more than ever before, and many are staying in the profession long enough to reach decision-making levels. This is true not only in the Caribbean but throughout the developed and developing world.

The Commonwealth Broadcasting Association recently published a directory of women broadcasters, and the numbers are quite impressive. Having more women in the field should mean that women's perspective will be brought to bear on more projects and programmes on women, more women will be made aware of developments which should be of direct concern to them and they can then make more informed decisions about how they live their daily lives.

Conclusions and Recommendations

From my brief survey of agencies in the Caribbean which are working to advance the cause of women in development, it should be quite clear that enough of these agencies already exist.

However, the women and men who run these organizations tell us that the media are essential for disseminating information about their work.

We have also learned that more and more women are choosing careers in the media. Accordingly, the electronic media can be effective agents for advancing women in development by consideration of and action on the following recommendations:

1. Produce programmes on current Women in Development projects.

2. Develop a directory of women broadcasters within the United Nations system, who would not have been covered in the Commonwealth directory.

3. Develop a taped programme exchange, perhaps using INSTRAW as a clearing-house, in order to inform women about what their sisters in other countries around the world are doing.

4. Exchange news/feature items through existing regional satellite networks, such as CARIBVISION, ASIAVISION and EUROVISION.

5. Support programmes which train women in journalism and broadcasting skills.

6. Support programmes which work for the employment and promotion of women in the media.

7. Support regional and international meetings where ideas and experiences on communications for women in development can be shared.
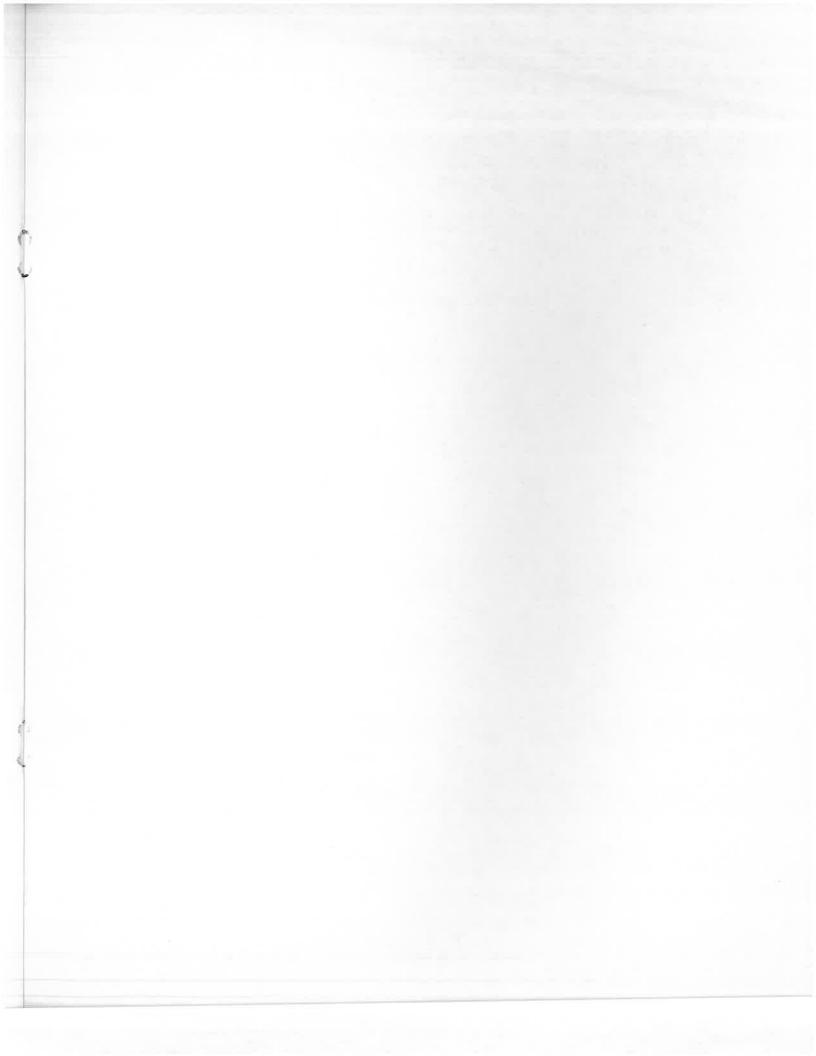
   These measures should go some way towards ensuring that women take their rightful place as equal partners in the development process.

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INTERNATIONAL CONSULTATIVE MEETING ON

Communications for Women in development

EDUCATION, WOMEN AND CHINA

By Dang Bing

ROME, ITALY   OCTOBER 24-28, 1988

NOTE

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EDUCATION, WOMEN AND CHINA

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SUMMARY

This paper focuses on the use of television as an educational tool in China, where the medium has undergone phenomenal growth in recent years. In China, there is one TV set for every nine viewers, but there are about 600 million viewers in total. Television is used heavily as an educational tool because it is State-controlled and because there are too few universities to accommodate the population.

The "Education by TV" programme ran from 1976 to 1979, when the Central Radio and Television University was launched with the Public Education Branch. A variety of programmes are offered, including series on health and nutrition and on agricultural know-how, since 80 per cent of the population is rural. Some 229 series were produced between 1977 and 1987. The University also gives three-year degree courses in 50 disciplines, from which approximately 400,000 students had graduated by the end of 1987.

Women have benefited most from the educational use of television because they started with unequal access to university and money; TV challenged their traditional roles. There are still problems with the labour intensity of agriculture, however; girls are needed at home to run the farms. Measures are therefore needed to increase the income of peasant farmers and to raise teachers' salaries to encourage people to pursue higher education. Higher wages must be guaranteed for intellectuals in general, and the Government should encourage equal employment opportunities for women and men. Much remains to be done, but China has learned a great deal from its experiences with television.

* * *

I'm honoured to have the opportunity to speak to you today on behalf of Chinese women in the communications field. My focus will be on television, which is the area I work in and with which I'm most familiar.

The growth of the television industry and the importance of the medium has grown phenomenally during the past few years. At the end of 1977, there were only 500,000 TV sets in all of China; today, that figure is close to 120 million, and people are buying more sets every day. In fact, it's quite common to see people on their way home from shopping with a TV strapped to the back of their bicycles.

Although there's still roughly just one TV for every nine people in China, the number of viewers is considerably higher. A survey conducted earlier this year by the state-run China Central Television (CCTV) showed that the true viewing audience numbers around 600 million. That's an awful lot of people, and the potential influence of television on them cannot be understated. Because China is a socialist country, you won't find people gathered around watching the latest episode of "Dynasty". Actually, that might be the case in Guangdong province, where viewers often pick up signals from Hong Kong. But for the most part, China takes the role of television quite seriously--with a great emphasis on its use as an educational tool.

There are a number of reasons for this. The first, as I have touched on, is simply that China is a socialist country. The Chinese media--whether radio or television--are owned and controlled by the State, and their main function is not to turn a profit. So it's quite different from non-public Western networks, where commercial success is needed to ensure survival.

Because China is not tied to the demands placed on other networks by Neilsen ratings, there is much greater leeway in the type of programming that can be aired. That's not to say that Chinese television is boring; far from it. Things have changed a lot since the Cultural Revolution, when the sole purpose was that of propaganda. Today, there are many entertaining shows--and lately, there have even been thought-provoking programmes which critically examine China's politics, both past and present.

But what I'd like to focus on today is the use of television in China as an educational tool. The demand for equal access to education--especially at the university level--is almost hard to imagine. Quite simply, China has too many people and too few universities. Only a small percentage of those who would like to attend institutions of higher learning ever get the chance. In addition, the Cultural Revolution had a devastating effect on the quality of education between 1966 and 1976. The unfortunate turmoil of that decade deprived many of the chance to learn, and it was not until 1977 that the extent of the damage was fully realized.

As a result, CCTV decided to devote a fair quantity of its programming to education. It was believed such programmes would help those who missed out during the Cultural Revolution get back on their feet. In addition, the country was entering a period of "modernization", with great emphasis being placed on educated and skilled people.

Because of the shortage of space at universities, it made a great deal of sense to offer "Education by Television". It was not an instant or complete solution, of course. There were still relatively few TV sets in China. But there was a way around it. "Television classrooms" were organized. From 1976 to 1979, CCTV offered three educational series: Basic Mathematics, Electrical Engineering and English. Although the curriculum was rather limited, the response was tremendous, proving the possibilities which existed for TV as an educational tool.

In 1979, the Central Radio and Television University was jointly launched by the then-Broadcasting Bureau and the Ministry of Education. The University had--and still has--two separate branches, each with different goals. The first branch, which I'll deal with

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now, is the Public Education Branch. The programmes in this category are produced in Beijing, often in collaboration with public institutions and organizations. In the broadest terms, the public education broadcasts are aimed at increasing the cultural and scientific knowledge of China's entire population.

These are not degree courses, and they deal with topics of interest and concern to a variety of ages and groups. For example, there are programmes which help young children learn how to write Chinese characters. Others teach people foreign languages, such as English, Japanese and French. There also programmes which teach people about topics as technical as computer programming.

Some of the shows would be of particular interest to other developing countries. For example, the "Health and Nutrition" series deals with basic health care, personal hygiene and diet. Another series, "Agricultural Know-How", focuses on technical aspects of farming, including tips on how to increase output.

It's worth mentioning that some 80 per cent of China's population lives in the countryside. Education in these areas is much lower than in the cities, and there's a relatively high illiteracy rate. Programmes such as these, therefore, can reach the people who will benefit the most.

Two of the more popular programmes of recent years deal with personal fitness. You've no doubt read accounts in the press of the so-called "Disco Craze" which is sweeping China. Well, it isn't actually as sensational as some of the reports make it out to be. But more and more people are discovering the healthful effects of aerobic exercise--in large part due to these very TV programmes. This marks quite a change from the past, when the Chinese traditionally equated being a bit pudgy with prosperity.

Collectively, these programmes have proved incredibly popular. Between 1977 and 1987, China produced a total of 229 different series, consisting of more than 6,000 single programmes. In addition to the topics I've mentioned, there were series which dealt with such special interest areas as stamp collecting, Chinese cooking and music. A rough indication of the widespread appeal of these shows is the fact that more than 80 million companion books, which supplement the series, were sold. Of course, the actual viewing audience was far greater.

The other main educational project administered by CCTV is the Central Radio and Television University (CRTVU), which I mentioned earlier. It deals strictly with higher education. All students must pass an examination before they're admitted into their course and supplied with work materials. The actual content of the courses does not vary from what is offered at China's universities. Most of the students already have jobs and take the diploma programmes in the hope of being promoted after graduation.

Throughout the three-year course, their place of employment is required by law to keep them on full salary as an incentive to continue. Although it might sound simply as if students watch TV every day with no guidance, such an assumption would be incorrect. The CRTVU has a staff of more than 30,000, spread throughout the country's 28 provinces. These people are available for guidance, and there are regular tutors. The success of the programme, which offers courses in some 50 disciplines, is impressive. By the end of 1987, it boasted almost 400,000 graduates. That number will grow rapidly in the very near future: Currently, there are well over half a million students taking courses.

But while television education in China has proved quite successful, it's not without its drawbacks. Many of the courses are, quite frankly, not very stimulating. A single camera is often trained on the blackboard, and students see little more than a hand scrawling equations. Work is being done to make the programmes a little more interesting to watch. With the use of special graphics and other techniques, it's hoped that students will find the courses not only more interesting, but easier to learn from.

Although these TV courses have provided greater access to education for hundreds of thousands of people, it would be fair to suggest that women have benefited the most from this development. The reasons for this are complex, and some can be traced back thousands of years.

Traditionally, the role of women in China has been one of subservience. They have been expected to bear children, take care of household chores, and wait on their husbands. In fact, they were not encouraged to pursue an education beyond a basic level for those reasons. In addition, few men wanted to be challenged by a wife who proved his intellectual equal--or even superior.

Things have changed dramatically since the founding of the People's Republic of China in 1949. Women now have greater equality than at any other time in history. Even the late Chairman Mao Zedong repeatedly stated that "Women hold up half the sky". Unfortunately, some men still cling to traditional attitudes, believing that they should support the sky while their wives stay inside and cook. Such beliefs are particularly widespread in the countryside.

Another problem is simply that women--whether they're from the city or the country-- have unequal access to universities. There is a quota system within China's institutes of higher education, which favours a higher ratio of male to female students. Some changes have been made, because women seem to score consistently higher than men on entrance exams in China. But for the most part, they do not have equal access.

There's also the question of money. In rural families which have a son and a daughter, there's a belief that sending the woman to school would be a waste of money, since she'll eventually wind up getting married and leaving the family. The son, however, is regarded as the breadwinner who's worth investing in. With the advent of television courses, however, many of these women, and men, too, who could not otherwise have continued their education are now able to.

That's the good news. The bad news is that many rural Chinese women will never get even a basic education, and so they don't have the necessary background to take advantage of the television courses. Many, I might add, do not have TVs--or even electricity--in their homes. Although it's true that some families simply cannot afford to send their children to school, there are many other children who are kept away for different reasons.

Agriculture in China is incredibly labour-intensive. There are few combines or seeding machines, and almost all work is done by hand, or with the help of a mule or water buffalo. For a peasant family working even a small plot, the sheer volume of physical labour is staggering. Entire families will spend from dawn until dusk, stooped over their fields.

Quite naturally, then, there's a need for every available set of hands. Sending a girl off to school, in the mind of the average peasant, produces no immediate results. In effect, all it really does is reduce the labour force. Some families, obsessed with output, even resort to female infanticide in the hope that their next child will be a son. That practice is no longer as widespread as it once was, but it's still a problem--which the Government acknowledges.

In the eyes of many farmers, the most practical solution is simply to keep their daughters at home, or in the fields. This problem has perhaps been influenced by the Government's decision to allow peasants to sell whatever goods they produce in excess of the state quota on the free market. As a result, more hands mean more money.

So, what's the solution? Clearly, this is not a problem that can be solved with the wave of a wand, or even a TV antenna. It's an attitudinal problem, enforced by economic realities. It might be easy to blame peasant fathers as some sort of villains, but when you consider that some of them make less than US$ 30 in an entire year, you can perhaps sympathize with the hard choices they have to make.

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There's a great deal of debate over how best to deal with this situation, and I'll outline some of the possibilities.

First and foremost, measures must be taken to increase the income of peasant farmers. The prices of many agricultural commodities have been too low for years. Some farmers can barely cover their costs, even with a good harvest. Prices have increased somewhat recently, but they're still far too low. The Government is in a bit of a bind over this one, because inflation has caused some anxiety in China as a result of economic reforms.

Some suggest that farmers could learn to diversify slightly to supplement their incomes from other sources, such as small-scale manufacturing, handicrafts and even part-time work. It could be argued that such changes would only make the situation worse. With the opportunity to make greater profit, some farmers would have an even greater incentive to keep their children at home. And, true enough, some would.

But it's also true that many farmers are currently in a situation where they don't have a great deal of choice. I've been to several of China's poorer areas, and I can tell you that the standard of living is very low indeed. If I were a farmer in their position, I might even make the same choice--difficult though it would be. Another solution would be simply to offer teachers better pay. Currently, a cabbie can make up to 20 times as much as a qualified teacher--even though the only test he's ever had to pass was for his driver's licence. In fact, the level of pay offered to teachers is so low that in the coastal province of Fujian, several schools were forced to close this summer because the teachers found they could make more money working in other fields.

The problem of low pay, then, discourages many people from even considering a career in education. And it does more than just turn people off to education. The low salaries of Chinese intellectuals in general means that fewer and fewer people are willing to spend years studying towards a post-graduate degree. It might be hard to believe, but a person who sells clothes on the free market can make up to 15 times as much as a brain surgeon.

A guarantee of higher wages for intellectuals, and recognition of their status, might improve things. For women in particular, other changes could be considered. Although Chinese women are excluded from only a very few areas of work--mostly labour-intensive factory jobs--the majority of them still face unequal employment opportunities.

Some work units and factories discriminate against women, hiring a disproportionate number of men. Perhaps if the Government either encouraged equal opportunity or penalized those work units which discriminated on the basic of sex, this situation would improve.

Clearly, China still has some problems, and some of those problems are unique to women. But there is no question that things have improved a great deal for both sexes since 1949.

The days when women were regarded simply as wives, cooks and sex objects are largely over. But these traditional attitudes have not disappeared altogether, and I don't think any delegate at this Meeting can claim complete sexual equality in his or her own country.

But things have changed. And as women, particularly in the countryside, become more educated and more aware of their potential, those attitudes will continue to change. It is here that the media can play a very important role.

China has learned a great deal during the past 39 years, and hopes to continue to learn through the experiences of other countries--from both the North and South. Given time, education, greater communication, and improved living standards, the day will come when we can all truly say that "Women hold up half the sky".

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Communications for Women in development

ACTIVITIES OF UNESCO IN THE FIELD
OF COMMUNICATIONS TRAINING

ROME, ITALY   OCTOBER 24-28, 1988

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SUMMARY

As described in this paper, UNESCO's programme for women and media in the past three years has focused mainly on the training of women in communications skills. It has made possible courses for women working in national news agencies in Africa, organized by the West African News Agency Development Project (WANAD). The objective was to give West African women journalists practical training and background knowledge to enable them to report on economic affairs in the region, for both a regional and a wider international audience.

In addition, various training institutions in Africa have organized UNESCO training courses or workshops for women. These courses not only promote media skills and professional excellence; they also provide an opportunity for media women to examine how best they can use their skills to change attitudes towards women, raise consciousness of women's issues and enable women to play a fuller role in the development process. Evaluation and follow-up is a part of such courses wherever possible. The paper closes with a brief description of similar UNESCO programmes in other regions, such as Asia and the Arab world.

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In the past three years, UNESCO's programme for women and media has focused mainly on the training of women in communication skills. In Africa, the majority of courses were sponsored by the International Programme for the Development of Communication (IPDC), but two were financed by funds-in-trust from Norway, Canada and France.

UNESCO's regular programme has made possible courses for women working in national news agencies in both English- and French-speaking West and Central Africa. These courses were organized by the West African News Agency Development project (WANAD). It should be pointed out that UNESCO is concentrating on the so-called "non-traditional" areas of communication such as the technical aspects of television/video, radio, photojournalism, training of trainers, media management, political and economic reporting. Thus, for example, WANAD's courses for women concentrated not on social welfare, education, nutrition or child care--all traditionally "women's" fields --but on economics, an area women are rarely given the opportunity to cover.

The objective of the course was to give West African women journalists practical training and background knowledge to enable them to report on economic affairs in West Africa, not only for their own countries, but for a wider international audience. The course required the journalists to write--and rewrite--news and feature stories from a variety of sources: lectures, interviews, UN reports, and their own observations from visits to the market, a cement factory and a fisheries development project. In addition, they were given a special course in the use of teleprinters for use at their home offices and while travelling on assignment. Subject matter included economic theories and systems, economic policies and planning, monetary policy, credit and banking systems, commerce and industry.

In addition to WANAD, various training institutions in Africa have organized UNESCO training courses or workshops for women. They include the All Africa Conference of Churches (AACC) in Nairobi, the Evelin Hone College in Lusaka, the École Supérieure des Sciences et Techniques de l'Information (ESSTI) of the University of Yaoundé in Cameroun, the University of Benin in Lomé, the Centre International d'études en Radio rurale d'-Ouagadougou (CIERRO) in Burkina Faso and the Centre pour l'Enseignement et la Recherche audio-visuelle (CERAV) of the University of Abidjan in Côte d'Ivoire.

It should be noted that the courses do not only promote media skills and professional excellence. They provide an opportunity for media women to examine how best they can use their skills to change attitudes towards women, raise consciousness of women's issues and enable women to play a fuller role in the development process. Each course financed by the IPDC included provision for evaluation and follow-up to assess the benefits derived. Arrangements were made wherever possible for regional communication advisers to ascertain the progress made by former participants by visiting their place of work. In some instances, Directors-General of broadcasting organizations in the participants' home countries were invited to attend part of the course so that they could reflect on any final proposals made and assess their applicability. However, obtaining an accurate evaluation of follow-up benefits is difficult, and for this reason, UNESCO is organizing an evaluation seminar at the AACC in Nairobi in February 1989 in order to obtain a more specific picture. The final evaluation, it is hoped, will be both written and visual. URTNA has kindly offered to assist us by making a videotape of the seminar and of media organization meetings of selected countries.

In Kuala Lumpur, UNESCO sponsored in 1987 a regional course in newspaper management for senior women journalists from 10 Asian countries. It was organized by the Asian Mass Communication and Information Centre in conjunction with the Malaysian Press Institute. The course covered newspaper organization and management, editing, economics, production, design, advertising and circulation -- skills which would enable the women to advance in the profession. In 1988, UNESCO sponsored a subregional course for women in television/video production, which was organized in Bangalore by the Centre for Instruc-

tional Technology (CENDIT). UNESCO also recently sponsored a regional seminar in Beijing on "Asian Women Journalists and Development: their Role and Advancement of their Status". Organized by the Beijing Women Journalists Association, the seminar recommended courses on economic and current affairs reporting. UNESCO is already planning to sponsor such courses as part of its 1990-1991 programme.

In the Arab States, UNESCO has sponsored courses on development communication at the Arab States Broadcasting Union Media Centre in Damascus and at the Higher Institute of Journalism in Rabat on international relations reporting. More courses are planned in different countries of the region during the next biennium.

While the short-term benefits of these courses are obvious, the long-term objectives are the following: the promotion of women to decision-making and managerial positions in media organizations, the integration of women into the planning and production of media programmes, improvement of the portrayal of women in the media and their active role in national development through the increase of numbers and qualifications of professional media women and, last but not least, the fostering of solidarity among media women.

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United Nations International
Research and Training Institute
for the Advancement of Women

INTERNATIONAL CONSULTATIVE MEETING ON
Communications for Women in development

BRINGING WOMEN'S DIMENSION INTO DEVELOPMENT:
THE ROLE OF COMMUNICATIONS
-An Overview and Main Objectives of the Meeting-

By Dunja Pastizzi-Ferencic, Director, INSTRAW

ROME, ITALY   OCTOBER 24-28, 1988

NOTE

The views expressed are those of the authors and do not necessarily reflect the views of the United Nations International Research and Training Institute for the Advancement of Women (INSTRAW) except for the final report and papers presented by INSTRAW staff.

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SUMMARY

This paper sets the parameters for discussion at the Consultative Meeting. Communications and information technologies increasingly penetrate all aspects of today's society; by 1990, the information industry will be the single largest industry in the world. While in the developed countries, one of the main problems is how to cope with information overload, in developing countries the problem is how to get any information. Often there is not a single telephone available for thousands of people within hundreds of miles. Thus, the first step towards the effective use of communications technologies for development is to establish the so-called "missing link"--the infrastructure necessary to provide and support access to information.

The paper addresses the question, What is the role of communications in development? Communications can facilitate more effective delivery of social services to the population and provide an avenue for participatory development; it can play a major role in the exchange of ideas, spread of national identity and better understanding between cultures and between men and women.

However, the benefits of communications will be limited unless there is at least some complementary infrastructure present in the society--transportation, power supply, water and other development components. The role of communications in development is essential, ranging from education and training to health, transportation, agriculture, weather forecasts, energy, administration, commerce and banking to the detection of natural resources and facilitating scientific and technical research. The traditional communications technologies, together with the mass media and the newer technologies (including VCRs, cable TV, optical discs, compact discs, satellites and fiber optics) open new paths for development.

The paper proposes exploration of a number of new issues relevant for communications and WID, including diversification of women's images and role models; the influence of communications technologies on women's work; and the interrelationship between communications and WID. The main objective of the Consultative Meeting is to make policy and programme recommendations for the application of communications technologies, strategies and techniques to the area of women in development, with special reference to developing countries.

The first topic to be addressed at the Meeting is the relevance of communications for WID, focusing on relatively widespread technologies such as radio, television, press, video and audio cassettes, film and sound-slide packages, including INSTRAW's own multimedia training packages. The second topic is the identification of new possibilities for using communications technologies as applied to WID. The third topic is determining priority areas for action at the national and/or local level. Pragmatic, feasible programmes and subjects should be identified, followed by a discussion of the modalities of international co-operation and support in applying communications technologies to WID.

By way of basic guidance for discussion, some relevant experiences with various media are given. Radio is one of the most widely used media in development projects that utilize communications technologies, owing to its relatively low production and transmission costs, its affordability to the general population and its ability to reach the most remote audiences with relative ease. It provides formal education, distance education and the dissemination of development-related information to achieve change in such practices as sanitation, child-spacing, AIDS prevention and fertilizer use. It also gives people access to the media and political participation, providing a potential direct and public venue for an exchange of information between the grass-roots level and policy makers.

Television has also been used to provide education, development communications, information and entertainment, although the much higher costs are a major drawback. TV sets

tend to be concentrated in urban areas, and television has often been used to reach urban audiences rather than the rural poor. Sometimes, however, people own TVs before they have drinking water or decent shelter. Therefore, it would be essential to use television to pass on developmental messages.

The most interesting examples of the use of television for development come from particular message formats, such as soap operas (telenovelas). Clearly, however, messages must be presented in a culturally acceptable and appropriate form. While many development efforts using televised forms still disregard women's needs and concerns, there are some new trends in women's programming, incorporating such issues as minimum wages, exploitation, new vocations and the changing status of women. However, much remains to be done to raise awareness of women's actual and potential roles in national development processes.

Film production facilities in developing countries should incorporate development themes into their productions or lend themselves to the production of WID-related films. Video, which has been used extensively for WID projects, has several advantages over television: it is independent, flexible and can be customized to the needs, education level, interests and other characteristics of a narrowly defined group of users. Although not yet in widespread use for training purposes, VCRs and videocassettes, because of their portable nature, make an excellent tool for trainers. More and more women's groups are starting to use audio and videocassettes to transfer positive experiences on women and development to other women's groups.

Sound-slide packages offer a remarkable low-cost teaching tool and may be one of the simplest, easiest to use and most beneficial ways of achieving effective development communications. Finally, interpersonal communications and the press and printed materials are often used as a complementary and integral part of many development efforts.

The paper then describes new possibilities for using communications technologies for WID, including computer-assisted training; teleconferencing; communications satellites; low-power television; databases on women and development; and libraries on compact discs. While these new technologies have great potential, concentration should none the less be placed on the full use of more traditional technologies. A gradual approach to exploring the potentials of all technologies for promoting WID concepts is still required, at both the national and international levels.

Regarding priority areas for action at the national and/or local level, few projects have actually been carried out, and even fewer have been evaluated. The impact of communications on development is not easy to assess or quantify. Ultimately, the effectiveness of each development project using different communications technologies can be determined only through thorough and sensitive evaluation, an important part of which is determining who is reached by the medium, issues of exposure and understanding of content, access and utilization of the technology by different groups.

Discussion at the Consultative Meeting should also focus on the selection of communications technologies--the hardware--and the choice, production and transmission of relevant communications content (the programming, or software). The first issue is one of "how" to communicate in the specific developing country, and the second is one of "what" to communicate.

In setting priorities for action, criteria should be elaborated to select the most adequate technologies given the specific circumstances of each country. It is also important to link communications content with the overall development goals at the national or local level.

Most developing countries have no institutions specialized in communications and information content development. Another priority area for action, therefore, is to identify institutions, enterprises, groups or individuals capable of producing relevant and adequate

communications content corresponding to the local culture and serving the needs of the user population.

In discussing communications and development for women, one cannot overlook the importance of the <u>organizational aspects</u> of carrying out programmes and projects. A WID project implies an even more complex organizational structure than the so-called "national machineries" for women; existing networks among exclusively women's organizations should also include all institutions involved in development and communications that operate in the national mainstream. A participatory model is called for, allowing women and the entire population to take part in the communications process by making the local community the decision-making unit.

Modalities of international co-operation in using communications technologies for WID include the following: increased contact among the mass media of developing countries and linking, through communications, their universities, libraries, planning and research; making greater use of existing communications infrastructure and networks; and creating new regional and subregional information exchange networks. All these networks should be expanded to encompass the use of communications specifically for women and development. Finally, strong research efforts are needed to identify the potentials of using communications technologies for WID, taking into account what is available, what is feasible, what has worked and what could work; considering women's requirements and participation; identifying and defining the priority areas for action to achieve this; and the modalities of international co-operation that could help bring it about.

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I. INTRODUCTION

Our age is often referred to as the information age, and we are said to be living in the information society. Planet Earth is surrounded by a dense web of communications channels that have shrunk it and converted it into a "global village" where time and space are no longer barriers to communication. The maximum speed of information transfer using electricity has increased more than a hundred million times in the last hundred years; the amount and volume of data that have been stored can no longer be easily assimilated.

Communications and information technologies increasingly penetrate all aspects of today's society and influence the economic, social, political and cultural aspects of our lives.

It has been estimated that in 1984, the value of the world information industry (including products and services) reached $1,000 billion. This represented over 7 per cent of the gross world product. By comparison, the automobile industry, which has traditionally been considered one of the "biggest" industries, represented only 2 per cent. It is expected that by 1990, the value of the information industry will be over $2,000 billion, or about 15 per cent of the gross national product of developed countries, and that it will become the single largest industry in the world. 1/

While in the developed countries, one of the main problems is how to cope with information overload, striking decision makers and professionals and having serious implications throughout society, in developing countries the problem is how to get any information.

In the developed countries, the different communications and information technologies are increasingly converging on a common digital language and, through Integrated Services Digital Networks (ISDN), using packet-switching techniques, they are transforming schools, libraries, banks, movie theatres, businesses, postal systems, phone companies and marketplaces into a single, multi-purpose electronic "information grid" providing access to an ever-increasing amount of information. In the developing countries, by contrast, there is often not a single telephone available for thousands of people within hundreds of miles.

Thus, the first step towards the effective use of communications technologies for development is to establish the so-called "missing link" 2/ or, more generally, all infrastructure necessary to provide and support access to information. It is known that developing countries have so far generally assigned relatively low priority to communications. More emphasis was placed on the cost of communications technology and less on the role of communications for developing human resources in general and women's participation in development in particular.

But what is the role of communications in development?

The role and potentials of communications technologies for development has been a topic of international debate for some time now. As the process of decolonization began in the 1950s and 1960s, problems of national development came into sharp focus. Without entering into the problems of development, it could be said that, at first, development was viewed mainly as an economic goal, a final state to be achieved by the newly formed Governments, rather than a process of change. It was only later, once the limitation of the strictly economic approaches became apparent, that the importance of the "human" and "social" factors for fomenting development began to be fully recognized. With this recognition, and with the breakthroughs in communications and information technologies and their increasingly widespread use, came the general recognition of the role and potentials of communications for development.

One can generally distinguish three types of views regarding the role of communications in development. There are the optimistic views, prevalent in the early communications and

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development programmes, where communications is considered to be an all-powerful tool for bringing about change. There are the pessimistic views, which state that communications have no role in development and that it can, at best, only accelerate change that is already under way. There are also the optimistic but cautious views that regard communications as a complement to a variety of developmental efforts which, given the right circumstances, could be an extremely effective catalyst of change and which could improve the effectiveness of development activities in all sectors of the economy.

In the developmental sphere, communications can make a tremendous contribution to the more effective delivery of social services to the population, especially in rural areas--such as delivery of distance education, health care and communications services per se. Through various forms of feedback it can also provide an avenue for participatory development, so crucial for the advancement of women.

In the cultural sphere, communications technologies can play a major role in the exchange of ideas, spread of national identity and better understanding between cultures and people of the world, both men and women.

Yet the impact of communications on the development process is inevitably influenced by other factors. The benefits of communications will be limited unless there is at least some complementary infrastructure present in the society-- transportation, power supply, water and other development components (e.g., economic or administrative). In this respect, the communications processes cannot be seen in isolation from the societal arrangements under which they have developed and which may act as an incentive to, or constraint on, their effectiveness.

Nevertheless, the influence goes both ways, and communications technologies may also have an important role in changing the socio-economic context within which they operate. For instance, they can raise awareness and facilitate social change advocated by women in development (WID) approaches. This could be done by increasing the amount and speed of social interactions that the communications technologies inherently bring about, and by increasing mobility and contact between different social groups as well as generally improving the quality of life of the entire population.

The role of communications in development is essential. It ranges from the sphere of education and training and from health, transportation, agriculture, weather forecasts, energy, administration, commerce, monetary and banking needs to a role in the detection of natural resources, as well as in facilitating further research necessary for the development of science, technologies and technical know-how.

The traditional communications technologies (telegraph, telex, telephone, etc.) together with the mass media (press, television, radio, film, music industries, etc.) and the newer communications technologies (from VCRs, videotapes, cable and low-power TV to optical discs, videotext, compact discs, computers, satellites and fiber-optics) open new paths for economic and social development which should benefit men, women and children alike.

There are a variety of new issues relevant for communications and women in development that need to be explored. Up to now, most of the attention regarding women and communications has been concentrated on images of women, the portrayals of women in the media, the role of the media in presenting gender role models and the like. Clearly, the majority of the images and roles for women that are found in the mass media of any country--in television and radio programming, the press, advertising and many feature films--still present women as decoration or as home-bound, physically and mentally passive and subservient creatures. A wide range of scholarly works has explored this topic in considerable detail, in both developed and developing countries. 3/ It goes without saying that a greater diversification of women's images and role models for women has yet to be achieved.

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Another aspect which received attention from the women's movement is the influence of the communications technologies on women's work. The relationship between the two has been rather controversial. Technology has been accused of putting people out of work, but it has also been defended as "a creator of new jobs". Statistics are fuzzy, but one thing is clear: the technologies are changing the nature of work. The way this pertains to women is particularly interesting. In most countries, women still carry out less skilled jobs, at lower wages, under poorer working conditions and with fewer career opportunities than their male counterparts. In most industrialized countries, there is a heavy concentration of women in the service and office branches of the tertiary sector which employs a greater number of women than other sectors. Due to the high percentage of women in the service industries, the disproportionately intense effects of the application of microelectronic technology will have similarly disproportionate effects on the employment of women. As a result of the massive introduction of micro-processors in the administrative sector, for example, virtually every job carried out principally by women will be rationalized and automated during the 1980s. Jobs traditionally performed by women will be the first to go, and there is a lot to be done to ensure that new professional and occupational areas are developed that focus on women. Educational and professional training will have to make sure that new procedures are in harmony with the new technologies and that the technologies make a contribution to an accelerated humanization of working conditions. 4/

While some of the concerns of women are addressed in the types of studies mentioned above, there is a whole area which has not been as widely explored: the inter-relationship between communications and WID. As a matter of fact, relatively little has been written on the relationship between communications and development, much less about the way this pertains to women.

As far as developmental practices are concerned, WID implies an interdisciplinary and cross-cultural search for developmental changes that can benefit the entire population. In doing so, however, action should be concentrated on women, who are very often forgotten, even when there are development activities oriented towards the participation and needs of the population.

It is this type of issues that INSTRAW would like to have as the prime focus of the consultative meeting.

II. RELEVANCE OF COMMUNICATIONS FOR WOMEN IN DEVELOPMENT

The main objective of INSTRAW's International Consultative Meeting on Communications for Women and Development is to discuss and make policy and programme recommendations for the application of communications technologies, strategies and techniques in the area of women in development, drawing on experiences and research results in the use of communications for development. In accordance with INSTRAW mandates, particular attention is to be given to experiences applicable to developing countries.

A variety of technologies can be and have been used for development. Ranging from outer orbit satellites to under-ocean cables, communications technologies offer huge potentials for economic, social, and cultural development. While it would be desirable to utilize the breathtaking new communications and information technologies, it has to be reiterated that even all the potentials of traditional technologies are often not fully realized for developmental purposes, and much less for WID. Even radio is still a distant future in many parts of the world. Studies carried out in India, for example, indicate that up to 60 per cent of rural women and 30 per cent of urban women claim never to have listened to radio! It could be generally stated that not many development projects use communications technologies, and the number is even smaller for WID.

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The first topic to be discussed at the seminar is the relevance of communications for women in development focusing on older, already relatively widespread technologies, such as radio, television, press and other communications technologies like video and audio cassettes, film and sound-slide packages, including the multimedia training packages currently at the centre of INSTRAW's training efforts.

The second topic of discussion is the identification of new possibilities for using communications technologies, as applied to WID. The third topic will centre on the priority areas for action at the national and/or local level. We should identify pragmatic and feasible programmes and subjects which might be explored in the near future. This will be followed by a discussion of the modalities of international co-operation and support in applying communications technologies to WID.

Without attempting to review all the achievements in the field of communications and development, some relevant experiences will be presented here in order to provide basic guidance for discussion during the Consultative Meeting.

(1) RADIO, one of the oldest communications technologies, has been one of the most widely used media in projects using communications technologies for developmental purposes. This is due to the relatively low production and transmission costs of radio, as well as to its affordability to the general population and its ability to reach the most remote audiences with relative ease. (The cost of radio infrastructure is 15 times less than that of television. Production costs are also substantially lower.)

According to data provided by UNESCO, there are more than a thousand million radio receivers world-wide, pointing to a high radio:inhabitant ratio. However, this is not uniform throughout the world. In Africa, a small number of countries reach the minimum standard set by UNESCO of 10 receivers per 100 inhabitants. The global density of radios oscillated in 1979 between 1 and 28 receivers for each 100 inhabitants. That same year, North America had 41.8 per cent of all radios world-wide; Europe, 29.5 per cent; Asia, 14.1 per cent; Latin America, 9.2 per cent; and Africa, 1.9 per cent. Radio is particularly relevant in Africa, where it preserves the oral characteristics of the traditional culture and is practically the only way to reach the population, of which about 80 per cent are rural illiterates. 5/

Radio has been used to provide a variety of services to populations in developing countries. One of its main uses for development has been to provide formal education. This includes basic education, such as literacy and mathematics, as well as training in traditional women-specific vocational skills, such as typing or cooking. Formal education through radio is usually set up as part of an in-school or distant educational system. In-school educational radio programmes are used to supplement regular classroom sessions, with the involvement of a teacher; examples include the Mexican Radio Primaria and the Mauritius College of the Air. Out-of-school radio educational systems usually aim to serve populations that otherwise have poor or no access to formal education. They are targeted at older adolescents and adults, and their main objective is to provide primary level educational and literacy programmes. Examples include the Shuar Radio Schools that serve the 26,000 Shuar Indians living in the jungle area of eastern Ecuador, and the Lesotho Distance Teaching Centre serving adults in remote and rural areas.

The use of radio for distance education is most widespread in Latin America in the form of radiophonic schools. The schools usually use a combination of radio broadcasts and supplementary printed materials that serve as a guide to the student. According to the Latin American Association for Radiophonic Education (ALER), as of 1982 there were over 41 such radiophonic systems operational in 17 countries throughout the region. 6/

In general, in the area of formal education, radio has been used to alleviate the problems of often insufficient or inadequate educational facilities in developing countries. It could decrease the high per-student costs of more traditional systems of formal education and

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improve access of students from rural and remote areas to education. Radio has also served to complement the often low-quality educational materials that result from insufficient training or overloading of teachers and the lack of financial and other resources. It could also serve to update educational materials so as to reflect the national development goals adapted to the interests and needs of the listeners.

Radio has also been widely used to provide development communications to the population. This includes the dissemination of development-related information (about markets, agriculture, transportation, etc.) and a variety of projects designed to provide information, motivate and achieve change in practices such as sanitation, health care, child-spacing, nutrition and agricultural practices. Development communications often takes the form of radio campaigns promoting vaccination, breast-feeding, oral rehydration therapy, child growth monitoring, latrine building, water-boiling, AIDS prevention, use of fertilizers in agriculture and providing a variety of other developmental information. Radio is also used for development communications as part of an extension system (such as agricultural extension), radio forums, radio-listening groups, intensive campaigns and simple media announcements. Radio campaigns are often supplemented by printed materials and televised messages, as well as by an interpersonal communications component. Numerous instances of the use of radio for development communications can be found throughout the developing and developed world. 7/

In addition, radio, perhaps more than any other communications medium, gives people access to the media and political participation. A number of development projects using radio, such as Zimbabwe's "Development Through Radio" project, have attempted to establish feedback mechanisms that would make it possible for the rural populations to "talk back" and be heard by decision makers. This feedback often takes the form of answering listeners' correspondence or, as in the case of Zimbabwe, answering the concerns of listeners organized into Radio Listening Clubs. Audio-tapes of the discussions held at radio clubs following a weekly development broadcast are sent to the national radio station, which then gathers the necessary information and responds to listeners' concerns in a subsequent broadcast. 8/

In this way radio provides a potential direct and public venue for an exchange of development information between the grass-roots level and policy and decision makers. The relatively low cost of radio production and transmission also makes it possible for groups of people to organize their own radio stations to serve their interests and needs. The "Radio Minera" (miners' radio) in Bolivia is a case in point.

An important aspect of radio for development is its use for interactive communications. Although two-way radio is increasingly being replaced by much more effective and efficient satellite telephone, it has allowed and will continue to make possible the exchange of messages among individuals, institutions and areas that have no other way of communicating.

(2) TELEVISION has been used in much the same way as radio, to provide education, development communications, information and entertainment. Clearly, while television does provide the added benefit of a visual component, the much higher costs to the individual acquiring the technology are a major drawback. TV sets tend to be concentrated mostly in urban areas, and television has often been used to reach urban audiences rather than the rural poor. It has to be noted, however, that in some media-rich developing countries of Latin America and Asia, TV sets are becoming quite widespread. This trend is sometimes coupled with the almost paradoxical situation of TV ownership preceding the fulfilment of even the most basic needs. It frequently happens that people acquire a TV set before they have drinking water or decent shelter. Therefore, it would be essential to use television to pass on developmental messages, such as teaching viewers at least to boil their water. What the

coexistence of dire poverty with backyard TV satellite dishes will bring is an entirely different question.

Many examples exist of the use of television for development, with the most interesting coming from particular message formats. One of the most widely publicized approaches to development using television is the use of the soap opera format (telenovela) to convey a variety of messages to often predominantly female audiences. Clearly, in order to be accepted, messages must be presented in a culturally acceptable ar appropriate form.

In Mexico, for example, the telenovela "Ven Conmigo" (Come with me) attempted to reinforce the National Plan for Adult Education. The main reason for producing the series was that 8 million adults in Mexico did not receive basic education. The series "Ven Conmigo" had 180 half-hour episodes and was broadcast on the same time schedule as the traditional commercial soap operas. It was deemed to be one of the main agents leading to the registration of about 1 million illiterate adults in the National Plan for Adult Education. The initial series was followed by another production "Acompañame" (Follow Me), where the value reinforced was family planning. Research indicates that the telenovelas were one of the major motivators in the visit by nearly half a million Mexican women to family planning clinics and that during the broadcast period, the use of family planning practices increased significantly in Mexico.

This was followed by the third popular series, "Vamos Juntos" (Let us go together), exploring the United Nations' concern for better treatment of children. The subsequent TV series promoted national history and adult education, sex education for teenagers, and in 1981 "Nosotras las Mujeres" (We the Women) conveyed messages on women's self improvement and child-spacing. 9/

More recent experience in India went beyond the use of literacy and child-spacing programming in TV series targeted to wide female audiences. Prime-time series had women as their central characters and focused on other issues relevant for women. The series "Adhikar" (Rights), for example, presented women's rights to property, equal pay, dowry, divorce, alimony and widow remarriage. Another series, "Stri" (Women), depicted case histories of women who have broken traditions and stepped out of the confinements of the home. These stories tried to cut across class barriers and portrayed a woman welder, a businesswoman, a farm-worker, a press photographer and a police officer. 10/

While many development efforts using televised and other communications forms still disregard women's needs and concerns, there are also some indications of new trends. Women's programmes tend not only to feature recipes, beauty treatments and child care information but are also concerned with the development of the woman herself. Programmes take up issues such as minimum wages, legislative protection for workers, exploitation, new vocations and the changing status of women. In China, for example, women are now encouraged by the slogan of "the four selves", meaning to have self-respect, self-confidence, be self-sufficient and seek self-improvement. There are more and more attempts to stress information on economic development, job and education opportunities, women's participation in government affairs and politics, women's independent economic status, women's choices in love, marriage and family in all kinds of TV broadcasts, as well as in the press and other media. 11/ However, much remains to be done in order to raise awareness of women's actual and potential roles in national development processes.

A variety of other communications technologies besides radio and television that have been around for quite some time also offer interesting possibilities for WID purposes, although frequently these have not been fully explored.

(3) FILM, both documentary and feature, creates realities to which publics throughout the world are constantly being exposed. Film is a very popular communications medium. Many developing countries have very strong movie-going populations and their own film

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production facilities (prime examples are India and Hong Kong, with two of the largest film industries anywhere). These domestic production facilities could incorporate development themes into their productions or lend themselves to the production of WID-related films, be it short documentaries or newsreels about some developmental activity relevant to women. Even feature films could be produced containing ideas, opinions, examples and messages relevant for WID. It is not that people do not want to see development on the silver screen; what matters is the way it is presented.

(4) VIDEO has been used extensively for WID projects, although to a much lesser extent than radio, TV or film. With the same advantage as TV--the benefit of the visual image--video has a wide potential for expanded use. It is independent and can be customized to the needs, level of education, interests and other characteristics of a narrowly defined group of users (such as developmental groups, rural extension workers or women in a particular factory or industry). A videocassette can be replayed as many times as needed until the message is fully understood and absorbed; it is relatively easy to dub into any local language; it can be used in small groups at times that are convenient to everyone and it does not depend on pre-defined TV broadcast slots. Although not yet in widespread use for training purposes, VCRs and videocassettes, because of their portable nature, would make an excellent tool for trainers, since they allow for great mobility--something that trainers need, especially in developing countries.

More and more women's groups are starting to use audio and videocassettes to transfer positive experiences on women and development to other women's groups. Examples from the International Labour Organisation (ILO) and the USA Overseas Education Fund are cases in point. INSTRAW has also been using videos in its multimedia training packages. The World Bank has been using short video spots for situational analysis during its training sessions for managers from developing countries. The video spots seek participants' responses to any given hypothetical situation. Similar videos could be used for training women in the managerial and administrative skills required for entering upper-echelon positions. Clearly, video offers many more potential uses for WID purposes than are currently applied.

(5) SOUND-SLIDE PACKAGES, a more modest communications technique for use in particular learning situations, still have certain advantages for use in developing countries. They offer a remarkable low-cost teaching tool and, in some situations and in conjunction with an interpersonal communications element, may prove to be one of the simplest, least expensive, easiest to use and most beneficial ways of achieving effective development communications. They can be and have been used for lectures, presentations, talks on a variety of topics, from food preparation, nutrition and child care to sanitation and medicine. It is relatively easy to adapt sound-slide packages to the needs and characteristics of a particular population and to translate them into any local or vernacular language to suit a local audience. INSTRAW, in co-operation with the ILO/Turin Centre, has been using sound-slide packages in its training modules on women and development; women, water supply and sanitation; and women and new and renewable sources of energy. 12/

(6) Two other traditional media that are important to mention are interpersonal communications and the press and printed materials, often used as a complementary and integral part of many development efforts using communications. Graphic materials and interpersonal communications agents (such as health workers, agricultural extension workers, development volunteers, motivators, students and community leaders) have an important role in reinforcing mass-mediated developmental messages.

Although in many cases, it costs more to reach a population via interpersonal communications agents than via radio or TV, in some circumstances, but not always, the face-to-face context is more effective in achieving change than the mass-mediated one. In some cases this may be a result of better persuasive techniques on the part of the interpersonal agent, or of the agent being able to communicate directly and immediately answer any questions an

individual may have. However, such a situation may be an indication that the radio or TV programmes were not well-designed or produced, did not provide information relevant to the individual and did not do it in a culturally or otherwise acceptable manner. <u>Indeed, the design and content of the communicated message is one of the most important determinants of the effectiveness of communications and development programmes and projects</u>.

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III. IDENTIFICATION OF NEW POSSIBILITIES FOR USING COMMUNICATION TECHNOLOGIES FOR WOMEN IN DEVELOPMENT

While most development efforts have concentrated on fomenting education and development information using mass media, the newer small-scale technologies have not been as widely used. For example, computer-assisted learning is only beginning to make its way into developing countries; there are practically no examples of using low-power or community television for development.

Automated development databases have become priorities of institutions dealing with WID issues. Equally so, telecommunications infrastructures and access to satellites are only starting to make their way onto planners' agendas.

Generally speaking, technologies are increasingly converging, and a whole range of new technologies and new combinations of old technologies can feasibly be used for development and WID purposes. In the process, women's organizations could become an important ally in promoting these new approaches.

(1) COMPUTER-ASSISTED TRAINING offers yet unexplored possibilities for WID. The use of computers is constantly growing in developing countries but is concentrated mostly on commercial transactions, administration and management of enterprises. Computers have not yet widely entered the universities, libraries, training centres or training in general. Current efforts in developing countries are centred on computer literacy aiming to increase knowledge of computer handling and specific software.

Applied to women, however, efforts tend to focus only on how to use the keyboard to input text for data entry services needed by developed countries. (Countries which make extensive use of female labour for keyboarding are Jamaica and the Philippines.) Computers offer much greater possibilities to improve women's participation in development. Creative programmes, using the ever more available and accessible data banks throughout the world, could be applied to the acquisition of skills relevant for development. Some developed countries are experimenting with computer-assisted training for farmers, where farmers learn better techniques relevant to their specific conditions. Such situation-specific (interactive) learning that reflects circumstances in each specific local community (such as soil type and other agricultural characteristics) would be very relevant to the needs of developing countries.

With computer-assisted learning, as with any other communications technologies used for education, the quality of the information transmitted is a principal concern. In computer-assisted learning, care must be taken that the content of the educational material is adapted to, and corresponds to, the needs and sensitivities of each particular country and targeted social group, giving priority to women.

(2) TELECONFERENCING makes it possible for two or more groups of people to meet together without ever leaving their respective locations. People from different continents, countries and cities can communicate--exchange ideas, graphs, documents and data--simultaneously, in real time and practically in full view of each other. The potential this could have for development is growing. We could imagine a university where students attend lectures given by top experts and outstanding professors throughout the world, without ever leaving their classrooms!

We could likewise imagine what it would mean for the exchange of development experiences and ideas among women's and other groups from one and the same region, such as the Pacific islands, separated by great geographical distances, but sharing a largely common culture and similar development problems.

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(3) COMMUNICATIONS SATELLITES also hold great potential for development. Every new generation of satellites means more power of transmission. The more power the "bird" has, the smaller the earth stations need to be to catch the signals from the satellite. The smaller the earth stations, the easier and less costly it is to install them, and the more people can use them. Clearly, more powerful satellites and smaller dishes mean an increase in access to the technology and a wider range of communications uses and possibilities for the satellite. This tendency might even lead to direct communications from household to household via satellite. Low-cost satellite earth stations are already being mass-produced and have reached affordable prices. They are increasingly used, on an experimental basis, in Canada, Japan and India, among others.

Communications satellites have a history of being used in many developing countries. Sparsely populated countries where terrestrial communications facilities are too costly to set up have been using satellites for quite some time. Since 1976, Indonesia's PALAPA satellites have provided internal and external communications services. Originally, the country was linked to the international communications network of the INTELSAT system, but domestic communications remained inadequate because of a lack of transmission facilities. PALAPA has proven cost-effective for transmitting over the vast distances of the Indonesian archipelago. The system has been used for information campaigns in agriculture, health, child-spacing, transmigration and education. Efforts to encourage people to settle in scarcely populated areas were also facilitated by the communications system. 13/

The Arab satellite ARABSAT, serving 22 Arab countries, could also be a key tool for education. One of its major tasks is to help eliminate illiteracy in the Arab world, currently estimated at around 70 per cent, including illiteracy among women. The Arab League's Educational, Cultural and Scientific Organization (ALESCO) has been promoting projects emphasizing basic literacy, use of the Arab language, artistic expression and the like. Efforts should be made at the regional and national levels to allow satellites to be used in implementing those and other development projects. 14/

Perhaps one of the best-known projects using satellites for development is India's SITE (Satellite Instructional Television Experiment). SITE was a year-long pilot project which used the NASA ATS-3 and 6 satellites to reach 2,400 villages in six Indian states. The programmes were designed to improve educational and agricultural, nutritional, health and sanitation practices, as well as to promote national integration, political socialization and modernization. Although the project encountered some technical and other difficulties, such as language barriers, it was a beginning that led India to launch its own INSAT satellite, making it technically possible to reach all parts of the country. 15/

(4) Technologies such as LOW-POWER TELEVISION (LPTV) may be an ideal tool for community development closely linked to WID approaches. LPTV offers the possibility of setting up a relatively inexpensive (compared to full-power TV) local station with a concentrated reach of 10 to 15 miles. This technology has not yet been fully explored even in developed countries, mainly because it is relatively difficult to penetrate the over-saturated media-rich markets. However, for developing countries, LPTV may offer an attractive alternative to high-power TV stations, which usually operate at a national level from a large urban centre. LPTV would feature acceptable quality programming for local television at low cost, dealing with problems and solutions to the concerns and needs of local populations, with greater priority on women. It may even be fully financed through local contributions or advertising aimed at reaching not the national, but the local markets. Needless to say, it would not be feasible until the target audience has enough TV sets. 16/

(5) DATABASES ON WOMEN AND DEVELOPMENT are essential for taking decisions on all developmental activities benefiting women. However, such information is frequently unavailable, inadequate or inaccessible in some developing countries. While good and reliable development databases are required, there is an even greater need for databases on

WID. Serious research and adequate data on the subject should be provided to estimate fully the participation and needs of women on the developmental processes. However, there are some efforts to improve the situation, such as the ISIS database on women and various statistical data banks. INSTRAW, together with the UN Statistical Office, has worked on improving databases on women and on gathering better and more meaningful statistics on women, especially their economically productive activities and contributions to their national economies.

There are a growing number of organizations dealing with databases on women, such as the Women's Information Network for the Asia-Pacific region (WINAP), set up by the Economic and Social Commission for Asia and the Pacific (ESCAP) in Bangkok. The network is intended to gather, analyse and disseminate information, ideas, technologies and statistics related to women. Other information networks related to women in Asia include the one co-ordinated by the Freedom from Hunger Campaign of the FAO, based in New Delhi, and the one organized by the Asia Pacific Institute for Broadcasting Development (AIBD). In February 1988, leaders and activists representing women's groups and organizations from 13 countries in the Asia-Pacific region met in Kuala Lumpur to draft operational guidelines for a proposed Asia-Pacific Women and Media Information Exchange. The part of the exchange pertaining specifically to women and the media has been sponsored by UNESCO. Apart from the United Nations family of organizations, a number of international organizations including the Commonwealth Secretariat, the Non-Aligned News Agencies Pool, the Inter Press Service and various cultural institutes and foundations are promoting efforts to get such information exchanges started.

(6) LIBRARIES ON COMPACT DISCS are closely linked to the theme of data and information exchange for developmental purposes. Compact disc technology reduces the need for printed paper books and is completely independent of satellite and telephone links. On a single metal disc only 12 centimetres in diameter, 220,000 pages of information, or 500 average-length books, can be stored. The disc is resistant to humidity, dust, fungus and mold, practically indestructible with normal handling and cleanable with soap and water.

Libraries on compact discs can be placed at different locations for use by local and in-field development practitioners. Discs eliminate the need for travelling to distant libraries and for carrying loads of books. They can be mailed using the regular postal service, and the equivalent of several million pages of text would fit into a briefcase. The disc is read by means of properly equipped but inexpensive personal computers, and the text can be printed out or transferred to magnetic media. Discs may be reproduced in quantity at low per-unit prices. Access to a core technical reference or specialized library would be invaluable to hundreds of key development personnel, frequently excluded from regular use of the existing wealth of knowledge because it is located in an out-of-reach library. Aware of the immense possibilities of portable libraries, INSTRAW has co-operated in bringing together a specialized collection on Women and Development. A specific paper on the topic, as well as the use of the library, will be demonstrated at the meeting. 17/

(7) There are a variety of other new and emerging communications/information technologies, or combinations thereof, that could be used for developmental purposes. Some examples follow:

- receiving encyclopedias and current information through videotext or teletext;

- exchanging correspondence and ideas through electronic mail or computer-voice mail, avoiding weeks of delay in the postal system;

- publishing books and information electronically and distributing them instantaneously to distant lands and users;

- sending computer information through FM radio to hundreds of subscribers without leasing hundreds of phone lines;

- packet radio, which integrates voice and data communications, allowing inexpensive and flexible information transmission;

- digital "data broadcasting", permitting information to be transmitted to home TV sets, special terminals or portable receivers on VHF and UHF frequencies;

- exchanging digital information among institutions, enterprises or individuals directly from terminal to terminal through computer-to-computer 'conversations " using packet networks;

- cellular mobile communications systems, which allow three to fifty times more mobile units to be operational within a system than what was possible with the conventional multichannel switching system;

- intelligent copiers linked to communications networks, allowing elaborate publication and rapid, compressed transmission of graphic materials and replacing many existing publishing techniques;

- Intelligent telephones and videophones for group conversations and/or information transmission, possibly replacing computer terminals;

- intelligent television receivers allowing interactive, two-way communications; and

- relatively inexpensive, accessible home facsimile machines for rapid transfer of documents and other printed materials.

In short, the possibilities are enormous.

However, while emphasizing the potentials of new technologies, we should still concentrate on the full use of more traditional technologies such as radio. A gradual approach to exploring the potentials of all technologies for promoting WID concepts is still required, at both the national and international levels.

IV. PRIORITY AREAS FOR ACTION AT THE NATIONAL AND/OR LOCAL LEVEL

The question arises as to what the priority areas for action at the national and local levels in developing countries should be. The experiences acquired so far cannot provide very clear guidelines. Very few projects have actually been carried out, and even fewer have been evaluated.

The impact of communications on development is not so easy to assess. Unlike investments in new fertilizers, for example, where a certain input can yield a measurable increase in output, communication does not lend itself to such measurements.

The benefits of information obtained through both telecommunications and mass-mediated communications (although, given the increasing blurring of boundaries between the two, such a distinction seems no longer appropriate), include external ones, which are hard to quantify. For example, if nutritional practices are improved after a mass-mediated health campaign, society benefits; or if a woman subsistence farmer increases her crops as a result of the radio messages, both the family and society benefit, even if the macro-economic aggregates like GDP still do not consider women's contributions through household economy as relevant.

Ultimately, the effectiveness of each development project using different communications technologies can be determined only through thorough and sensitive evaluation. An important part of evaluation is determining who is reached by the communications medium, issues of exposure and understanding of content, access and utilization of the technology by different groups, including different groups of women. 18/

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It is crucial to understand that communications systems are simply means of transmitting information instantaneously over distances between one or many users. Clearly, they have value only inasmuch as there is value in the information being transmitted, i.e., if it is valuable to the recipient, if it is timely, relevant, comprehensible and useful. This is important to keep in mind especially when producing communications <u>content</u> (software, programming).

It is precisely the content that gives information technologies their use and defines their applications. There is no doubt, therefore, that the widening of technology applications and its inclusion in all aspects of human society will depend, more than anything, on the future development of <u>inventive</u> software and programmes, taking into account their users, primarily women, whose needs and concerns have often been left out or overlooked when designing communications content.

There is a variety of important issues to be dealt with at the national level when considering the use of communications for development, such as planning, implementation, financing, technical problems and lack of infrastructure. This adds an additional complexity when applied to communications aimed at serving women and development.

Within the scope of the present consultative meeting, discussions could centre around two major areas of concern: the selection of communications technologies (i.e., of the "channels of communications", or "hardware"), and the choice, production and transmission of relevant communications content (the programming, or "software"). The first issue is one of "how" to communicate in the specific developing country circumstances, and the second is one of "what" to communicate.

A. Choice of Appropriate Communications Technologies

Criteria should be elaborated to select the most adequate technologies given the specific circumstances in each country. Some of the selection criteria which might be considered and further elaborated include:

- financial and other resources available,

- infrastructural costs,

- developmental needs of the population (choices that are sensitive to needs and circumstances),

- possible concrete uses of the technology,

- potential reach of each communications technology,

- contribution towards a more participatory model of development and "horizontal communications" and

- potentials of each technology for widespread use in developing countries.

The choice of communications technologies will depend on the financial, personnel, technical and other resources available. Different countries have different levels of expertise with different communications technologies and different message-production facilities. Some are self-sufficient; others rely heavily on imported technologies and programming. Countries like Brazil, India, Mexico, Venezuela or Yugoslavia have strong, independent production facilities and could share their programming with other developing countries. Varying types of administrative and financial arrangements to cover the costs of production and transmission of programming should be also considered.

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Countries with privately owned communications systems may have to find a commercial way to finance the development programmes for women. They may have to find new ways of making programmes attractive to advertisers, and this may, in turn, define some of the content of the programming. Countries with state ownership of media may also have to make adequate arrangements for financing the communications and development productions.

When considering choice of technology, we should also take into account the available communications infrastructure. Are there, for example, enough telephones in rural areas to establish a health-emergency reporting system using communications? Can a television signal reach a given remote area, or do terrestrial or satellite links need to be established? What are the costs of building the communications infrastructure, and what are the benefits? 19/

The choice of adequate communications technologies will also depend on the specific needs of the population and the potential concrete uses of each communications technology. Not all developmental tasks are amenable to a communications-based intervention, and not all media are equally effective for all developmental problems. Some issues--such as AIDS counselling--are better addressed through interpersonal communications aided perhaps by sound-slide packages or a video, while other issues--such as increasing awareness of the necessity to build latrines --are better addressed by radio. 20/ Of course, this very much depends on whom the communication is trying to reach. It has to be stressed, however, that there are no success formulas for using certain communications media for addressing certain types of developmental issues. Clearly, it all depends on many factors, most of all on the content of the programme.

Choices have to be made in accordance with the needs, circumstances and purpose of the communication. Here it is crucial to consider compatibility and interaction between the communications technologies applied. Other crucial factors to consider when choosing the communications technology are access and control. It is important to know not only how many people could be reached by a given communications technology but also who has access to the technology. Does it reach the social groups that need to be reached? Who controls access to the technology within a household? Do women, in practice, have access to a radio, television or any other communications technology, even if the household they live in formally owns a radio or TV set?

Related to the issues of access and control is that of the potential of each communications technology for fomenting horizontal, rather than "top-down", communications. Development should ensure the full participation of the population in the decision-making process. It is essential for communications technologies to encourage information exchange among all the parties involved in the development process and to allow for an information feedback mechanism and two-way, interactive communication to ensure participation. Another set of criteria to consider in the adequate choice of communications technology for development use concerns the potential for widespread use. It is one thing to use a communications technology on an experimental, small-scale basis, and another to implement its widespread use.

A number of financial, organizational, administrative, technical and other factors may hinder the widespread use of a technology. Widespread use depends on access to and costs of the communications technology and on infrastructural, institutional and organizational support for a given technology or for a development programme using that technology. Often pilot communications and development projects are set up and organized by international agencies or with the support of some outside funding. Once that support ends, the host country finds it difficult to implement on a wide scale what was achieved in the pilot project. The potentials for widespread use are important to take into account when considering the long-term use of a communications technology for development in general and WID in particular.

B. Selection and Production of Adequate Communications Content

The choice of communications technology can never be decided without considering the content aspects of the technology. After all, without programming, a TV set is only a piece of furniture. Relevant content is the key to effective communications for development. In most communications and development projects, the problem appears to be centred more on the content to be used for developmental purposes than on the technological hardware. Even if radio sets ("transistors") are distributed for free, as was the case in some developing countries, the problem is the radio messages: how to communicate information that will be understood and used by the population. The problem is how to create comprehensible, useful, adequate and, most of all, relevant content (software); how to create adequate training materials or relevant development information in a way that would appropriately serve the needs of women and enhance their participation in development. The questions must also be answered of how to respond to the needs of decision makers who seldom understand how women relate to development; how to assist those involved in formal and informal education in developing countries; and how to support subsistence farmers or women in informal income-generating activities. In short, we should creatively propose content serving their needs with the aim of carrying out an integrated form of development that secures growth with equity and the participation of the population in the development process benefiting every individual.

Communication does not exist in a vacuum. It is determined by the societal and cultural arrangements within and among groups and within and among societies, by the national and international political, economic and social conditions and structure, by history and historical circumstances, by the communications and information technologies, by individual social and psychological factors, by local traditions, norms, values, conventions and a variety of other factors.

Proposals for communications and development projects have to consider carefully all those factors in order to create communications content relevant for development. Priorities for action should include criteria to be taken into account when defining adequate content for WID programmes using communications. A list of topics to be considered may include:

- creating culturally acceptable content and content sensitive to the needs and level of comprehension of the targeted population;

- adequate presentation of content to identified users: e.g., literate vs. illiterate audiences, large segments of the population vs. narrowly defined target groups such as leaders of women's organizations, trainers, etc.;

- finding links to those national or local development priorities which would serve the population in general and women in particular, in line with the Nairobi Forward-looking Strategies for the Advancement of Women till the year 2000; and

- identification of the national and local, governmental and non-governmental institutions, enterprises and groups which would give their expertise in creating adequate content.

Creating culturally acceptable communications content that can be easily understood by those who need it is an art. Few have the ingenuity and skills of Siama Yuma, a midwife tutor in the Sudan. She explains: "The midwife health centre is helped by many village midwives who cannot read books. I teach them to send coins with a messenger. A wooden coin with one line across means birthing women in the first stage of labour. A coin with two lines across means second-stage labour. A yellow coin means difficult labour. A red coin means hemorrhage, rupture, bleeding. Then the midwife health centre comes quickly to help the village midwife." 21/

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Clear and culturally acceptable communications content that is responsive to the communications needs at all levels of comprehension and understanding of the targeted audience is the key to effective communications and development programmes. The creation of such contents needs careful design with the participation and co-operation of members of the target audience. Initial design should include careful formative evaluation and be followed by the creation of prototype messages (or packages) and by pretesting. Only when there is reasonable certainty that the content of the programming can be easily understood by the target users can the massive production, transmission and/or distribution of the communications/information contents proceed.

The characteristics of target populations should be kept in mind in content design. Again, formative evaluation is crucial here. Issues of perception, visual literacy, understanding of pictorial and verbal content and the like all have to be taken into account when designing messages for audiences with different social and educational backgrounds, illiterate audiences or audiences from a different (for instance, indigenous) subculture. Perception is a process in which we actively structure reality and, as such, it is heavily dependent on what we "know", our previous experiences, beliefs and values. Perception is not "objective", and it varies among people from different cultures, social classes and educational levels.

If the "reality" presented in a communications message shares no common ground with "reality" as a given population group sees it, the message will most likely not be understood. 22/ It should also be noted that not all communications formats will be equally adequate for presenting a content to different groups, even within one and the same communications medium. A popular song about vaccination heard on the radio may work better in some contexts or for some audiences than a radio talk show on the same topic. Again, as with the "hardware" aspects, communications contents (messages, programming) should reinforce rather than contradict each other in order to create a comprehensible, effective information system.

It is important to link communications content to the overall developmental goals at the national or local level. Communications and information should be part of an integrated approach to development and serve as a complement to a variety of developmental projects. Linking small- and large-scale communications activities at the local and national levels so as to "fit in" to the overall developmental picture is another task not to be overlooked.

In most developing countries, there is a general scarcity of institutions specialized in communications and information content development. Often, foreign models and recipes are imported without being adjusted to local circumstances, resulting in a lack of understanding. It is therefore necessary as a priority area for action to identify institutions, enterprises, groups or individuals at the local and national levels that would be capable of producing relevant and adequate communications content corresponding to the local culture and serving the needs of the user population.

It is most important to note, however, that even relevant communications cannot work in and of itself; it can be effective only as a complement to other development efforts. A vaccination campaign can be effective only if there are vaccines at the local health centre. A training course using communications to teach women how to paint pottery, even if it is "relevant" and well- designed, can be productive only if there is a market for the goods produced. It is crucial to keep this in mind at all times.

In discussing communications and development for women, one cannot overlook the importance of the organizational aspects of carrying out programmes and projects. Currently, the institutional infrastructure to support WID projects is generally lacking. An exception is the so-called "national machineries" for women. One of the most important recommendations made by the Seminar on National Machinery for Monitoring and Improving the Status of Women, held in Vienna, in 1987, was for the development of an adequate system for information and documentation related to women's status, which would include

a close working relationship with specialized research institutions. A follow-up seminar on the subject in January 1988, at which a number of relevant recommendations were produced, centred mostly on the development of information systems and on information handling at the national level. 23/ This valuable initiative concentrated on securing basic information on the status of women.

A communications technology project for WID implies an even more complex organizational structure which should enlarge existing networking among exclusively women's organizations to include all institutions involved in development and communications that operate in the national mainstream. Women's groups that organize some of these efforts often do so without support and in isolation.

All the existing potential sources of co-operation should be identified so that they can join forces around well-defined tasks related to communications for WID. How to organize, how to finance, how to use the existing women's networks--all of these are important questions which have to be answered in order to devise effective and operational communications programmes on WID. The increasing emphasis on development as a process of change based on participation implies horizontal communications among individuals in a community who discuss and decide about development projects. From now on, communications media could and should play a role in relation to WID; they should go beyond merely serving as a channel for transmitting messages from one source to another. The participation of the population, women included, in the communications process can be a factor of development in itself by integrating people into the process of communications and making the local community the decision-making unit. 24/

This participatory model, which is inherent to WID approaches, also means passing from communications at the international level to communications at the national and, finally, regional and local levels that are more relevant to the population.

This also implies giving priority to the use of national as well as local and vernacular languages that are understandable to the population. It also means giving access and integrating the communications users into content development and choice of communications technology.

V. MODALITIES OF INTERNATIONAL CO-OPERATION IN USING COMMUNICATION TECHNOLOGIES FOR WOMEN IN DEVELOPMENT

The United Nations General Assembly declared the year 1983 International World Communication Year, focusing on the development of communications infrastructures. The decade of the 1980s was also declared the decade of communications development in Africa. This, and a variety of other events, meetings, policy statements and the like, all point to the fact that the international community is increasingly recognizing the importance of communications for the economic and social development of each country and the world as a whole.

Information and communications can play important roles in the enhancement of "South-South" co-operation among developing countries. It is important to identify and explore how this co-operation could take place and the institutional and other arrangements needed to enhance such co-operation.

Developing countries should undertake joint actions in the area of communications that would foment a fuller exchange of ideas and experiences. To that effect, developing countries should find ways of increasing contact among their mass media, and of linking, through communications, their universities, libraries, planning, research and a variety of other institutions. This would include, for example, establishing a network of high-quality

centres for education and training of personnel in the area of communications itself. Some international, bilateral and multilateral co-operation already exists, especially in the area of news and information exchange: Inter Press Service, the Non-Aligned News Pool, BONAC (the agency for the exchange of broadcast materials among the non-aligned countries) and a range of regional news agencies (OANA, CANA, PANA, PRELA, etc.) are some examples. 25/

In establishing a wider South-South and North-South co-op ration and information exchange that would include more than just "news", developing countries should use the existing communications infrastructures and networks as well as create new ones, if necessary. The Asian telecommunications network set up in 1979 under the auspices of ESCAP, the International Telecommunication Union or the regional telecommunications centres --such as the Telecommunication Centre for the Third World in Costa Rica (a non-governmental organization) or CIESPAL in Ecuador--are cases in point.

Recently, a variety of other regional and subregional information exchange networks has also been developed (such as ALASEI, RITLA and PADIS), and new ones are being planned, particularly those involving interregional co-operation. Good examples are UNDP's project, DEVNET - the Development Information Network, and IRES, for the promotion of technical co-operation among developing countries (TCDC). All those networks should be expanded to encompass the use of communications specifically for women and development.

The Nairobi Strategies stipulated that ever-expanding communications should be better attuned than before to the concerns of women and that planners in this field should provide increasing information on the objectives of the Strategies related to equality, development and peace.

Finally, strong research efforts are needed to identify the possibilities and potentials of using communications technologies for WID, taking into account what is available, what is feasible, what has worked and what could work; considering women's requirements and participation; identifying and defining the priority areas for action to achieve this; and the modalities of international co-operation that could help bring it about.

The conclusions of this Meeting should be another contribution to stimulating world-wide efforts to promote WID concepts, approaches and practices. They should provide expert guidance on how to incorporate women's aspirations into the emerging information society of today and tomorrow.

Notes

1/   Trends of Change in Telecommunications Policy, OECD, Paris, 1987.

2/   The Missing Link - Report of the Independent Commission for World Wide Telecommunication Development, ITU, Geneva, 1984.

3/   Sample studies are listed in Annex I.

4/   Hertha Firnberg, "Silicon Sisters or Chipped Out Women?", Socialist International Women's Bulletin, London, March 1980.

     Pilar Escario and Inés Alberdi, "The Impact of the New Technologies on the Training and Work of Women", Instituto de la Mujer, Ministerio de la Cultura, Madrid, 1986.

5/   Jean-Paul La France and Vito S. Minaudo: "La Radio en Africa - Una Radio para el Desarrollo", in CHASQUI de Comunicaciones, Quito, Ecuador, No. 3, 1986.

6/   ALER - Asociación Latinoamericana de Educación Radiofónica, "Análisis de los Sistemas de Educación Radiofónica", Quito, Ecuador, 1982.

7/   For a thorough discussion of this, see: Dean Jamison and Emile McAnany, "Radio for Education and Development", Sage Publications, Beverly Hills and London, 1978.

8/   Mavis Moyo, "Development Support Communication in Zimbabwe", paper presented at the International Institute of Communication and the Friedrich Ebert Stiftung conference on "Media and Women in North-South Perspective", Washington, D.C., 10-11 September 1988.

9/   For a more detailed description and research results, see: "Towards the Social Use of Commercial Television: Mexico's Experience with the Reinforcement of Social Values through TV Soap Operas", Institute for Communication Research, A.C., paper presented at the Annual Conference of the International Institute of Communications, Strasbourg, France, September 1981.

10/   Jai Chandiram, "Women in Indian Television: Trends", paper presented at the International Institute of Communication and the Friedrich Ebert Stiftung conference on "Media and Women in North-South Perspective", Washington, D.C., 10-11 September 1988.

11/   Huang Quiay, "Women and Media in Reform", see note 10.

12/   See INSTRAW's paper on "Innovative Training Methodologies" prepared by B. Bulajich.

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14/   Biserka Cvjeticanin, "Culture, Cultural Identity and Information and Communication Technologies in Developing Countries" in Communication for Development, Institute for Developing Countries, Zagreb, 1987.

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16/   Jacqueline Biel, Low Power Television COMTEC Report Series NAB, 1985.

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18/   Robert C. Hornik, "Development Communication", Longman, New York, 1988.

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see: B. Hall and A. Dodds, "Voices for Development: The Tanzanian Radio Survey Campaigns", in P. Spain, D. Jamison and E. McAnany, eds. <u>Radio for Education and Development: Case Studies</u>, World Bank, Washington, D.C., 1977.

21/ Andreas Fuglesang, "About Understanding - Ideas and Observations on Cross-Cultural Communication", Decade Media Books, Inc. New York, Dag Hammarskjold Foundation, 1982.

22/ For a very refreshing look at the visual and other aspects of co· munications content, see: Andreas Fuglesang, note 21.

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24/ Frances J. Berrigan, "Los Medios Comunitarios y el Desarrollo", estudios y documento de informaci;n No. 90,   UNESCO, 1981.

25/ Breda Pavlic, "Developing Countries and New Communications Technologies: South-South Cooperation", in <u>Communication for Development</u>, Institute of Developing Countries, Zagreb, 1987.

Annex I: Selective List of Scholarly Works on Women's Roles and Images

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Habib, Miriam. "Women and the Communication Workforce: A Profile of Lahore", perspective paper for the UN/UNESCO Seminar for Women and the Mass Media, 20-23 May 1980, New York.

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United Nations International
Research and Training Institute
for the Advancement of Women

INTERNATIONAL CONSULTATIVE MEETING ON
Communications for Women in development

COMMUNICATIONS FOR WOMEN IN DEVELOPMENT:
THE EXPERIENCE OF INTER PRESS SERVICE

By Anita Anand

ROME, ITALY   OCTOBER 24-28, 1988

NOTE

The views expressed are those of the authors and do not
necessarily reflect the views of the United Nations
International Research and Training Institute for the
Advancement of Women (INSTRAW) except for the final report and
papers presented by INSTRAW staff.

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SUMMARY

This paper describes the experience of the Women's Feature Service (WFS), a project of the third world news and communications agency, Inter Press Service, which was initiated 10 years ago to give visibility to the analyses of progressive women journalists in mainstream media. By writing on development from a progressive women's perspective, the WFS attempts to influence public policy for more holistic development planning and implementation.

The WFS is a wire service that sends more than 300 features a year to some 800 clients in 80 countries in several languages. A selection of its materials also appears as a bimonthly bulletin in English and Spanish, aimed at development agencies, NGOs, academic institutions and individuals.

To enable women to relearn some of their perceptions of reality, the WFS has devised special training courses and is currently producing them on videocassette and in manuals, to be used by journalism schools interested in development journalism.

The paper then outlines the needs and future plans of the WFS, including 1) production of a database and electronic retrieval system for categorizing and documenting features in dossier form, for distribution to policy organizations, among others; training people at the national, regional and international levels who can transform the human experience from the particular to the general context; and 3) producing a list of the geographical locations of existing information banks concerning women in development.

* * *

Inter Press Service (IPS) welcomes this opportunity to share the experiences of IPS, a third world news and communications agency, and its project, the Women's Feature Service (WFS).

The Women's Feature Service

The WFS was initiated to give visibility to the analyses of progressive women journalists in mainstream media. Mainstream media, being the most powerful makers of public opinion, also inform public policy. The WFS, in writing on development from a progressive women's perspective, attempts to influence public policy for more holistic development planning and implementation.

What makes the WFS special or different? First of all, it is an all-woman network of journalists, editors, translators and managers, setting the objectives, priorities, management and operational style of the network. Also, IPS is the only news agency which has provided the space for this kind of network.

The WFS is a wire service in which more than 300 features a year are sent over teleprinter wires to almost 800 clients in 80 countries. The main languages are English and Spanish, but the service is also available in Arabic, Dutch, Finnish, French, German, Norwegian, Portuguese, Swahili and Swedish. As a communications technology, it enables mainstream media to have direct and quick access to the material every day, in their own premises.

A selection of the WFS is also available as a bimonthly bulletin in English and Spanish and represents one-fourth of the total service. The clientele for this bulletin are development agencies, NGOs, academic institutions and individuals. Both the wire service and the bulletin are widely used--by mainstream and small newspapers (dailies, weeklies and supplements), magazines, journals and individuals and organizations engaged in research. They are also utilized by radio, adapted for specific programmes or events, in Brazil and the Caribbean. Television stations, such as the BBC Community Documentary programme, have consulted with us on themes and follow-up for potential programming.

As stated earlier, the objectives of the WFS are to make available to the mainstream media the analyses and perspectives on development of progressive women journalists, within an international context. The service has certain priorities within the field of development, including areas that women do not and are not encouraged to write about, such as the economy, trade and debt.

Ten years ago, when the WFS was started, and for many years after that, IPS stressed that there were not sufficient women writing for mainstream media, either in the North or South. Today, this is not quite the case. Daily, more bylines by women are observed, and the WFS is now concerned with the kind of writing done by women. From what we have observed, unless women un-learn and re-learn some of their ways of perceiving reality, they cannot be progressive journalists.

Towards this end, the WFS has devised special training courses to cater to individual and group needs of its network. We are in the process of producing these courses on videocassette and in a trainers' and users' manual, available in Arabic, English, French and Spanish. This package could well be used by journalism schools interested in development journalism and institutions involved in training writers for special needs in development.

Needs and Future Plans of the WFS

What are the information needs of the WFS? The network is decentralized, being centrally managed from Rome and operating from the Philippines (for Southeast Asia); India (for South Asia); France (for North Africa and the Arab world); Jamaica (for the Caribbean);

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and Costa Rica (for Latin America). Access to certain information is sometimes problematic.

For example, a network of our type could have much use for a database providing the information that our editors and translators need to put a feature on the wire. Often this information is not available in the country of origin of the feature. Thus, it becomes the responsibility of the regional editor/translator to provide the information, and they too may not have access to it.

The WFS is in the process of setting up its own electronic retrieval system by which its features can be categorized and documented, to be retrieved whenever needed. This facility would expand the user capacity of the service enormously and cater to special needs of clients. For example, a group organizing a seminar on debt might ask us for a dossier of what we have run on debt in the last year--or on politics, the environment, appropriate technology, violence against women, ethnic conflicts, health, food and agriculture, etc. These dossiers can be available in print or electronically.

One priority for distributing the dossier would be public policy organizations, where decisions regarding women and development and development in general are made. A good deal of the WFS material is already used by policy makers, and we want to add to this clientele. This is an area where use and adaptation of electronic technology will speed up our work and outreach. The WFS would be interested in collaborating with organizations experienced in databases and their application, in both the North and the South.

Communications for Women in Development

Communications for women in development is an extremely crucial topic with wide-ranging possibilities. And communication flows in several directions. For women in development work, there are needs at various levels. At the grass-roots level, systems to document and interpret the needs and aspirations of women are needed. Development policies and plans in general then need to filter down to the grassroots level, which could be accomplished through print media, television, radio, or video. Whatever the means of communication, what is important is the involvement of human beings at all levels.

At the national, regional and international levels there is a need for interpreters, or people who can transform the human experience within a particular context to a more general context in a comprehensible way. And whether television, radio, or print media are involved, these people need to be trained for the task; they require training which will ensure that the communicating is done in a manner that is sensitive, authentic and valid for all concerned. Technology can also be used to sensitize people.

A good deal of documentation work has been initiated since the UN Decade for Women. On the one hand, information banks are involved--international, national, or regional in scope--and on the other, there are the organizations that need and have access to them. Whether it is women's organizations, projects, research, or resource listings and their availability, a listing of their geographical locations would be helpful.

One of the most important aspects of communications for women in development is actual outreach to mainstream media as the largest informers and makers of public opinion. Unless the needs and activities of women in development are reported, from a progressive women's viewpoint and on an ongoing basis, stereotypes and generalizations are perpetuated. A very deliberate effort is needed to combat this; much has been done in this respect, but much more remains to be done.

The best technologies can be rendered useless unless the objectives of communication are clear. And further, the best of women in development work can also be rendered useless unless it is adequately and appropriately reported and shared by the larger community.

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INTERNATIONAL CONSULTATIVE MEETING ON

Communications for Women in development

COMMUNICATIONS TECHNOLOGIES FOR WOMEN IN
AGRICULTURAL PRODUCTION AND RURAL DEVELOPMENT SERVICE

By Dr. Anita Spring, Chief,
Women in Agricultural Production and Rural Development Service,
Food and Agriculture Organization

ROME, ITALY   OCTOBER 24-28, 1988

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SUMMARY

This paper begins with a discussion of the mandates and activities of FAO's Women in Agricultural Production and Rural Development Service (ESHW), FAO's principal unit addressing women's issues.

One of its projects was the 1984 co-production of a film, "The Forgotten Farmers: Women and Food Security", to demonstrate the role of women in food security and the importance of local food crops. It was directed at policy makers and the general public, to increase awareness of women's role in food security, from production to consumption. The film was made in four countries--one from each major region--in four languages. It is 28 minutes long and is available on film and videocassette. After the film is shown, discussions are held, leading to a series of proposals on education for rural women, agricultural extension programmes for improving women's farming skills and programmes for rural communities as a whole.

ESHW also assisted FAO's Education and Extension Service in eight training sessions for 150 FAO staff on WID from 1983 to 1985. Five topics were covered by the audio-visual materials, including the integration of women into agriculture and rural development.

A third Service project discussed in this paper was the preparation of the Plan of Action for the Integration of Women in Development (1990-1995), concentrating on activities in the civil and legal, economic, social and decision-making spheres. To implement the plan and recommendations of the Expert Consultation on Institutional Changes on Women in Development (Rome, September 1988), the Service has reviewed projects and suggested new possibilities for using communications technologies to define women's roles in different farming systems and delivering project services for women. It will also focus on video and film in developing training materials for FAO staff, and will continue its publication series, possibly on compact disc.

A summary of the major issues raised by the tape/slide presentation accompanying the present paper follows. The presentation is part of the WCARRD (World Conference on Agrarian Reform and Rural Development) Follow-up Staff Seminar on Rural Development. Five major factors are then discussed which influence women's roles in agriculture: seasonality; the stage in the family cycle; the presence or absence of males; socio-economic status; and penetration of the market economy.

Finally, the paper encapsulates WCARRD guiding principles and FAO project development guidelines for projects which successfully integrate women.

The Annex summarizes 22 FAO filmstrips, providing information on where they were produced; who the audience is; contents; frame size; languages of filmstrip and audio cassette; and length.

* * *

1

Service Mandates and Activities

The Food and Agriculture Organization (FAO) is committed to making its concern for rural women visible and effective in its programmes and projects at all stages and in all fields. The Women in Agricultural Production and Rural Development Service (ESHW) is the FAO's principal unit addressing women's issues. It was formed in 1983 from the Home Economics Branch originally created in 1949. Its activities include: policy formulation at international, regional and country levels, including preparation of FAO inputs on "Women in Development" to international meetings and assistance to national-level machineries responsible for women issues; the development and implementation of technical agricultural field projects benefiting women; the reorientation of home economics training programmes for women to focus on women's economic and productive activities; and the promotion of population education in order to integrate demographic issues into agricultural and rural development planning and programmes for women.

An essential internal task of the Service is to provide the technical secretariat support for the Inter-Divisional Working Group on Women in Development, whose main purpose is to encourage all FAO departments and divisions to integrate women's concerns into their mainstream development activities. In this regard, ESHW works with the Development Communications Support Branch, which has produced a number of media presentations on women.

ESHW emphasizes the importance of using a two-pronged approach for dealing with women's concerns. One approach is to have specific projects oriented exclusively to women. These have a demonstrative role and help to test and improve mechanisms and methodologies of technical assistance to rural women. The other is to promote the integration of women's issues and of women as beneficiaries in all FAO projects and activities. This approach focuses on integrating women into mainstream programmes and projects.

In terms of media presentations, the Service, in conjunction with FAO's Information Division, has produced a film and participated in training with the Division's Education and Extension Service. The film, "The Forgotten Farmers: Women and Food Security", was produced in 1984 to demonstrate the role of women in food security and the importance of local food crops and to illustrate many of the issues raised at the Expert Consultation on Women in Food Production, held in Rome in 1983. The film was directed at policy makers and the general public rather than at specialized technical audiences, and aimed at increasing awareness of women's role in food security, from production to consumption, including typical crops, their nutritional value, production rates and their importance in reducing dependency on imported foods. It was filmed in four countries (Ecuador, Kenya, Tunisia and Thailand), each representing one region of the world, and the text is presented in four languages (Arabic, English, French and Spanish). It is 28 minutes long and is available on film and cassette (VHS, U-matic or Betamax) in all systems (PAL, SECAM, NTSC).

The film was included in the NGO Forum Film Festival during the UN conference on the Decade for Women in Nairobi in July 1985. Also in that year the film was sent to all FAO member Governments on the occasion of FAO's fortieth anniversary and that year's World Food Day. Subsequently, there have been television debates and interviews, with the largest contribution from state television in Africa, followed by the Near East, Latin America and the Caribbean and Asia. On some occasions, the discussions that followed the projection of the film gave rise to a series of proposals about what to do to develop (a) basic education for women in rural areas; (b) agricultural extension programmes for improving women's farming skills; and (c) programmes for rural communities as a whole in which women play an integral part, rather than only-women-directed projects.

Approximately 160 copies of the videocassette have been requested. Translations of the script were prepared in many countries, including Somalia and Samoa. Thailand, Brazil,

Niger and the Netherlands have also proposed that it be translated into their national languages. In China, the film was presented and translated into Chinese on the occasion of the 1986 International Seminar on Women in Agriculture and Rural Development in Asia. A film flyer has also been produced in the four languages of the film, illustrating its contents, purpose and other technical details.

The Service assisted the Education and Extension Service in eight training sessions for FAO staff on women in development that took place between 1983 and 1985. The Education and Extension Service, with the help of the other services in the Division of Human Resources, Institutions and Agrarian Reform, developed materials consisting of audio-visual aids (slides and cassettes), technical background information, case studies and simulation games. The integration of women into agricultural and rural development was one of five topics. The other topics include a participatory approach to rural development; expanding employment for the rural poor; rural poverty; and principles and approaches of the World Conference on Agrarian Reform and Rural Development (WCARRD). Under this programme 135 men and 15 women FAO staff received training.

The Service also has an extensive publication series that is distributed world-wide. The publications include documents on expert consultations, workshop reports, policy and research papers and manuals and guidelines. Our Thailand office, for example, produced a publication on participatory methods of monitoring and evaluation.

New Directions as Stated in the Plan of Action and Expert Consultation

In accordance with FAO Conference Resolution 3/87, the Service was asked to prepare the Plan of Action for Integration of Women in Development that will be submitted to the 94th Session of the FAO's Council this November. This document outlines FAO's activities for the period 1990-1995, and its major objectives are threefold:

(1) to review and monitor the main events on women in development in order to have an overview of global issues and vision for future orientations;

(2) to work on Women in Development policies and to promote them at national and international levels;

(3) to identify research needs at the global level and to orient national programmes to mobilize resources on behalf of women.

For the objectives to be realized, the Plan notes that the concern for women in development issues (WID) has to be applied within FAO itself. It concentrates on four spheres--the civil and legal, the economic, the social and the decision-making--and proposes a wide range of activities for ESHW and FAO as a whole in terms of the Regular Programme and field projects.

Activities in the civil status sphere will be directed toward improving women's access to land, credit and membership in development organizations and co-operatives. In the economic status sphere, the Plan takes into consideration agricultural production, food processing and marketing, formal and informal sector employment and income control and economic adjustment. The major thrust of FAO's activities in this sphere will be to support women in their roles as agricultural producers. Within this framework, future activities will give greater recognition to women's special needs for (1) income-producing activities and control of income; (2) training opportunities; and (3) technologies and other means of easing the burden of women's work and increasing its productivity.

The social sphere includes three aspects: (1) population, (2) nutrition and home economics and (3) formal education. Activities in this sphere will be geared to integrating population factors and nutrition into overall planning and field projects, improving rural

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women's access to education and modernizing national and local level agricultural and home economics training and degree programmes for women.

In the decision-making sphere, FAO plans to improve women's participation in institutions and in people's organizations.

To carry out the actions indicated in the four spheres, the Plan sets forth schemes for improving (1) the collection and utilization of statistics and indicators, (2) types of training and public information and (3) technical assistance to farmers. Specific activities that FAO will focus on include guidelines for incorporating WID concerns into projects, a manual on new concepts of reaching women in field activities, the coding of all FAO projects in terms of gender of participants and beneficiaries and making the assessment of the impact on women a routine part of project appraisal, monitoring and evaluation procedures. Additionally, extensive staff training of technical units at headquarters and in the field will focus on the use of gender analysis in project formulation and implementation.

In September 1988, an Expert Consultation on Institutional Changes on Women in Development held in Rome confirmed many of the points put forward in the Plan of Action. Five specific recommendations were made as to ways in which FAO might assist member Governments, two of which concerned the use of communications technologies. The first was that FAO should commission the preparation of training materials on WID issues for the different levels of training. The second was that the Organization consider sponsoring the documentation on film of women's role in different farming systems.

Communications Technologies for ESHW

As the Service looks ahead to the strategies that will be necessary to implement the Plan of Action and recommendations of the Expert Consultation, it is clear that various communications strategies will be necessary. This Meeting has inspired the Service to review its projects and suggest new possibilities for using communications techniques that will assist in defining women's roles in different farming systems and in delivering project services for women. In addition, the Service will develop training materials for FAO staff at headquarters and in the field, giving priority to the integration of gender issues into technical aspects of agricultural and rural development (e.g., integrative pest control, seed selection, irrigation) as well as in farming systems research and extension approaches.

Video and film will be needed to make planners aware of women's agricultural work, constraints and needs for extension services, credit and improved technologies. Video is seen as both interactive and participatory and will be especially useful in societies that rely on audio-visual communication as opposed to the written word.

The Service would like to have its projects and programmes profile successful women in the agricultural professions, farming enterprises and women's farm organizations, and sees publications and radio and TV spots as a means to do this. All levels of trainees, from the farmers themselves to extension workers, project field staff and FAO headquarters staff, will require multimedia materials.

The Service's publications series will continue, and there are plans to put them on compact disc for easy distribution to libraries and institutions as well as to assist individuals in information retrieval. Finally, the Service has already planned to use computers (1) to develop a roster of women consultants, (2) to monitor FAO's projects in terms of a coding system on the inclusion of women as participants and beneficiaries and (3) to facilitate database management. Since various other UN agencies are also carrying out monitoring exercises and collecting databases, the Service hopes to co-ordinate efforts and produce interactive systems.

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1. INTRODUCTION

This slide-sound presentation is part of the WCARRD Follow-up Staff Seminar on Rural Development. The presentation is closely based on the overview reading of the same title. It provides some basic answers to the questions: Why is there a need for the greater integration of rural women? and how can this be put into practice? These notes summarize the major issues which are raised during the presentation.

2. THE ROLE OF WOMEN IN AGRICULTURE

An analysis of data from 82 countries (Dixon 1982) shows that on average, women constitute 42 per cent of the agricultural work force. In some countries, such as the People's Republic of Congo, FAO censuses have shown that this figure rises to over 60 per cent.

For certain agricultural activities, women usually provide most of the labour. This is shown in the data below, which comes from the UN's 1975 study, "Women in Africa":

	Women's contribution to total labour
Crop planting and care of livestock	50%
Harvesting and marketing	60%
Hoeing and weeding	70%
Transportation and storage	80%
Food processing	90%

Similar data comes from Asia. In Nepal, for example, women contribute about 70 per cent of the labour for rice and wheat production, and over 80 per cent of the labour for maize and millet (Acharya and Bennett 1981).

3. FACTORS WHICH INFLUENCE WOMEN'S ROLES IN AGRICULTURE

There are five major factors which influence the extent to which rural women participate in agricultural production and which can have important consequences on how agricultural and rural development projects affect these women.

3.1 Seasonality

Women contribute most labour at weeding and harvesting. Their health may suffer, since this usually coincides with the time when family food stocks are lowest and when specific illnesses occur more frequently.

3.2 The Stage in the Family Cycle

Labour demands are frequently greatest on rural women with small children, since they are required to care for their children as well as perform agricultural production tasks.

3.3 The Presence or Absence of Males

In areas of high out-migration by men, more than 50 per cent of households may in practice have female heads. Under such circumstances, more women seek wage labour.

3.4 Socio-economic Status

Women's share of agricultural work is greatest among small farmers and landless households. They are also more likely to work for wages and, as a consequence, frequently make a large contribution to family income.

3.5 The Penetration of the Market Economy

Where women provide labour for the production of cash crops, they have less time for subsistence agriculture. The money for cash crops usually goes to men and is not always used to purchase replacement food.

4. RURAL WOMEN AND WCARRD'S GUIDING PRINCIPLES

The integration of women into agricultural and rural development is one of WCARRD's guiding principles. The five other principles all have important implications for women:

4.1 Access to Land, Water and Other Natural Resources

In this context, WCARRD promotes land ownership rights for women.

4.2 People's Participation

WCARRD calls for women to be "on an equal footing with men", fully involved in decision-making.

4.3 Access to Markets, Inputs and Services

Credit is one example of a service which requires new initiative if women are to be beneficiaries.

4.4 Education, Training and Extension

Since women's production tasks, schedules and interests are distinctly different from those of men, they require modified delivery systems for the development of their knowledge and skills.

4.5 The Development of Non-Farm Activities in Rural Areas

Home-based industry enables women to generate income without serious interference with their domestic responsibilities.

5. PROJECT DEVELOPMENT GUIDELINES

FAO projects which successfully integrate women have a number of common features:

5.1. The identification of project beneficiaries should be based on an analysis of the division of labour in the local farming system. Where activities central to the project are known to be the responsibility of women, project efficiency calls for them to be a target group.

5.2. Project incentives should take into account both the economic and the domestic roles of women. Technical solutions will be most acceptable if they increase the time available to productive activities by reducing the burden of domestic work.

5.3. Women's participation should be encouraged at all stages of the project, from planning and implementation through evaluation.

5.4. Finally, project management should continually monitor the spread of benefits to village women.

FAO MOTIVATIONAL AND TRAINING FILMSTRIPS FOR WOMEN IN DEVELOPMENT

To order filmstrips, contact: Distribution and Sales Section, Food and Agriculture Organization of the United Nations, Room C183, Via delle Terme di Caracalla, 00100 Rome, Italy

Prices:

Colour filmstrip and printed commentary:	US$ 16.00
Extra copies of commentary:	US$ 2.00 each
Cassette:	US$ 10.00

SMALL-SCALE SOLAR SALT PRODUCTION

Produced in: Maldives; drawings

Audience: rural fishing communities

Contents: A step-by-step guide on how to build and operate a small-scale solar salt production unit, using locally available materials and salt water, and exploiting the free energy of the sun. Jamila, a woman in a small fishing village, explains how the plentiful and cheaper availability of salt has helped the community to increase their sales of salt-dried fish.

Double frame
Languages: English, French
Cassette: None

HOW PERLA IMPROVED HER FISH STALL-AND HOW BUSINESS IMPROVED

Produced in: Philippines

Audience: fishmongers

Contents: A fish-stall owner tells the story of how she learned to keep the fish she sells clean and fresh by using improved methods of icing, storing and displaying.

Double frame
Languages: English, French, Spanish
Cassette: None

WOMEN IN FISHERIES

Produced in: global

Audience: administrators, decision-makers, planners, extension workers, field experts, consultants, headquarters staff of development agencies.

Contents: The filmstrip shows how women play an important role in fishing communities and how provision can be made for enhancing that role. Examples of women-related activities of FAO field projects are also included.

Double frame
Languages: English, French, Spanish
Cassette: English, French, Spanish
Length: 17 minutes

UNA VIDA MEJOR (2 filmstrips)

Produced in: Honduras

Audience: farmers

Contents: A love story of two young peasants, Juan and Rosita. Around their story is woven the theme of soil erosion and forest destruction, and the effects they have upon the lives of rural people. In this story, where both drama and comedy are mixed, an entire lesson in soil and forest conservation can be drawn by an imaginative discussion leader. The filmstrip is part of a series of five produced in Honduras to discuss the need for soil and forest conservation with hillside farmers. Where no cinema or television exists, a dramatized filmstrip can draw a crowd and can provide great entertainment as well as relay messages.

Single frame
Language: Spanish
Cassette: Spanish
Length: 52 minutes

WOMEN AND COMMUNITY FORESTRY IN SUDAN

Produced in: Sudan

Audience: training women for development, forestry extension, forestry schools, seminars on people's participation.

Contents: Wood as fuel for cooking is one of the most dramatic problems in developing countries, and one of the main reasons for the catastrophic disappearance of the world's forests. Why aren't women--the gatherers and users of fuelwood--more involved in tree-planting and reforestation? One answer to this obvious but seldom-asked question is being attempted in Sudan. This filmstrip documents a project to motivate and educate rural women to organize and carry out tree-planting enterprises, run community tree nurseries and plant shelterbelts and individual nurseries in their backyards.

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Single frame
Languages: English, Arabic
Cassette: English, Arabic
Length: 30 minutes

THE BUFFALO MUST EAT EVERY DAY

Produced in: Nepal

Audience: rural women

Contents: To motivate farmers to plant fodder trees and grasses, this filmstrip tells the story of Chandra, a Nepalese woman, and how she and the people of her mountain village learn about new techniques for planting fodder trees and grasses.

Single frame
Languages: English, French
Cassette: English
Length: 20 minutes

THE WOMEN OF MONTEALEGRE (2 filmstrips)

Produced in: Honduras

Audience: rural women, organizers of co-operatives

Contents: This motivational filmstrip is the dramatized story of a young peasant couple, concentrating on the wife, Rosalina, and her struggle for self-improvement against the wishes of her conservative husband. It is also the story of a rural women's co-operative that she joins--how it manages to organize and develop terracing, tree-planting, beekeeping and vegetable farming, produce food for market and improve families' diets.

Single frame
Languages: English, French, Spanish
Cassette: English, Spanish
Length: 45 minutes

HOME-MADE BIOGAS

Produced in: China

Audience: technicians, planners, students and farmers

Contents: This filmstrip, made in Sichuan Province, tells how Lee Yu Lan and her husband Wen decide to build their own biogas digester. It shows in detail the construction of a 10-cubic-metre biogas unit, a one-family-unit size which has proved both economical and sturdy. It is only one of many types and sizes, but serves as a good example for introducing the subject of home biogas production, applicable in any part of the world.

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Single frame
Languages: English, French, Spanish
Cassette: English
Length: 38 minutes

CULTIVONS DES LÉGUMES POUR MIEUX VIVRE CHEZ NOUS

Produced in: Burkina Faso

Audience: rural African communities

Contents: A group of village women decide to grow fresh vegetables in order to improve their families' diet and earn some extra cash. This filmstrip is motivational as well as instructional, with technical details on preparing the nursery, transplanting seedlings, cultivating and watering.

Single frame
Language: French
Cassette: French
Length: 29 minutes

LA ROUE TOURNE

Produced in: Burkina Faso

Audience: village women, farmers

Contents: The daily chore of pounding grain need not be an inescapable reality for so many rural women. To be freed from this painstaking task, women can organize to set up and finance a village mill--even with limited means. The advantages to be gained are worth every effort. The filmstrip aims to show how this co-operative effort is achieved in a rural African village.

Single frame
Languages: French
Cassette: French
Length: 23 minutes

A PIT LATRINE HELPS PREVENT DISEASES

Produced in: Swaziland

Audience: rural communities

Contents: This filmstrip illustrates the importance of domestic hygiene and gives step-by-step instruction for building a pit latrine with a concrete base.

Double frame
Languages: English, French
Cassette: none

A CLEAN HOME MAKES A HEALTHY FAMILY

Produced in: Swaziland

Audience: teachers of home economics and health workers

Contents: A clean and safe environment is necessary for the healthy growth of children. This filmstrip illustrates some of the problems resulting from lack of hygiene in the home and suggests simple, effective improvements, e.g., whitewashing walls, installing a latrine, boiling drinking water and maintaining a clean kitchen.

Single frame
Languages: English, French
Cassette: English
Length: 18 minutes

BETTER CHICKENS, BIGGER PROFITS

Produced in: Bangladesh

Audience: poultry farmers, extension agents, general rural audience

Contents: The story of how two rural families manage to increase their income and food supply by improving the productivity and quality of their household chicken flocks. Following the advice of the extension officer, they achieve their goal by regularly vaccinating their chickens against Newcastle disease, upgrading the chickens' feed and housing and raising an improved breed of poultry which can lay more and larger eggs as well as produce more meat. Intended for rural audiences, this motivational filmstrip speaks mainly to rural women who manage household chicken flocks, but it can also serve as an aid for showing extension workers the benefit of good extension techniques.

Single frame
Language: English
Cassette: English
Length: 24 minutes

LE SÉCHAGE DE LA VIANDE AU TCHAD (3 filmstrips)

Produced in: Chad

Audience: livestock technicians, rural communities in livestock-raising areas

Contents: 1. Improving traditional meat-drying techniques; 2. Meat-drying techniques in Chad; 3. Tasty dishes with dried meat.

Single frame
Language: French
Cassette: French (part 1 only)
Length: 15 minutes

11

A NUTRITION STORY

Produced in: Philippines

Audience: students of agriculture and nutrition at all levels; agricultural and nutrition extension

Contents: An entertaining and engrossing lesson on the importance of improved agriculture in improving nutrition. Actors' voices, misic and sound effects on cassette tape accompany this "photo novel" of three childhood friends who meet again as adults: Betty, a school teacher; José, a rich breeder; and Pedro, a farmer. Their renewed friendship leads to an involvement in the farmer's family problems, the death of his youngest child due to malnutrition and the eventual assistance his two friends give him and his wife in making radical improvements in their food-growing and child-feeding practices. Cassette tape essential.

Single frame
Language: English
Cassette: English
Length: 32 minutes

HOW TO FEED YOUR BABY

Produced in: Malawi

Audience: mothers

Contents: Shows the correct foods for a baby during breast-feeding and weaning and gives suggestions for cooking these foods as well as proper way of feeding the baby.

Double frame
Languages: English, French
Cassette: English, French
Length: 12 minutes

A LITTLE BIT MORE

Produced in: Chile

Audience: women in rural areas

Contents: How to keep a family healthier with more nourishing food but without spending more money.

Double frame
Languages: English, French
Cassette: None

SPEAKING OF FOOD

Audience: trainers, extension agents in Africa

Contents: Aims at promoting the consumption of nutritionally beneficial foods and demonstrates how consumers may react to different messages, suggesting ways of making a message convincing. Also considered is the necessity of selecting the appropriate media for the message.

Single frame
Languages: English, French
Cassette: English
Length: 30 minutes

A VILLAGE IS A BIG FAMILY

Produced in: Sierra Leone

Audience: extension agents and village level

Contents: Increased population pressure in the village brings a variety of problems. This village takes a community approach to solving the problems and improving the standard of living. The village should hold frequent meetings in order to promote self-help programmes.

Double frame
Languages: English, French
Cassette: English, French
Length: 16 minutes

CHILDREN ARE LIKE FLOWERS

Produced in: Sierra Leone

Audience: extension agents, trainers, mothers

Contents: Yavo, a mother who has four surviving children, rears her children in the traditional way until a relative comes to visit the village with two of her healthy children and shows her new health-care techniques. Emphasis is placed on simple, economical practices that can help reduce infant mortality.

Double frame
Languages: English, French
Cassette: English, French
Length: 13 minutes

CLEVER WIVES (2 filmstrips)

Produced in: Mexico

Audience: Latin American rural communities

Contents: This filmstrip tells the dramatized story of Maria and her husband, Manuel, a young farmer. Land size and family resources, family size, maternal and child health, nutrition and family planning are the issues raised in this tragicomedy.

Single frame
Languages: English, French, Spanish
Cassette: English, Spanish
Length: 42 minutes

WISE PARENTS SPACE THEIR CHILDREN

Produced in: Swaziland

Audience: African rural communities

Contents: To encourage group discussion on the subject of better family life, child-spacing, health and nutrition, this filmstrip tells the story of a young married couple, how they begin their life together and the problems they encounter when they have five children in quick succession. Where did they go wrong? They put money aside for the future of the children they wanted so much; wasn't that family planning? A friend explains that family planning means having only as many children as you can support and describes the value of spacing births.

Single frame
Languages: English, French
Cassette: English
Length: 20 minutes

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United Nations International
Research and Training Institute
for the Advancement of Women

INTERNATIONAL CONSULTATIVE MEETING ON

Communications for Women in development

GLOBAL DEVELOPMENT NETWORK:
AN INTERNATIONAL TELECONFERENCING PROJECT

By Lloyd H. Van Bylevelt

ROME, ITALY   OCTOBER 24-28, 1988

NOTE

The views expressed are those of the authors and do not
necessarily reflect the views of the United Nations
International Research and Training Institute for the
Advancement of Women (INSTRAW) except for the final report and
papers presented by INSTRAW staff.

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SUMMARY

The Global Development Network (GDN) was established in 1985 by Miami Children's Hospital as part of a video and satellite project that produces video programmes on education and health issues and organizes and transmits satellite programmes throughout Latin America and the Caribbean. The hospital is the largest pediatric teaching hospital in the southeastern United States and provides international educational and technical training programmes to countries throughout that region. GDN has developed medical teleconferencing programmes for health care professionals in the hemisphere, and this paper summarizes major teleconferences held since 1986.

The paper then discusses GDN's co-ordination of down-link sites, which are usually auditoriums or hotels used for closed-circuit events. The Network provides local co-ordinators and materials to promote the conferences.

Finally, the paper summarizes GDN's capabilities and teleconferencing components, including the design and conduct of educational meetings and conferences and programme production, transmission and management.

* * *

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I. HISTORY OF GLOBAL DEVELOPMENT NETWORK

A. Why and How GDN Was Established

Advances in satellite telecommunications over the last two decades--as well as the increased proliferation of satellite transmission and reception technology throughout the world--have opened new opportunities for communications on education and development issues. It is now possible to reach audiences within a national, multinational and/or regional context with immediacy in order to achieve organizational objectives.

Miami Children's Hospital (MCH) is the largest pediatric teaching hospital in the southeastern United States, and for more than 25 years has provided international education and technical training programmes intended for countries in the Caribbean, Central and South America. In 1985, as part of these programmes, MCH established a video and satellite education project which has resulted in the establishment of Global Development Network (GDN). This project has made the production of video programmes on education and health issues as well as the organization and transmission of satellite programmes throughout the region one of the Hospital's capabilities.

B. The Role of INTELSAT's Project SHARE

Under the auspices of INTELSAT's Project SHARE, MCH, through its GDN project, has over the last three years pioneered the application of satellite technology to the fields of health care and education. GDN has developed an innovative programme of medical teleconferences which have reached thousands of health care professionals and medical opinion leaders in over 25 participating countries in the Caribbean, North, Central and South America.

C. Global Development Network's Track Record

The Hospital and its Global Development Network have established their leadership as pioneers in the field of international tele-education via satellite. Its track record in the field of satellite communications is exemplified by several major international teleconferences held since January 1986:

1) The 1986, 1987 and 1988 Miami Children's Hospital's Annual Pediatric Post-Graduate Course. This conference has been the standard-bearer of pediatric educational initiatives for physicians and health care professionals for 24 years.

2) Transmission of a major international teleconference on Child Survival and Health, with the participation of many international organizations including the United Nations, UNICEF, the Organization of American States, the Pan American Health Organization and the United States Agency for International Development.

3) Transmission of the First International Nursing Teleconference, in co-ordination with Johns Hopkins University's Programme for International Education in Gynecology and Obstetrics.

4) Transmission of the First Pan American Teleconference on AIDS, in co-ordination with the Pan American Health Organization. This was the first teleconference to be transmitted in four languages and was by far the largest educational effort against this dreaded disease.

According to INTELSAT, these medical teleconferences have been the largest and most successful ones in the history of satellite communications.

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II. INTERNATIONAL CO-ORDINATION OF DOWN-LINK SITES

A. Who are GDN Co-ordinators?

Because of MCH's history of residency programmes and other educational outreach efforts to Latin America and the Caribbean, many of our co-ordinators are physicians who have trained at the Hospital and have kept up a long-standing interaction with the institution. As a consequence of the Global Development Network Project, our co-ordinators have developed an expertise in the necessary steps for down-linking a satellite signal and have also developed close working relationships with the national telecommunications entities.

It is important to note that because teleconferencing is something of a new application of technology, at least at the international level, problems of a technical as well as and policy nature do arise. GDN co-ordinators are generally very well-connected individuals who are able to reach important government entities in order to solve problems that can crop up.

B. How are the down-link sites organized?

GDN down-links are typically closed-circuit events that are held in auditoriums or hotel facilities. Our local co-ordinators are provided with appropriate promotional and background materials, including videotaped public service announcements, advertising for newspapers or journals, the teleconference programme and programme abstracts. These materials are used in the proper sequence either for publicity or as educational support material for the conference.

Many down-link sites have their own local programmes organized by our co-ordinators to make the programme more useful to regional needs.

An additional reason for the closed-circuit system, in most cases, is our question-and-answer sessions. Interactive dialogue is probably the most important aspect of a teleconference. It is what makes a truly exciting event. The ability of a participant in a very remote part of the world to be able to ask a question of an individual who is invariably one of the top experts in his or her field is one of the main advantages of a teleconference event.

It has been our experience that because the teleconference reaches so many people at one time, individuals who might not be able to give up their time for a local event are willing to do so for a teleconference.

C. Sites Reached

GDN has reached most countries in the western hemisphere, including Argentina, Bahamas, Barbados, Belize, Bolivia, Brazil, Canada, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, French Guyana, Haiti, Honduras, Jamaica, Mexico, Panama, Paraguay, Peru, Surinam, Trinidad and Tobago, United States, Uruguay and Venezuela. We have also reached Spain.

GDN has the capability and expertise to reach other parts of the world, although its sphere of influence, and the types of conferences held thus far, have been limited mainly to the Western Hemisphere.

III. GDN CAPABILITIES AND TELECONFERENCING COMPONENTS

A. Design and Conduct of Educational Meetings and Conferences

GDN can assist in the design of educational programmes that are effective in achieving the goals intended by organizers via the use of video production media. It can also help with the use of interactive experiences, such as panel discussions and live bidirectional panels, and provide customized training to individuals and groups participating in live and/or videotaped productions.

B. Programme Production, Transmission and Management

In the pre-production phase, GDN can assist with the following: technical and programme script development (each event with time assignment); equipment acquisition; converting speakers' slides to format suitable for television; developing graphics, special effects, opening, closing and credits; set design and construction; production of documentaries, illustrative footage, sponsorship messages and introductory comments; and proposing television format.

During production, GDN can provide: on-site production and management of live teleconference (camera crews and equipment, sound, lighting and set installation) and simultaneous interpretation.

For programme transmission and distribution, our services include the following: arranging and managing the transmission and distribution of the teleconference--including up-link services to international and/or domestic satellites, satellite time segments, satellite turn-around time and down-link co-ordination at participating sites--and co-ordinating live question-and-answer periods from down-link sites.

During post-production, GDN can provide evaluation of the teleconference to the sponsor and produce videotape extracts of the teleconference for educational purposes if requested by the sponsor.

Special considerations in planning a teleconference include time zones, cost per country, down-link cost, level of development and simultaneous interpretation.

IV. WHAT IS IN THE FUTURE?

A number of new factors are developing in the field of satellite communications. Most notable is the presence of new satellites with stronger capabilities requiring smaller antennas for signal reception, thus allowing for greater utilization of the technology for education and development.

Distance learning is already taking place. As the cost of attending conferences held at great distances from where practitioners live and work increases, education via satellite will undoubtedly play an even more significant role than it currently does. GDN has taken into consideration the position of individuals from developing countries and the fact that for at least 90 per cent of their medical professionals, traveling outside their countries for educational conferences is not possible because of economic constraints. GDN has made it possible for them to attend high-level conferences in a very economical manner. There will undoubtedly be greater demand for this model as the cost continues to decrease.

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INTERNATIONAL CONSULTATIVE MEETING ON

Communications for Women in development

COMMUNICATIONS IN FAMILY PLANNING PROGRAMMES: THEIR POSSIBLE RELEVANCE FOR COMMUNICATIONS FOR WOMEN IN DEVELOPMENT

By Jacques du Guerny, Senior Social Affairs Officer, Branch for the Advancement of Women, Centre for Social Development and Humanitarian Affairs, United Nations Office at Vienna

ROME, ITALY   OCTOBER 24-28, 1988

NOTE

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ROME, ITALY   OCTOBER 24-28, 1988

SUMMARY

This paper examines the role of communications in family planning, a field in which communications has been extensively used in a number of countries and which is of direct concern to women. The paper draws attention to the administrative, institutional and organizational bases for effective communications.

Communications in family planning moved from a rather campaign-oriented, advertising agency approach toward a complex, long-term organization component of family planning programmes. Within that area, specific objectives must be defined for WID communications. First, priorities must be set: urban vs. rural women, women in the formal or the informal sector, etc. Secondly, one must define what needs to be changed and in what direction. While in family planning, considerable effort was put into developing surveys to control changes in knowledge, attitude and practice, specific research was also needed to determine the extent to which indicators of programme performance could be used in the evaluation of communications.

Communication for family planning requires that campaign messages be differentiated for men and women, while mutually reinforcing. Both mass media and face-to-face communication through trained agents are necessary. An infrastructure is also required to organize and implement training activities.

In addition, communications should be built into a coherent programme which develops in stages. The stage in which the media play a particularly important role is the initial one in which the goal is to make the issue acceptable and a legitimate subject for discussion. A second stage must focus on education, and here the mass media can play a considerable role by providing accurate information. However, once a change in attitude or behaviour is achieved and a demand created for services such as child care, the corresponding supply must be available.

The entire issue of institutional building for the advancement of women--known in the women's field as national machinery--has received too little attention. Communications requires resources, both financial and human. The most important thing, the paper argues, is that communications be integrated into an existing institution as part of an ongoing programme. Implementation of a communications campaign or programme need not be located entirely within a national machinery, but studies by research institutes are also needed. The conceptual cell for the communications programme would probably be most effective inside a national machinery in an identified unit of its organization chart. Managers of national machineries therefore need to understand the benefits of including such a unit, which can range from more effective co-ordination and implementation of policies to mobilization of resources, better definition of priorities and reinforcement of the national machinery itself.

* * *

Communications for women in development (WID) is without doubt a vast and complex area which, if used well, is essential to assist change, but if misused, can create problems. Users of communications may be tempted to rely too much on technology and to believe that communications is a simple tool. Changing the status of women in general or, in a more limited way, the terms of their participation in development is perhaps the greatest social engineering task ever attempted. When one says equality between men and women, one is in fact implying a reorganization of the family, of the work place, of education, of every aspect of society. When one says "women in development", one is really saying: equal pay, elimination of job segregation, legal changes, social services, changes in training methods, role of national machineries and of non-governmental organizations, etc.

It might therefore be of interest to examine briefly the role of communications in a field where it has been extensively used in a number of countries, i.e., family planning. Since family planning is of direct concern to women, involves social values, interpersonal relationships and is considered a highly sensitive area, we have selected some experiences specifically relevant to communications for WID. Communications in family planning started several decades ago, when acronyms such as IEC (information, education and communication) and KAP (knowledge, attitude and practice of family planning) became standard jargon, and a wealth of experience now exists that is relevant to WID: from understanding reasons for mistakes--such as having elephants distributing condoms--to successes, such as involving monks in family planning campaigns in Asia. Certainly, no matter how similar communications in family planning might be to communications for WID, the former cannot be transposed directly onto the latter, if only because family planning involves more limited issues than the seemingly limitless scope of WID. However, because family planning is not only a population issue but also a woman's issue, it might have prepared the ground for communications in WID.

The first issue of interest derives precisely from the previous observation: communications in family planning moved from a rather campaign-oriented, advertising agency approach toward a complex, long-term organizational component of family planning programmes. If this was necessary for the more limited issue of family planning, one then has to ask whether specific objectives must be defined for communications for WID. Such objectives should correspond to a few interrelated priority aspects of WID. Thus, in order to avoid diluting the impact of the communications efforts, a first contribution might be to require the establishment of priorities: urban versus rural women, women in the formal or the informal sector, etc. In population, for example, family planning rather than migration was selected as the priority. Once priority areas are identified, it is then necessary to define what needs to be changed and in what direction: is adult literacy to be emphasized as a condition for paid employment? Or should it be appropriate technology for women heads of rural households, or encouragement of women to aspire to community leadership?

In family planning, right from the beginning there was a great deal of concern for the effectiveness of communications, which led to attempts to quantify objectives in order to monitor progress. Considerable effort was put into developing surveys to control changes in knowledge, attitude and practice of family planning. To what extent could indicators of programme performance, such as numbers of acceptors, service statistics of clinics, etc., be used in the evaluation of communications? To answer such questions required specific research: indicators were proposed, tested and incorporated into programmes. This implied contacts with academics, training efforts and analysis of results.

Experience also showed that it was not enough for communications to aim at an individual, who in many cases happened to be a woman. Both men and women needed to be "targeted", which in WID implies that campaign messages must be differentiated while mutually reinforcing. This in turn was not sufficient, and messages were developed for the couple, for the extended family and for the community. It soon becomes a very complex business in which both mass media and face-to-face communication through trained agents

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are necessary. Such agents need to be recruited and trained, which involves resources for their travel, for the materials they use and for training the trainers. An infrastructure is also necessary to organize and implement such activities.

Another important lesson from the population experience is that communications is not just a campaign, but needs to be built into a coherent programme which develops in stages. The stage in which the media play a particularly important role is the initial one in which the goal is to make the issue acceptable and a legitimate subject for discussion. TV, radio and traditional media such as puppet shows can all contribute to lifting taboos and permitting issues to be discussed. Until this is achieved, knowledge cannot be put to effective use. One could thus imagine that for WID, such issues as women working outside of the home in non-traditional sectors could be opened for debate: inside the family, the daughter needs support from the parents and the wife from the husband; outside, in the work place, trade unions, colleagues and managers all need to be able to debate the pros and cons of the changes being introduced and helped in reacting positively. The pioneers often take on big risks and need to be encouraged and protected as much as possible.

Following the initial information stage focusing on awareness and creating a favourable climate, a second stage must focus on education. Again, mass media can play a considerable role by providing accurate information in the appropriate form with the hope that attitudes and behaviour will be "naturally" modified through the participatory process referred to above. That process is a key to both consolidating change by convincing the participants and to disseminating change throughout the community. Communications, therefore, has to adjust continuously to a changing scene.

One aspect was too often overlooked, with negative consequences. Once a change in attitude or behaviour is achieved and actions are consequently taken that end up creating a demand for certain services like child care, one sometimes discovers that there is no supply corresponding to this demand. If this demand is not met, the entire campaign risks being discredited and the pioneers of change discouraged. In order to avoid such occurrences, it is necessary to imagine and prepare for the implications of the change one is promoting. For example, if one is encouraging women to search for remunerated employment outside the home, it could be disastrous if those who do find a job in a community where such behaviour is not accepted are then criticized in the family or community because their children are not properly looked after as there are no daycare centres. Similarly, if women are encouraged to fight discrimination in the work place, one should foresee the possibility of their being fired or of the arbitration or judicial system not going along with the policy for change and taking necessary measures to prevent this from happening or for compensating in some manner. At this stage, organizers of communications activities need also to be ready for negative rumours and counter-communication campaigns. These are to be expected, and it would be unwise to be caught unprepared in WID.

In the preceding remarks on communications in family planning programmes, no attempt has been made to be exhaustive, although a comprehensive review would be most useful. Rather, our goal has been to draw attention to the administrative, institutional and organizational basis for effective communications.

The entire issue of institutional building for the advancement of women, which in the women's field is called national machinery, has received too little attention. Of course, regional commissions, the International Research and Training Institute for the Advancement of Women (INSTRAW), the United Nations Development Fund for Women (UNIFEM) and the Branch for the Advancement of Women at the UN's Vienna Office have all done something, but with resources which are not comparable to those of population programmes. It does not pay to be unrealistic: communications requires resources, both financial and human (contrary to some beliefs, it is not a job for an amateur!). This is so, because communications needs to be approached as a complex system with a considerable number

of variables: when reality was oversimplified in the field of family planning, it was costly to the programmes.

Therefore, in the author's opinion, the most important thing is that communications be integrated into an existing institution, as part of an ongoing programme. The natural institution in the field of women is the national machinery. However, this does not mean that all the aspects of a communications campaign or programme need to be located within the national machinery. Implementation can be carried out by technical ministries (e.g., rural development agencies), studies by research institutes, etc. It means that the conceptual cell for the communications programme would probably be more effective if placed in a national machinery, in an identified unit of its organization chart and, if possible, not too far from the management of the machinery. Managers of national machineries therefore need to understand the benefits of including a communications unit, which can range from more effective co-ordination and implementation of policies to mobilization of resources, better definition of priorities and, as a side effect, reinforcement of the national machinery itself.

Although the issue of communications technology was not the subject of this paper, the Branch for the Advancement of Women is considering collecting selected audio-visuals for the information of the Commission on the Status of Women or to serve as possible models.

Following the previous remarks, it thus emerges that the answer to the question implied by the title would be a positive one, particularly if one's objective also includes strengthening the national machineries for the advancement of women.

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INTERNATIONAL CONSULTATIVE MEETING ON
Communications for Women in development

FEMMES, COMMUNICATION, FORMATION: QUELQUES ELEMENTS DE REFLEXION

Par Daniela Bertino, Centre International de Formation de l'OIT, Turin

ROME, ITALY   OCTOBER 24-28, 1988

NOTE

Les termes employés et la présentation du matériel ne reflètent pas nécessairement l'opinion de l'Institut international de recherche et de formation des Nations Unies pour la promotion de la femme (INSTRAW), à l'exception du rapport final et des études presentés par le personnel de l'Institut.

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SUMMARY

This paper discusses the experience of the International Training Centre of the ILO/Turin Centre in improving women's access to training and information. The Centre has been organizing courses addressed specifically to women in accordance with the system-wide medium-term plan for women in development for 1990/1993.

In order to inform women that the Centre's courses might be of interest to them, collaboration is first required with other United Nations bodies and other international organizations to find out which institutions, departments and individuals should be contacted in each country in order to disseminate the information. Secondly, candidates must be presented by the respective agencies.

Topics concerned with the selection of media appropriate to the specific contexts, target groups and objectives are then presented for consideration. These include technical considerations, or hardware: many times, technical co-operation to developing countries has consisted of supplying local training centres with sophisticated equipment, without taking account of the problems that may result, such as insufficient maintenance training of local staff; difficulties in obtaining supplies or spare parts; and the rapid deterioration of equipment due to atmospheric factors.

To prevent such occurrences, the paper proposes training through the use of visual or audio-visual support that is easy to execute on-site with material available locally at a reasonable price. It stresses the dichotomy between technology-intense, but underused, media, and the traditional media, in which regard the ILO/Turin Centre has developed a series of courses aimed at producing inexpensive audio-visual materials and at adapting existing documentation to local needs. One example is the INSTRAW/ILO sound-slide package on "women, water supply and sanitation", which is based on the multimedia modular approach.

The ILO has chosen audio-visual materials that can be easily adapted to different needs and contexts. Cultural traditions and traditional media should also be taken into account in designing materials. Standard criteria for selecting media should be analysed in the light of the ILO's experiences, avoiding technological temptations and paying particular attention to problems linked with reproduction, health and sex education.

With respect to software, by which the paper refers to cultural problems that have a profound impact on choosing how the contents of a given message are presented, examples are given of the Women, Water Supply and Sanitation seminars and the campaign to eradicate infibulation in Somalia. In the case of the former, much effort was required to avoid having the concerns of one culture, country or race predominate, since the seminars were intended for multiple use in many countries. In the latter case, by contrast, the campaign was aimed at specific groups within one country, and the materials had to be adapted to the Somalian context, taking account of Somalian sensibilities surrounding a taboo subject in which certain images, inocuous elsewhere, might arouse undesirable emotions.

In developing the campaign, collaboration between the Italian experts and the Somalian women--both as the main subjects and the principal beneficiaries of the training course--was indispensable.

The paper then summarizes the key conclusions arising from ILO's experiences: avoid designing projects that view women simply as "recipients", but rather, consider them as partners and agents of development; in choosing media, use technologies that are appropriate to the given context, giving priority to audio-visual media that women can produce themselves on-site; provide training workshops; in choosing software, keep in mind the relative

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value of communication codes, especially images, and make sure that the images chosen transmit the desired content in an unambiguous manner; in choosing music and soundtracks, consider cultural implications; in choosing methods, experiment with different forms of communication that start from the women's own experiences and give value to them.

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La contribution que je voudrais apporter au débat naît de l'expérience acquise par le Centre International du BIT à Turin 1/ pendant la dernière décennie et se situe dans le prolongement des réflexions exposées très clairement par Mme Pastizzi-Ferencic dans son document "BRINGING WOMEN'S DIMENSION INTO DEVELOPMENT, THE ROLE OF COMMUNICATIONS: An Overview and Main Objectives of the Meeting".

Il m'est très difficile de transposer dans un texte écrit mon intervention au séminaire, qui s'était caractérisée par la multiplicité des codes communicatifs utilisés (voix, textes, images, transparents, mini flipcharts, gestes).

En premier lieu, j'aborderai un problème qui me touche de près: l'accès des femmes à la formation et à l'information.

Mon intention n'est pas de disserter sur ce thème mais de faire état de mon expérience et des problèmes rencontrés lorsque le Centre de Turin décida d'accroître la participation des femmes dans l'ensemble de ses cours.

La première question qui se pose est de savoir comment informer les femmes que ces cours pourraient intéresser.

Une collaboration avec d'autres organismes (NU et autres) est nécessaire afin d'identifier les institutions, services et personnes à contacter dans les pays pour diffuser l'information.

Mais ce n'est là que le premier pas.

Les candidatures doivent être présentées par les respectives institutions; or, celles-ci agissent souvent comme un filtre qui bloque la possibilité des femmes d'accéder aux bourses (surtout dans les pays arabes). Ou encore, ces institutions voulant témoigner leur soutien aux initiatives de promotion de la femme, envoient effectivement des femmes mais sans s'assurer qu'elles ont le profil de formation requis, ce qui ne favorise pas l'effet multiplicateur de la formation recherché par Turin.

Le Centre organise depuis quelques années des cours adressés spécialement aux femmes, 2/ selon les indications, en terme de formation, fournies par le "system-wide medium-term plan for women in development for 1990/1993" (International Co-operation and Co-ordination within the UN System; Economic and Social Council, E/1987/52).

En deuxième lieu, je proposerai certains éléments de réflexion qui découlent de l'expérience acquise pendant ces dernières années dans la recherche de MOYENS ADÉQUATS (aux contextes, cibles, objectifs, etc.).

Le hardware

La formation dans les pays en voie de développement (PVD) doit faire face à des problèmes financiers très sérieux, ce qui implique que le facteur "coût" devient souvent "le critère" de sélection des différents moyens audiovisuels (AV).

Si les grandes sociétés, privées et publiques, ont le moyen d'acquérir un équipement coûteux, il n'en va pas de même pour les autres instituts, qu'il faut aider à développer, avec les ressources disponibles, des moyens de communication, formation et/ou divulgation efficaces.

La plupart du temps, la coopération technique dans ce domaine a eu tendance à munir les centres de formation locaux d'équipements sophistiqués (par exemple la télévision) sans considérer ni prendre en charge les problèmes qui par la suite se posent: la carence de personnel local suffisamment qualifié pour l'entretien, les difficultés d'approvisionnement en matériel de consommation et pièces de rechange (surtout dans les zones rurales), la détérioration rapide des équipements due aux facteurs atmosphériques (vent, sable, poussière).

C'est ainsi que, quelques mois à peine après les inaugurations officielles, l'équipement cesse généralement de fontionner, perdant sa fonction initiale d'instrument de travail pour devenir tout simplement le témoignage d'un "cadeau" précieux.

Je suis loin d'être opposée au progrès technologique, mais je voudrais mettre l'accent sur la possibilité de donner une formation, et une formation de bonne qualité, pédagogiquement éfficace--en utilisant des supports visuels (ou audiovisuels) simples, faciles à réaliser sur place avec le matériel disponible sur le marché local à un prix raisonnable sans besoin d'équipements chers et sophistiqués.

Préoccupé par la dichotomie entre des moyens à haute composante technologique--mais peu utilisés--et des moyens traditionnels (tels que les tableaux noirs), le Centre OIT de Turin a dévéloppé toute une série de cours visant tant à produire des documents AV peu coûteux, qu'à adapter des documents déjà existants aux besoins locaux. 3/

La combinaison de moyens différents, quand elle est possible, permet une plus grande efficacité. L'approche méthodologique adoptée pour la réalisation des documents destinés au séminaire sur "women, water supply and sanitation" (une co-production INSTRAW-Centre de Turin) se base sur l'interaction de différents moyens dans un même ensemble modulaire multimedia. 4/

Ce séminaire, destiné à divers pays, nous a permis de constater la persistente hétérogénéité des standards vidéo. Chaque fois qu'un pays commandait une trousse de formation multimedia, il fallait vérifier quel était le standard (et sous-standard) de l'équipement disponible dans ce pays et transcoder l'original. Ce qui nous a amené par la suite à éviter l'utilisation des programmes vidéo dans les trousses de formation multimedia destinées à différents PVD.

Les difficultés techniques rencontrées dans l'application des trousses de formation mul-timedia sur le terrain (standards vidéo; projecteur de diapositives sans synchronisateur ou avec lecteur d'impulsions incompatibles; coupures d'électricité, etc.) incitent à PREVOIR toujours des alternatives.

Par exemple: a) accompagner un programme de diapositives sonorisées (synchronisées) d'un document très détaillé (script), dans lequel chaque image est reproduite fidèlement, avec en regard le texte du commentaire sonore; ce qui permet de changer les diapositives manuellement et, dans certains cas, de distribuer le document aux participants; b) présenter les mêmes illustrations et schémas soit sous forme de transparents pour rétroprojecteur, soit sous forme de flipcharts.

Ces moyens correspondent aussi à un critère important: la souplesse d'utilisation.

Souvent, un même programme de formation s'adresse à une population mixte (dans la réalité le terme "mixte" cache souvent le fait que cette population est formée presque exclusivement d'hommes!) pour être ensuite destiné à un groupe composé seulement de femmes, ce qui nécessite d'adapter ce programme à ces nouveaux destinataires.

Cette possibilité d'adaptation devient alors un élément fondamental de sélection des AV, et c'est pour cette raison que nous avons préféré à des moyens plus "rigides" (film, vidéo) des moyens facilement adaptables à des contextes ou à des besoins différents (ensembles modulaires, diapositives, flipcharts transparents, documents pour tableau de feutre ou tableau magnétique).

La connaissance des traditions culturelles d'un pays offre la possibilité de faire appel à une vaste gamme de moyens de communication traditionnels souvent inexploités dans les projets de formation ou de divulgation. Par exemple, le théâtre et les marionettes en Afrique se sont révélés des instruments importants dans les activités d'animation destinées à promouvoir l'organisation des coopératives; j'ai aussi assisté à un programme de wa-yang indonésien réalisé pour motiver les paysans à s'organiser en groupements précoopératifs.

4

Les critères "classiques" de sélection des média doivent être de nouveau analysés à la lumière de ces expériences, en évitant les tentations technologiques et en considérant attentivement les problèmes particuliers que posent certains thèmes (surtout les thèmes liés à la reproduction, l'education sanitaire et sexuelle). Un exemple qui me paraît très intéressant de support visuel réellement "individualisé" est celui qu'a adopté l'IAC 5/ dans ses activités de sensibilisation pour l'éradication des pratiques traditionnelles de circoncision féminine; l'animatrice distribue aux femmes qui participent à 'a réunion, une série de diapositives et une petite visionneuse. Les femmes pourront regarder ces images chez elles, dans la discrétion de leur maison, sans être gênées par la présence d'autres personnes.

Le Software

Si d'un côté les problèmes techniques sont importants, les problèmes culturels le sont autant, qui influencent profondément le choix de la façon de présenter le contenu d'un message.

Je voudrais faire quelques considérations à partir de deux initiatives de formation différentes: d'une part, les séminaires destinés aux Décideurs "Women, Water Supply and Sanitation", et d'autre part la "campagne pour l'éradication de l'infibulation en Somalie".

La première initiative était destinée à sensibiliser les Décideurs sur une série de situations que l'on retrouve dans presque toutes les régions du monde: le fait que ce sont les femmes qui sont chargées de l'approvisionnement et du transport de l'eau, de faire la vaisselle, de laver la linge, de s'occuper de l'hygiène des enfants et le fait aussi qu'elles ne sont jamais intégrées dans les différentes phases des projets de coopération technique. Ces situations se retrouvent aussi bien en Afrique, en Asie, en Amérique latine, que dans certains cas, dans les pays soi-disant "développés".

Étant donné l'universalité de ces situations, il a fallu délayer de gros efforts lors de la préparation du programme audiovisuel, pour représenter plusieurs populations, zones géographiques, traits somatiques, etc.

La prédominance d'une culture, d'un pays, d'une race donnés n'aurait pas permis de percevoir les situations et les concepts présentés comme ayant un caractère général et non spécifique à tel ou tel pays. En plus, comme c'était un programme de sensibilisation, nous avons fait un effort particulier pour chercher de créer une tension émotive par une combinaison appropriée des images et des musiques.

Quant à la deuxième initiative qui concernait les séminaires de formation préparés pour la "Campagne pour l'éradication de l'infibulation en Somalie", les problèmes étaient différents. Il s'agissait dans ce cas d'une initiative destinée à un seul pays et à des populations bien déterminées:

- les femmes organisées dans la SWDO; 6/
- les chefs réligieux;
- les élèves de l'école secondaire;
- les médecins;
- le personnel paramédical.

Il a donc fallu adapter le contenu de la campagne aux caractéristiques de chaque groupe de destinataires.

La complexité du thème abordé a posé beaucoup de problèmes. On peut facilement imaginer nos réflexions, nos doutes et nos hésitations avant d'aborder le thème des mutilations sexuelles féminines (circoncision, clitoridectomie, escission, infibulation) dans un pays islamique! Un thème qui reste "tabou" même dans nos pays "développés".

5

Le fait que la trousse de formation multimedia était destinée à un seul pays a comporté un long travail de "somalisation" de toute la documentation écrite et surtout visuelle.

Une grande partie du matériel déjà existant sur ce thème 7/ a dû être adapté au contexte somalien; surtout les illustrations, qui ont été modifiées pour refléter les caractéristiques somatiques et culturelles somaliennes.

Nous avons visionné beaucoup de matériel AV sur le thème mais nous n'avons pas trouvé de documents adéquats à présenter aux jeunes; tous les films visionnés étaient choquants, et ne facilitaient pas un débat ouvert et détendu.

En même temps nous avions eu l'occasion de lire une sorte de conte sur la circoncision de deux jeunes filles dans un village de la Somalie. 8/ De là est née l'idée de transformer ce conte dans un programme de diapositives sonorisées, illustré d'images "saines" et favorisant la réflexion. Mais la réalisation de cet audiovisuel a été plus complexe que prévu.

Presque tous les brouillons des illustrations présentées au Comité scientifique somalien ont été repoussés. Des détails qui nous paraissaient négligeables, en fait détournaient l'attention du public somalien du noyau sémantique de l'image et empêchaient de s'identifier aux personnages et aux situations représentées.

Un dessin a été refusé parce que, au deuxième plan, figuraient des tout petits chameaux alors qu'en Somalie il y a seulement des dromadaires.

De même pour un groupe de moutons tout blancs, alors qu'en Somalie ils ont la tête noire.

Un autre commentaire a été: "La femme représentée dans ce dessin n'est pas somalienne; le futa (habillement traditionnel) est noué à gauche!"

Ce n'est qu'après beaucoup de remaniements que nous avons obtenu un produit final dans lequel l'image, le texte et la musique créaient un ensemble capable de capter totalement l'intérêt des spectateurs.

Toujours au niveau de la communication iconique, nous nous sommes aperçus que, bien souvent, la même image recevait des interprétations différentes, comme ça a été le cas de l'image choisie pour la couverture des modules; les yeux d'une petite fille souffrant des conséquences de l'infibulation. Ces yeux, pour nous, étaient la synthèse frappante et éloquente des implications dramatiques de cette pratique. Mais il n'en allait pas de même pour les Somaliens, qui ont voulu ajouter une légende sans laquelle l'image n'avait pour eux aucun sens.

Cette expérience de collaboration entre le comité somalien (Mogadiscio), les experts AIDoS (Rome) et les experts BIT (Turin) nous a permis de nous rendre compte de la valeur relative de certaines hypothèses "scientifiques".

Un certain nombre de données (par exemple sur l'origine de la pratique de l'infibulation), qui avaient été retenues par les expertes italiennes comme ayant un fondement historique ont été repoussées par le comité somalien, qui les considerait offensives pour les femmes. 9/

En tout cas, la participation directe des femmes somaliennes, en tant que sujet principal de cette action de formation (et pas seulement en tant que bénéficiaires), a été fondamentale pour la réussite du projet.

Ce sont elles qui ont adapté le matériel de formation à un nouveau groupe qui n'avait pas été prévu au début: les poétesses. Étant donné que la langue somalienne est écrite depuis une décennie seulement, le comité avait décidé de former un groupe de poétesses qui, à la fin du séminaire de formation, ont présenté comme "examen final" une synthése "poétique" des thèmes abordés.

Ces poèmes, qui combinent texte, musique et gestes, sont rapidement diffusés par les canaux de la tradition orale, bien plus enracinée dans la culture somalienne que les media modernes.

Le Centre de l'OIT à Turin est conscient de la nécessité d'adapter des documents aux besoins et aux caractéristiques locales et à cette fin, donne des cours qui ont pour objectif de fournir aux participants les instruments pédagogiques et techniques nécessaires à cette tâche.

Dans un cours de méthodologie de la formation destiné à un groupe de femmes-formatrices, provenant des Centres syndicales de cinq pays d'Amérique centrale, 10/, les stagiaires après avoir étudié des textes assez complexes, ont adapté le contenu à leur population cible: des femmes syndicalisées, qui ont une grande expérience mais un bas niveau de scolarisation. Le matériel produit prend en considération les difficultés de ces femmes (les destinataires finals) à lire et à se représenter un concept abstrait, et présente la matière de façon simple, avec beaucoup d'exemples et d'images. Le contenu est structuré en simulant une situation réelle, dans laquelle l'animatrice pose des questions, stimule et dirige la discussion, résume la matière et évalue l'apprentissage.

Pour terminer, et je ne veux pas faire des "CONCLUSIONS" sur un thème qui peut difficilement être "CONCLUS", je voudrais tout simplement résumer ce qui me semble être les points clés de ces expériences.

C'est un peu comme inventer le fil à couper le beurre mais, bien souvent, ce sont les choses les plus simples qui sont négligées.

Les principales leçons que nous avons tirées de ces expériences sont:

– Éviter de concevoir des projets qui considèrent les femmes seulement comme des "destinataires". Au contraire, les considérer comme des partenaires et des agents de leur propre développement. Donc, chercher de les concevoir avec elles, en partant de leurs besoins, en leur fournissant un appui (technique, financier, méthodologique, etc.) tout en respectant leur autonomie.

Les fonds que les mandants financiers (privés, gouvernements, institutions, ONG, etc.) mettent de plus en plus à disposition des activités pour la promotion des femmes doivent être utilisés à bon escient et doivent servir à mettre sur pied des programmes conçus avec cette approche.

– Dans le choix des MEDIA retenir les technologies appropriées à chaque contexte, en donnant la priorité aux moyens AV que les femmes peuvent produire elles-mêmes sur place. Prévoir des ateliers de formation sur la production et l'adaptation de matériel didactique et de divulgation destiné à des groupements féminins sur le terrain.

– Dans le choix du software, tenir compte de la valeur relative des codes communicatifs, surtout iconiques. S'assurer que les images choisies transmettent bien le contenu voulu, sans ambiguité.

– Dans le choix des "musiques" et des commentaires sonores (élément souvent relégué à une fonction secondaire), il faut veiller à la fonction communicative de cette musique, à ses implications culturelles, au fait qu'elle peut distraire le public du thème principal.

– Dans le choix des méthodes, expérimenter des formes différentes de communication, qui partent de l'expérience des femmes et la valorisent. Adopter des approches multimedia qui puissent combiner différents codes communicatifs, moyens et méthodes, et qui impliquent non seulement le domaine cognitif, mais aussi les domaines affectif et psychomoteur de l'apprentissage et de la communication.

Notes

1/   Le Centre de Turin est une institution de formation de l'OIT; créé en 1964, il a formé jusqu' à présent 35.000 stagiaires, provenant des pays en voie de développement dans les domaines suivants: formation à la gestion: coopératives; éducation ouvrière; méthodologie de la formation; énergie, etc.

2/   Le programme pour 1989 prévoit une série de cours pour les femmes:
- promotion de la création de petites entreprises;
- développement des coopératives;
- conception de programmes de formation;
- création de coopératives dans les territoires arabes occupés;
- intégration des femmes dans les projets sur l'énergie.

La plupart de ces cours sont financés par le Gouvernement italien.

3/   Ces cours s'adressent à des candidats engagés dans des projets de vulgarisation rurale, d'alphabétisation, d'animation et de divulgation dans le secteur rural ou le secteur urbain non structuré.

4/   Sur ce thème, voir le document "The innovative multi-media modular training methodology" présenté par Mme. Bulajich.

5/   Inter-African Committee.

6/   Organisation démocratique des femmes somaliennes.

7/   En particulier, l'excellent "The Universal Childbirth Picture Book" (Lexington, Mass., 1982), de Mme. Fran Hosken.

8/   Dans la publication "Female circumcision and consciousness raising", London, 1987, Forward.

9/   C'était surtout le cas de certaines hypothèses qui lient l'origine de l'infibulation à la vente des esclaves et qui font de la femme une simple marchandise; ou, encore, de certaines comparaisons, par exemple la castration des hommes (eunuques) et la castration des femmes; ou encore, des hypothèses selon lesquelles les pratiques de mutilation sexuelle (masculines et féminines) étaient, à l'origine, une vengeance des peuples vainqueurs.

10/   Dans le cadre du projet OIT/DANIDA/79/RLA/32.

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United Nations International
Research and Training Institute
for the Advancement of Women

INTERNATIONAL CONSULTATIVE MEETING ON
Communications for Women in development

GLOBAL INTERDEPENDENCE AND CD-ROM
INFORMATION-SHARING CAPABILITIES

By Bettina Corke, President of CD Resources, Inc.

ROME, ITALY   OCTOBER 24-28, 1988

NOTE

The views expressed are those of the authors and do not necessarily reflect the views of the United Nations International Research and Training Institute for the Advancement of Women (INSTRAW) except for the final report and papers presented by INSTRAW staff.

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SUMMARY

Part I of this paper explains what CD-ROM discs are and how they can be used for research. The discs can store up to 550 megabytes each, or more than 200,000 typed pages, and are used to store encyclopedias and entire medical, corporate and legal libraries. Mainly they are bibliographies and abstracts. The technology can provide unlimited access to the materials, without additional costs to the user, and can be used in WID as part of a broader effort to produce data and statistics for convincing planners that proposals on behalf of women can be factually substantiated.

CD Resources has published the first-ever full-text abstract/bibliography and reference source materials, entitled CD-ROM AIDS: INFORMATION and EDUCATION WORLDWIDE. Two other collections, one on Women in Development and the other on Health for All, will be published shortly. All the collections are known as "LIBRARIES-TO-GO".

The Women in Development CD-ROM contains a full-text collection on women's involvement world-wide in the development of urban and rural economies, agriculture, health care, energy and the environment, science and technology, education and employment. It will eventually number 15,000 pages from such sources as the Agency for International Development, WASH, INSTRAW, WHO, UNDP's Prowess Programme and UNICEF.

"Health for All", with a special look at women's health, contais over 300 full-text documents on legislation, health management and planning, primary health care, environmental and occupational health, maternal and child care, immunization and other topics.

Part II of the paper consists of a demonstration of an actual application of CD-ROM: the preparation of guidelines for health care planning on AIDS for an organization's staff travelling overseas. The paper discusses sample questions, procedures and recommendations for conducting a search.

* * *

In a report of the working group-meeting on information and dissemination published in 1977 by the United Nations University, it was stated that "We see groups and individuals scattered all over the globe. They usually know little of what each other is doing outside of their particular country, language and discipline. Their grasp of the range of sources of information is often seriously incomplete....It takes longer and longer for new knowledge to be diffused and applied."

CD-ROM discs are already storing encyclopedias and entire medical, corporate and legal libraries, but they are mainly bibliographies and abstracts. Bibliographies and abstracts on CD-ROMs have a most useful role to play, but I believe that full text CD-ROMs can compliment and enhance that computer leap forward--hence our decision to create CD-ROM full text LIBRARIES-TO-GO reference collections.

The CD-ROM's information-sharing capabilities are not only impressive, they are astounding. Storage capacity of one CD-ROM disc is 550 megabytes, or more than 200,000 typed pages (500 nominal "books").

You may well ask: How will this CD-ROM technology lighten my work-load if I am a journalist, researcher or reference librarian?

It will certainly make your life easier, whereas today, to do your job well, you may have to search through mountains of paper to find your "leads" or your basic information, or you may have to go to this library or that library for your background information--or, as is often the case, you will have to depend on a researcher, and then you must hope that person is not only efficient but also imaginative. Now, with the CD-ROM you can be the librarian, the reference librarian and the researcher all in one, with a minimum of effort on your part.

You may well ask: Can I handle this amount of material without any specialized personal computer training?

Yes. First you will be able to see what the disc contains, and once you have chosen where you want to go, you will be able to bring up the page on the screen, read it and decide whether or not you wish to print it out. It's as simple as that.

The difference between what you do now with your personal computer is that you will not be "keyboarding" the CD-ROM information as you do now with a letter or a manuscript, but merely accessing the material on the disc so that you can then print it out page by page on your desktop printer.

What is the size of a CD-ROM disc? Less than 5 inches in diameter, 2 millimetres thick. Weight of CD-ROM disc: less than 1 ounce. Resiliency and stability of data: practically indestructible with normal handling. The disc is also impervious to humidity, fungus mold and electricity failures. Number of copies obtainable from master CD-ROM: unlimited, and inexpensive to reproduce.

Last, but not least: When your CD-ROM is dusty or dirty you can wash it with soap and water.

Let me sum up: The headline runs....Great news....The CD-ROM "plugs in" to an existing well-tried system, that of the personal computer, but now we have taken this technology a little further by publishing the first-ever full text abstract/bibliography and reference source materials, CD-ROM AIDS: INFORMATION and EDUCATION WORLDWIDE.

By December 1988, we will publish two other collections: one on Women in Development, and one on Health for All (from Infancy to Maturity).

"Women in Development"

"Women in Development" CD-ROM contains a comprehensive core reference full text collection on the involvement of women around the world in the development of urban and rural economies, agriculture, health care, energy and the environment, science and technology, education and employment. Each section will feature an overview of the present situation: mandates, policy trends and indicators; case studies, evaluations or abstracts of programmes in operation; training manuals, procedures and methodology; and resource and bibliographic directories. This LIBRARIES-TO-GO international collection will contain approximately 15,000 pages selected from such sources as the Agency for International Development, WASH, HUB Co-Ventures for Women's Enterprise, Overseas Education Fund, INSTRAW, WHO, UNDP's Prowess Programme, UNICEF, various non-governmental organizations and private voluntary organizations.

"Health for All", with a Special Look at Women's Health

"Health for All", with a special look at women's health (infancy through maturity), contains over 300 full text documents selected from the World Health Organization, Pan American Health Organization, World Federation of Public Health Organizations, Bureau of Hygiene and Tropical Diseases, Centers for Disease Control, WASH and the Agency for International Development, as well as non-governmental organizations and private voluntary organizations.

This LIBRARIES-TO-GO CD-ROM covers such aspects as legislation, health management and planning, primary health care, environmental and occupational health, maternal and child care, immunization, education and training on all levels of health care delivery systems, epidemiology, country/regional case studies, treatment and prevention.

The "Health for All" CD-ROM has special collections on health management and women's health. The two collections contain books, journals, bibliographies, directories, training, reference and directory materials, in exactly the same format as you will see here today, on the CD-ROM AIDS disc.

In practice, after the CD-ROM master is completed, the required number of copies is manufactured and then distributed. No need for great rows of shelving to hold eventual CD-ROM volumes, because by using the CD-ROM, even several million pages will fit into a briefcase. Indeed, if the disc collection is well designed and well chosen, it will enable the user, both in a rural and urban setting, to be fairly self-sufficient.

In the sixteenth century--1543, to be precise--the possibility of moveable texts and moveable type enabled three books to be published--not in Germany, where the printing press was invented, but in Switzerland. One book was on anatomy, one was on Greek mathematics and the third placed the sun in the middle of the heavens. These three books started the Scientific Revolution.

The invention of the printing press helped to establish mass communications, mass education, skilled and vocational training intellectual exchange and dialogue. CD-ROM technology offers scholars, students, scientists and professionals access to sizeable portions of vital information on which modern scientific and technological societies around the world increasingly depend.

The scientist-philosopher Jacob Bronowski speaks about a desire to have "a democracy of the intellect". I would venture to say that the need to share knowledge more effectively is vital. I would be prepared to place information gathering and exchange in the middle of the twentieth-century debate about global interdependence, international and national development.

The value-added aspect of a full text CD-ROM is that it can provide the publisher with the possibility of interdisciplinary national and global exchange, both in terms of the content and in terms of the debate: content, in the way the LIBRARIES-TO-GO collection is compiled or published, and debate in the use of the print-out material and inclusion space in the update of the content.

To sum up: The key to the ultimate professional success of CD-ROM is that it can provide unlimited access, without additional costs to the user. It can be used in the privacy of the home, office, university, school, hospital or medical centre, to give but a few examples. The key to its ultimate commercial success is that it is a magnificent development management tool. All professionals will require it.

Why a Women in Development CD-ROM disc? Women world-wide have been doing their homework. We were told during the UN Decade to produce the data and statistics to convince national and international planners that what we were proposing on behalf of women could be factually substantiated. Now we are in a position to influence and guide the direction of development through the use of these facts. One example of this might be that a national food strategy which claims to have increased national food production as its objective while ignoring women subsistence farmers will be shown to have a careless national planner--that vital piece of information on women subsistence farmers--backed up by statistics on our WID disc. A planner can no longer afford to be unaware of it.

Many times a national planner will say to me, "I didn't have the scientific data about women when I proposed our five-year plan," or "I tried to get the information but it came too late to include it in the proposal," etc., etc. The time for excuses is now over.

Another exciting aspect of our LIBRARIES-TO-GO project is that it will bring together published works with fugitive literature--literature that is quite often scholarly, profound and insightful. It is a new and quite unique mix, and given the wealth of global talent, I believe it is a wonderful contribution to "new" thinking, "new" ways and "new" approaches.

Wallace Stevens, a North American poet, wrote a poem about knowledge as

....the world and fate,
The rights within me and about me,
Joined in a triumphant vigor
like a direction on which I depend
A longer, deeper breath sustains
this eloquence of right, since knowing
and being are one....
the right to know
is equal to the right to be.

I hope at least to have made you a little bit curious about the CD-ROM. For my part, I feel privileged to have been in a position to study my needs in the information-sharing industry, not only as a worker but as an employer and a futurist, and on that basis, to design and produce these LIBRARIES-TO-GO with a firm conviction that involvement could offer me the possibility of moving a little closer to the kind of world of which I wish to be a part. That is a world in which interdependence is fully recognized both nationally and internationally and based on social and economic equity.

And this, after all, is the story of the ALMA ATA Primary Health Care Declaration and the UN Decade for Women.

Way back in the 1960s, Marshall McLuhan noted that "thousands of years ago human beings began to specialize"--the development of writing and printing were major stages of that process. He went on to say that scholars "were able to be nomadic gatherers of

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knowledge, nomadic as never before, and were able to be involved in the total social process as never before". Twenty-five years after <u>Understanding Media</u> was published, "understanding computer technology" has meant for me the ability to bring full text LIBRARIES-TO-GO to a world-wide network already in place, working on behalf of the international community.

Now I would like to move on from the inspirational to the demonstration part of our LIBRARIES-TO-GO CD-ROM presentation and introduce you to one of my colleagues, Terry Gargan. He is a partner of CD RESOURCES, and an engineer and lawyer. He promoted and supported the concept of full text CD-ROM retrieval wholeheartedly. Even when others said, "Yes, it is needed, but it is too difficult to contemplate how to organize, finance, manage and market full text CD-ROM publication," Terry Gargan helped us to do all those things. Incidentally, I should add here that commercial private sources, but not the hardware manufacturers of either the disc or the player, provided the monies necessary to develop the LIBRARIES-TO-GO product.

PART II

By Terry Gargan

I would like you to imagine that you are the staff advisor to the director of your organization and that you have been asked to prepare guidelines for health care planning regarding AIDS for your staff travelling overseas.

You break the task down into specific areas to be studied:

1. Are there blood test requirements for entry into any countries?

2. What are the specific AIDS risks for travellers?

3. What are some of the precautions to be taken?

The traditional approach

You have been fortunate enough to have access to about 900 articles and books assembled in one place, all on the issue of AIDS (how these 900 items, which take up 10 feet of shelving, came to be assembled is outside the scope of this discussion and can only be attributed to the library fairy godmother). But assuming in this fantasy that these books and articles have been assembled, you now have to start going through them.

Traditionally, you would examine the table of contents and then the index, speed-read through the text of those sections which appear relevant, take notes on 3 x 5 cards showing title, page number and brief synopsis of the data--all of which is to be revisited later and synthesized into your report.

After three hours of this, it is clear that it is time to take a coffee break; you have gone through only 17 publications, and there are 883 to go--unless you have been extremely lucky on the first 17, which is very unlikely.

The new approach

In this imaginary room with the 10 feet of books and articles also sits a personal computer (cost about $US 1200), a compact disc player (cost about $US 500) and a CD Resources LIBRARIES-TO-GO in full text.

You start the machine, call up the AIDS disc and ask the machine to thumb through the 900 documents for you. You formulate the search (which takes a little practice, but the programme prompts you in the way crib sheets help students to cheat during exams).

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For blood test requirements for entry into various countries, your search becomes: blood and (test or testing) and (visa! or travel!). After several minutes, you find 59 articles with relevant information. Each article can be reviewed by reading the contents field or the full text of the article. The computer will bring you to the proper place in the article or book by highlighting the words you originally specified.

When you find the relevant information, you then tell the computer to tuck that section away for use later. After you have finished your review, saving what you want in a separate cache, you write your report on the same computer, incorporating into it actual text from the articles you saved.

The same process is repeated for information regarding risks for travellers and precautions and so on.

<u>Discussion</u>

Here we see the power of the computer and the full text compact disc. The ability to read thousands of pages of text in seconds--to discriminate, define and bring to a focal point precise information--that is the power.

The ramifications are of course endless. We are all constantly exposed to 10 times the information we are capable of absorbing. What we need is a way of receiving information on topics of concern that we can someday actually read and absorb; full text CD-ROM is one solution.

The ability to research and prepare a written report incorporating information into it all before anything is put on paper is also one of the more significant benefits of this combined system of computer and compact disc.

Sample Questions to Search on AIDS Information and Education Worldwide CD-ROM

Here are some sample questions to search on the AIDS Information and Education Worldwide CD-ROM. Possible queries and results are noted, and procedures and recommendations for conducting a search are provided at the end of the sample searches. The parts of the search procedure which the researcher must type or select from the F2 Index Windows are shown in boldface type.

<u>Business</u>

Our international staff needs to be aware of current AIDS status. Is a blood test necessary for entry into a specified country? What health care planning should we be doing to meet the needs of our overseas staff?

a) Full Text: BLOOD and (TEST or TESTING) and (VISA! or TRAVEL!); 59 matches.

b) Title: INTERNATIONAL and (TRAVEL or TRAVELLER)

   Contents: INTERNATIONAL TRAVELLERS or HEALTH RISKS FOR TRAVELLERS or HEALTH RISKS FOR TRAVELLERS PRECAU! or TRAVELLER CONCERNED or TRAVELLERS

Search for records matching queries in ANY field. (ANY is the default choice; press Shift-F8 if the word "ALL" appears rather than "ANY". ANY is a Boolean "or" connection; ALL is a Boolean "and"); 9 matches.

Health Care Administration

What occupational safety precautions must nursing/medical staff take? What should we include in the training curriculum, and how best should we present the information? How can we monitor staff's implementation of those precautionary procedures?

a) Full Text: OCCUPATIONAL and SAFETY and NURSING and (TRAINING or EDUCATION); 26 matches.

b) Contents: SAFEGUARDS AGAINST EXPOSURE TO AIDS or SAFETY FOR OC-CUPATIONAL GROUPS or SANITARY SAFEGUARDS; 4 matches.

c) Title: CURRICULUM and NURSING; 3 matches.

d) Contents: "NURSING Education AND PRACTICE!" or TRAINING OCCUPA-TIONAL HEALTH NURSI! or TRAINING OCCUPATIONAL HYGIENE or "TRANSMISSION FROM PATIENTS TO WORK!" or "TRANSMISSION OF HIV TO HEALTH - CA!" or "TRANSMISSION PATIENT TO HEALTH WOR!" or "TRANSMISSION TO HEALTH CARE WORKER"; 12 matches.

Note: When searching terms in the Contents field, do not write queries that require more space than that provided on the screen.
Generally, you will be able to search 7 - 12 terms at any one time in the Contents field.

The search software supplies the quotes around some terms when you select the term from the F2 Index Window. The quotes are necessary so that words such as "and" or "from...to", when they appear within an indexed term, are not treated as search operators.

The Contents field will display only the first 34 characters of a search term. If the end of a search term appears to have been cut off, you may place an exclamation point (!) at the end of the term, which will cause it to be highlighted in the retrieved record. The exclamation point is not required in such a situation, and the search will proceed properly without it.

Social Services

To whom can I refer a person with AIDS for specialized services? What short- or long-term care should our community offer?

Contents: COMMUNITY-BASED AIDS CENTERS or SERVICE! or RESOURCE!

Full Text: CENTER or SERVICE or RESOURCE

Search for records matching queries in ALL fields (ANY is the default choice; press Shift-F8 to select "ALL"); 45 matches.

Note: Searching both Contents and Full Text fields for essentially the same terms provides the following advantage:
Although the query in the Contents field alone is sufficient to retrieve community resources, the query in the Full Text field allows the researcher to move more readily to the location in the document that provides the resource listings.

In the Full Text field, press Ctrl-PgDn to locate each next appearance of the search terms.

The Disease and Treatment

What is the progression of the disease?

Contents: AIDS or AIDS and CAUSES or AIDS CASE DEFINITION or AIDS, AN OVERVIEW or "DISEASE AND CAUSE" or DISEASES AFFECTING AIDS PATIENTS or DISEASES INDICATIVE OF AIDS

Full Text: CAUSE or CASE or DEFINITION or OVERVIEW or (AFFECTING and PATIENTS) or DISEASE or INDICATIVE; 24 matches. What are the early symptoms to watch for if you think you have been exposed to AIDS?

Contents: SYMPTOM!; 17 matches.

Note: An exclamation point (!) is a "wild card"; that is, it will result in a search for other words and phrases which start with the search term in question. In this instance, "SYMPTOM!" searched in the Contents field will retrieve records which contain the following phrases:

SYMPTOM MANAGEMENT
SYMPTOMS
SYMPTOMS OF AIDS
SYMPTOMS OF HIV INFECTION
SYMPTOMS, DIAGNOSIS, CONTAGIOUS?
SYMPTOMS, REDUCING RISK
SYMPTOMS, RISK, NO CURE
SYMPTOMS?

"SYMPTOM!" searched in the Full Text field will retrieve records which contain the following words:

SYMPTOM
SYMPTOMALOGY
SYMPTOMATIC
SYMPTOMATICALLY
SYMPTOMATOLOGY
SYMPTOMFREE
SYMPTOMLESS
SYMPTOMOLOGY
SYMPTOMS

What should you do if you think you may have been exposed to AIDS?

Contents: AIDS, WHAT IF YOU ARE EXPOSED

Full Text: EXPOS!; 3 matches.

What is "safe sex"?

a)   Full Text: SAFE and SEX (note: this is a search with a Boolean "AND" connector); 151 matches.

b)   Full Text: SAFE /p SEX (note: this is a proximity search; "safe" and "sex" must appear together in the same paragraph); 84 matches.

c)   Full Text: SAFE SEX (note: this is an adjacency search); 67 matches.

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d)   Contents: SAFE SEX!

e)   Full Text: SAFE and SEX (note: this is a search with a Boolean "AND" connector). Search for records matching queries in ALL fields; 4 matches.

Note: Proximity and adjacency searches in the Full Text field take a longer time to search, but may add some precision to the search which cannot be achieved in some other way.

The "d" search of the Contents and Full Text fields takes little time to complete. The resulting matches are particularly relevant to the question.

What kind of care is appropriate at each stage?

Contents: CARE FOR AIDS PATIENTS or CARE OF PATIENTS WITH AIDS or CARE OF THE AIDS PATIENT or CARING FOR A PERSON WITH AIDS or CARING FOR THE AIDS PATIENT AT HOME; 5 matches.

Contact Tracing

Should our state require contact tracing? What is the policy of other states and the Federal Government with regard to contact tracing? What are the civil rights of persons with AIDS with regard to contact tracing? How can we institute and manage a successful contact tracing programme?

Contents: CONTACT TRACING or PARTNER NOTIFICATION

Full Text: (CONTACT and TRACING) or (PARTNER and NOTIFICATION)

Search for records matching queries in ALL fields; 3 matches.

The Work Place

How do employee benefit packages, especially group health and life insurance programmes, respond to the needs of a person with AIDS?

Title: EMPLOY! or INSURANCE

Contents: EMPLOY! or INSURANCE or GROUP INSURANCE

Full Text: EMPLOY! and INSURANCE

Search for records matching queries in ALL fields; 2 matches.

Public School Education

How should a teacher respond to a pre-adolescent student who has AIDS? Are there any special precautions which must be taken in the classroom? How can AIDS and safe sex be taught to young students?

Title: TEACHER or EDUCATION! or SCHOOL

Contents: TEACHING ABOUT AIDS or EDUCATION! or CLASSMATES OF CHILDREN WITH AIDS or SCHOOL! or AIDS IN THE SCHOOL SETTING or AIDS EDUCATION

Full Text: TEACH! or EDUCATION! or SCHOOL or CLASS!

Search for records matching queries in ALL fields; 15 matches.

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INSTRAW 🌐 ⚲

INTERNATIONAL CONSULTATIVE MEETING ON
Communications for Women in development

THE INNOVATIVE MULTI-MEDIA MODULAR TRAINING METHODOLOGY

By Borjana Bulajich-Maksimovich, Social Affairs Officer, INSTRAW

ROME, ITALY   OCTOBER 24-28, 1988

NOTE

The views expressed are those of the authors and do not
necessarily reflect the views of the United Nations
International Research and Training Institute for the
Advancement of Women (INSTRAW) except for the final report and
papers presented by INSTRAW staff.

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SUMMARY

In considering the access women have to existing media in developing countries, there are important differences between urban and rural women. In terms of the print media, differing literacy rates between men and women take on special importance. On every continent, the majority of the illiterates are women. So despite an overall growth in world communications facilities in recent years, a large percentage of the world's population, and women in particular, are not reached by the mass media at all. Those who are often find themselves presented with an output which does little to reflect, explain or comment on life as they experience it.

Any discussion of "women and communications" therefore demands an analysis of complex and intertwined relations within the social structure. A view of the media as potentially powerful agents of socialization and social change lies at the heart of discussions of the relationships of media to women's issues. The fundamental problem is structural reform to reflect changes in women's role and status. Major questions are whether and which mechanisms can be developed to minimize ways in which the media lag behind broader social change, and which media are most applicable for the adequate education and training of women in developing countries.

A related question is how to create relevant training materials to serve women's needs, and how to respond to the ever-growing needs of trainers, teachers, facilitators and extension workers; in other words, how to create comprehensive, useful and most of all relevant training messages nad materials. To answer this need, INSTRAW--in collaboration with the ILO/Turin Centre, has developed the multi-media modular training methodology as an alternative to supplement educational radio and television. Its training packages use instructional material in combination with sound-slide packages and transparencies. They represent one of the first attempts to combine instructional and audio-visual materials for training in a modular manner.

What type of training do women need? Training must be modified and redesigned to meet constantly changing demands; it must be well-planned and linked to overall development needs and to ever-changing research and evaluation findings. Educational programmes and training activities must be based on the national experience and derived from the local environment in order to address the needs of women in any society. Training activities must also be linked to mainstream development in order to maintain an action-oriented perspective. In short, training methodologies must be constantly modified and evaluated.

How, then, can INSTRAW's methodology be used for development purposes, and specifically for training women? This paper describes how the two existing packages--on Women, Water Supply and Sanitation and Women and New and Renewable Sources of Energy --are designed to suit national needs which have to be adopted and modified by local professional staff for the community level. In a modular programme, the content is not considered as a continuous series of linear units, but as a series of entities, called "teaching modules", each of which forms a whole, and which is conceived in such a way as to enable their inclusion in different training programmes. Each module is a self-contained training/learning unit, containing a course which can be used in full for initial training courses in methodology or suited to the needs of the trainees. All the modules contain training situations that enable the user to acquire the knowledge and skills which make up the teaching objectives in as short a time as possible. The packages are not uniform but can be adapted to the specific circumstances of each local community or target group--a clear advantage over ready-made radio or TV programmes.

Advantages of the modular system include their flexibility and adaptability to any training audience or situation, efficiency, openness, economy, appropriateness for life-long educa-

tion and progressiveness of establishment. Table 1 of the paper presents comparisons between conventional and multi-media approaches to training.

The sound-slide package was chosen over other media because it can be incorporated into a teaching system or used as extraneous enrichment material. It may be used in group instruction or adapted for independent study. It is especially versatile as a learning/teaching tool in that more than one narration can be prepared for a given set of visuals. It is also less costly and less demanding of managerial and technical skills; students do not have to be literate, and where there is no electricity, battery-operated projectors can be used. Unlike radio or TV, the package can be repeated as often as necessary, requires no scheduled hours and can be continuously modified. However, more research, field-testing and evaluation are necessary to provide a more precise framework for the uses of the sound-slide package. INSTRAW hopes that the Meeting can consider guidelines on how to incorporate modular methodology for women involved in different areas of communication, and in that regard the Institute could provide advisory services on how to use and develop the methodology for training trainers at the national level.

* * *

INTRODUCTION

What are communications and development? Two multidimensional processes that operate within unique social, psychological, economic, political and cultural milieus of different societies. Both processes are in a dynamic relationship within and outside any society, whether developed or developing. They can and do contribute towards the continuous examination and establishment of new approaches to the different factors in society, communications technology and development policies.

In recent decades, structural and theoretical paradigms of the definition and roles of communication have been changed and redefined in accordance with a new approach to development. That approach realized that any communications strategy must take into account each country's different infrastructures, which have a tremendous influence on the outcome of national development policies and programmes. It was also realized that the role of mass communications in facilitating development was often indirect and merely contributory, rather than direct and powerful.

"Communications" is one of the prerequisites of human existence and one of the main vehicles for education, training, information and motivation. The potential effectiveness and might of the media is immense; they offer great prospects for positive societal change through education and training as long as communications strategies are an integral part of a society's overall development planning.

The issues and redefinition of communications and development have been raised, the role of communications technologies in developing countries has been re-evaluated and the process of development is now understood as a multi-dimensional and long-term process. However, only a few of these analyses paid attention to the role of women in development and why women have been neglected in formal and non-formal types of education that use different communication media.

What is the relationship of women to communications? That relationship varies significantly with existing differences between and within the media in various parts of the world. The basic premise that the media are potentially powerful agents of socialization and of social change, presenting models, conferring status, suggesting appropriate behaviours and encouraging stereotypes, underlies almost all past and current analyses of the women-media relationship.

It is important to consider the access women have to the existing media in developing countries. Clearly, as far as television is concerned, only the elite urban strata are covered in many developing countries, and even then, differential access is likely between women and men. There are reports from many countries of groups listening to educational radio programmes while at work in the fields or marketplace. However, differences between urban and rural women remain important.

Studies carried out in India found that 80 per cent of rural women claimed never to have heard radio broadcasts, compared with 30 per cent of urban women. 1/

When it comes to the print media, differing literacy rates between men and women take on special importance. On every continent, the majority of the illiterates are women.

> In Africa, Asia and the Middle East, there is a difference of at least twenty points between male and female literacy rates, and in all three regions the difference has grown since 1960. 2/

So despite an overall growth in world communications facilities in recent years, a large percentage of the world's population, and women in particular, are not reached by the mass

media at all. Those who are often find themselves presented with an output which does little to reflect, explain or comment on life as they experience it.

Taking into account the considerable differences between media distribution and forms, and between the access of various strata of women to existing media, it is obvious that to discuss "women and communications" demands an analysis of complex and intertwined relations within the social structure. As stressed in the Nairobi Forward-looking Strategies:

> Women should be an integral part of decision-making concerning the choice and development of alternative forms of communication and should have an equal say in the determination of the content of all public information efforts. Women's own cultural projects aimed at changing the traditional images of women and men should be promoted and women should have equal access to financial support. In the field of communication, there is ample scope for international co-operation regarding information related to the sharing of experience by women and to projecting activities concerning the role of women in development. 3/

A view of the media as potentially powerful agents of socialization and social change lies at the heart of discussions of the relationships of media to women's issues. The fundamental problem is structural reform to reflect changes in women's role and status. At the same time, a fundamental question is whether and which mechanisms can be developed to minimize ways in which the media have been observed to lag behind change in the broader social system and which communications media are most applicable for the adequate education and training of women in developing countries.

In keeping with an expanded concept of education and the variety of activities now subsumed under such a concept, the roles and expectations surrounding the uses of communications media have broadened considerably in recent years. It is no longer accurate to limit a discussion of such media to the realm of ancillary aids to the learning process. The trend towards systematic educational planning, planning which involving a wide variety of resources and clientele, prevails in most countries as well as in the numerous international organizations working to spread educational innovations of all kinds. This trend also implies a purposeful and integrated approach to the use of communications media in the mainstream of national development planning.

There is a general lack of adequate training materials for development purposes. In the case of women's advancement, such materials are extremely rare. The question is how to create relevant training materials that will serve women's needs, and how to respond to the ever-growing needs of trainers, teachers, facilitators and extension workers. The main problem is how to create comprehensible, useful and most of all relevant software (training messages and materials).

An important concept in this direction is the "multi-media training packages" that use the modular approach. They have been developed as an alternative training methodology to supplement educational radio and television. Multi-media training packages use instructional material in combination with sound-slide packages and transparencies for training needs. They represent one of the first attempts to combine instructional and audio-visual materials for training in a modular manner.

I. WHAT TYPE OF TRAINING DO WOMEN NEED?

Training has always been linked to education as part of the educational process that complements theoretical learning, or as an educational tool for transmitting knowledge and know-how in a particular area. Training is a dynamic and adaptable tool of intervention; its methods, techniques and content can be changed to fit the needs of the trainees, programmes and objectives. It also has the advantage of being applicable to many levels of knowledge.

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Training is a technique for incorporating women into the development process. It can always be modified and redesigned to meet new demands. Therefore, it must be well-planned, linked to overall development needs and to ever-changing research and evaluation findings.

It is imperative that educational programmes and training activities be based on the national experience and derived from the local environment in order to address the needs of women in any society. It is also important to link training activities to mainstream development in order to maintain an action-oriented perspective that responds to the overall development plan. The objectives should be formulated taking into account women's needs and aspirations as part of the goals of development planning.

But in order to keep up with training trends, it is necessary to create, use and continuously modify training methodologies through communications media that correspond to the needs of countries at all levels. It is equally important to evaluate ongoing projects and programmes, particularly the use of different media which contribute to the education and/or training of women.

The potential of innovative training methodologies is enormous; the range of possible applications of communications technology is equally striking. If all of this is technically possible, how shall we use it for development purposes, and specifically for the training of women?

II. INSTRAW'S TRAINING APPROACH

The primary objective of INSTRAW's research, training and information and communication programmes is to ensure that sustained attention is given to the integration of women in development activities at all levels, giving priority to training in view of the pressing needs for skills in development.

In accordance with the decisions of its policy-making bodies --namely, the United Nations General Assembly, Economic and Social Council and INSTRAW's Board of Trustees--the creation of opportunities for equal participation of women with men in all aspects of economic and social development is one of the top priorities of the Institute.

The formulation of INSTRAW's training strategies is the result of an assessment and synthesis of training needs undertaken during the United Nations Decade for Women by several UN bodies and agencies. Taking into account INSTRAW's mandate to focus on women in developing countries, efforts were made to apply innovative training strategies to link the development process with the status of women in society through the Institute's programme activities.

The guiding principle of INSTRAW's training activities is to be an integral part of changes taking place in mainstream development which fully value women's actual and potential economic contribution. INSTRAW remains firmly committed to innovative approaches to training, recognizing the urgent need for a shift from didactic instructions to more participatory methodologies as essential ingredients.

Training for the advancement of women offers a challenge to break new grounds and to look at the design of training programmes in a manner which would make them attractive to participants. In this connection, local trainers must be retrained in the use of different approaches and methodologies. Participatory training in the broadest sense teaches the trainees to avoid the trap of immobility and to be dynamic. This means that women learn how to perceive their future development within the context of national development and adapt to change accordingly.

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The question is how to create relevant training materials in a way to serve the needs of women or of development officials who frequently exclude women from development processes and sectors. Such materials should respond to the ever-growing needs of trainers, teachers, facilitators and extension workers.

The multi-media modular training package is one response to this need. Modular packages are not easy to develop; the technique is complex and sophisticated, requiring long preparation and field testing. Nonetheless, INSTRAW has been developing self-sustained multi-media training packages targeted to women's organizations and development officials. Their aim is to provide facts on women's participation in development, including practical knowledge gained from real-life situations.

INSTRAW, in collaboration with the ILO/Turin Training Centre, prepared two multi-media training packages, one on <u>Women, Water Supply and Sanitation</u> in June 1986 and the other on <u>Women, New and Renewable Sources of Energy</u> in April 1988. In addition to these economic sectors, INSTRAW is also preparing Women in Development training packages intended for UN staff, trainers, development officials, academic institutions and women's organizations.

III. MULTI-MEDIA MODULAR TRAINING PACKAGES

The ILO-Turin and INSTRAW training methodology for developing countries consists of multi-media training packages that use the modular approach and are supplemented by sound-slide packages as a primary audio-visual medium. These packages have been field-tested in developing countries and are designed to suit national needs which have to be adopted and modified by local professional staff for the community level. Instead of a conventional training text, modules have been created which comprise oral and visual media, with defined objectives and extensive group tasks. The need to develop an innovative training methodology has grown, since previous methods did not satisfy the needs of populations in developing countries, particularly women. The modular programme enables training <u>in situ</u> and provides practical "how-to" materials.

A. What Is a Modular System?

In a modular programme, the content is not considered as a continuous series of linear units peculiar to a particular training course, but as a series of entities each of which forms a whole, and which is conceived in such a way as to enable their inclusion in different training programmes and to adapt them to the individual or special needs of the learners. These entities are called "teaching modules".

A teaching module is:

> a whole in itself, but can be integrated into a teaching unit; it must therefore have very precise prerequisites (entry-test) and objectives;
> designed to be easily inserted into different training programmes; the pre-requisites are minimal and include options and possibilities for readjustment;
> adapted for individual needs; it therefore starts with a diagnosis based on the prerequisites (entry-test) and on objectives (pre-test); it offers the students train-ing elements chosen as a result of their starting knowledge or level, their needs or demand;
> a remedial exercise to make it possible to adapt the level of training. 4/

Each module is a self-contained training/learning unit, but some knowledge of previous modules or particular prerequisites may be required. The modular course is designed in such a way that it can either be used in full for initial training courses in methodology or, as in the case of advanced training programmes, suited to the needs of the trainees selected, while

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complementary modules can be taken from different modular courses. All the modules contain training situations that enable the user to acquire the knowledge and skills which make up the teaching objectives in as short a time as possible.

The module contains a course covering the subject area. Clear instructions are given with each session as to exactly what material is required, so that local instructors can co-ordinate their lectures with the accompanying sound-slide packages.

The module is produced to stand on its own without any further supply from external sources. Each module comprises a topic given in audio-visual or printed form to facilitate both teaching and learning, together with an "Instructor's Guide" for the trainer/lecturer. Setting out from specific objectives, the guide describes the activities of both the instructor and the learners.

For each training session, a different module has to be prepared in accordance with the subject matter and audio-visual materials. In order to carry out modular training, the programme must have a clearly defined function and objectives. That is, the objectives must be defined in terms of the observable behaviour results the trainees are expected to acquire by the end of the modular unit.

The packages are not uniform but can be adapted to the specific circumstances of each local community or target group. In other words, it is possible to adjust the modules to different training tasks, which is not the case with ready-made radio or TV programmes.

B. What are the Advantages of a Modular System?

As each modular unit is self-contained, it allows great flexibility and adaptability to any training audience or situation. Relevant sections of these training packages can also be used as agenda items of briefing seminars for programme officers and consultants or in management development seminars and training programmes for community-level workers in various sectors. The packages can be shown at any time or place and repeated as many times as necessary. The training packages do not depend on any particular broadcasting time or spot, as educational radio or TV programmes do. Other advantages of the modular system are:

Efficiency

The modular approach is based on teaching complete mastery and, through the many checks and adjustment activities included, makes it possible to detect and remedy any deficiencies both at the beginning and in the course of training or at the end. In particular, checking the prerequisites makes it possible to avoid many failures.

Flexibility

Carefully-planned linking points make it possible to use a module within different training schemes;

Furthermore, if prerequisites are minimized or if enough remedial exercises are provided, the module's field of application is considerably broadened. In addition, through their entry system and adjustment activities, modules enable training to be adapted to the needs of different students.

Openness

The modular approach imposes no constraints on the method, place or style of teaching. It only states that education and training aims at tangible results. Modular teaching makes it possible for education and training to be available to all, without consideration of diplomas or entrance examinations.

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Economy

Because of their preciseness, modular courses can form the basis of a contract between a contracting organization and its supplier. In particular, professional training on a modular basis is easier to negotiate and offers the recipient more guarantees because responsibility can easily be defined.

Appropriateness for Life-long Education

Because of its flexibility and openness modular teaching is particularly suitable for life-long education. It makes it possible to break down barriers between different education systems and to free oneself from the constraints imposed by education organized in terms of years or forms.

Progressiveness of Establishment

Modular teaching, although it requires a basic reform, can (and should) be set up progressively as more and more means become available for applying it. 5/

C. Multi-media Approach

In recent years, scholars and instructors have been pointing out the advantages of the multi-media approach over the conventional approach. Besides ordinary lectures or written materials, other audio-visual media are gaining importance in classrooms and training courses in developed and developing countries. What are the differences between these two approaches? Table 1 presents comparisons between conventional and multi-media uses.

TABLE 1*

Comparison of Media for Conventional Use with Multi-media Uses

CONVENTIONAL USE	MULTI-MEDIA USE
1. Treats a topic	1. Each medium treats a concept within a topic
2. Serves general purposes or broad objectives	2. Serves narrow, specific objectives leading to learning competencies
3. Most often for group presentation	3. May be for group use, but increasingly for individual student use
4. Relatively long in length (10-20 minutes, 40-60 frames, and so on)	4. Each medium of short length in keeping with concept treatment
5. Almost entirely expository with students passively receiving information	5. Active student participation through co-ordinated paperwork (completing exercises, self-check of learning and so on) or other activities
6. Each medium used separately	6. Integration of media in structured sequence
7. All students view and hear same materials	7. Variety of materials available so students have choice for selected study
8. Materials usually at instructor's presentation pace	8. Students work with materials at own pace and convenience

1. Sound-Slide Package

The primary audio-visual medium used by INSTRAW and the ILO/Turin Centre is sound-slide packages. Why was this medium chosen over other media?

The sound-slide package may be incorporated into a teaching system or used as extraneous enrichment material. Such packages may be used to teach facts, attitudes or skills to large groups, small groups or individuals.

> Sound-slide programmes can be developed locally by teachers or students. In terms of emotional impact and instructional effectiveness, they may rival film or television productions, yet they can be produced for a fraction of the cost and effort. Indeed, sound-slide packages are frequently produced as prototypes of more elaborate film or video projects, since they allow the presentation to be tried out and revised in its formative stages. 6/

They may be used to excellent effect in group instruction and can be adapted for independent study in the classroom and the media or learning centre. This comparatively simple multi-media system is especially versatile as a learning/teaching tool in that more than one narration can be prepared for a given set of visuals.

> While slide/tape is widely used in training applications, it is not quite as ubiquitous as print or transparencies. Slide/tape programmes represent an unusual training technology in that they are equally suitable for both group presentations and self-study use. A considerable amount of progress has been made in slide/tape equipment in the past years. Development of slide/tape materials is relatively inexpensive and quick. Furthermore, commercial development services and expertise for slide/tape is widely available....
>
> In self-study applications, slide/tape is able to provide the visual and audio information or an instructional presentation. Thus, it can effectively replace the content of a classroom lecture or laboratory demonstration. Slide/tape can also replace print-based instruction, although normally slide/tape programmes incorporate print materials. The design of slide/tape programmes where slides are used to emphasize, summarize, and organize the information provided via audio can combine the advantages of the two presentation modes in an effective manner. Using the rule of thumb that a person is able to remember about 20 percent of what is heard and 50 percent of what is seen, slide/tape should result in the retention of approximately 70 percent of information presented to a motivated student. Of course, this assumes that the visual and audio components are perfectly complementary and do not interfere with each other. 7/

It is also less costly and less demanding of managerial and technical skills and could be used in a series to illustrate a concept. One of the most important factors is that students do not have to be literate. In addition, electricity is a major problem in most villages, for which battery-operated projectors are one solution. Although the radio can also be run on batteries, the sound-slide package can be repeated and presented in different locations and at different hours as many times as necessary.

For example, in his research Coldevin found that "Village-based media presentations were effective in raising information-levels...with the highest score occurring for the combined audio-cassette/slide-tape presentation". 8/

From the above-mentioned scarce research, it appears that sound-slide packages can be effective for the developing world. They do not require literacy, can be repeated as often

as necessary, require no scheduled hours and can be continuously modified and adapted to the needs of a country. They can rely on "home-made" photographs and are not an expensive medium for projection. They are also a form of audio-visual media, which is important for trainers since some people react more strongly to visual presentations than to audial ones. These are some of the reasons which make sound-slide packages more effective educational and training tools than educational radio and TV. It is essential to have visual products which can motivate trainees, both illiterate and literate, and enable wider use in remote rural areas with scarce technical equipment. It is important to affect how people <u>act</u> and not just what they think or know.

However, more research, field-testing and evaluation are necessary to provide a more precise framework for the use and roles of the sound-slide package.

CONCLUSIONS

What can we conclude? Multi-media modular training packages certainly provide an alternative to educational radio and TV. They have more advantages and flexibility than other educational or training programmes used in developing countries. As a number of essential factors have been taken into consideration while designing and producing these packages, their relatively greater effectiveness is guaranteed. Since they represent a pioneering work, especially when applied to women in development, the challenge is still to come, and extensive research on their effectiveness will be crucial in future years. The packages are certainly not an end in themselves, but rather training media which have to be continuously modified and readapted to meet the needs of local people in different parts of the world. As they offer less dependence on substantive inputs and equipment than any other educational media, these modules can be a turning point for all scholars involved in communications development, education technology and women's issues, and above all for trainers in developing countries.

As the modular programme is adjustable to various target audiences and different training needs, it offers a possible solution to serving the needs of women and/or of decision makers, understanding how women relate to the development process and sectors, and responding to the steadily increasing needs of trainers, teachers, facilitators and extension workers. There are, to my knowledge, only a few examples of awareness building and attitude change among executive-level managers and administrators. Not only policy makers, but the public at large has not yet sufficiently realized that survival depends on investment in human resources, particularly in training women.

The multi-media packages are intended for parallel activity, meaning training decision makers, development planners, trainers and women simultaneously. National trainers can use these materials to train local population, thereby achieving the "bottom-up" approach. Going one step further, these packages enable greater autonomy from instructional and audio-visual material than any other educational media. As reproduction costs are low and most of the material can be "home-made", the modular methodology will enable trainers to adjust modules fully to existing local needs. The modular methodology, use of the multi-media approach, use of sound-slide packages, flexibility in time and space use, inexpensive technology and self-reliance make the training packages more powerful than educational radio or TV or conventional teaching.

As INSTRAW's programme diversifies, its future direction will focus on harnessing the potential of technological mass media for women in development purposes. These innovative multi-media packages represent the challenge of breaking away from the narrow, disciplinary approach to education/training which can so easily ignore the political, social and cultural complexities of development problems. The training solution proposed uses sensitization and consciousness-raising within the economic and social structure, coupled with image-building, leadership, management and organizational skills training for women, to change the balance between the groups and bring about a more equitable deployment of human resources. If all of this is technically feasible, how shall we use it for development purposes to bridge the gap between those who are skilled and those who are not skilled, between men and women?

Women and communications is an area in which the multi-media modular training methodology can be incorporated, as it is highly flexible. As INSTRAW's research and training seminars have shown, there is a great need for innovative training methodologies which should be linked to the development process at all levels of society, particularly women. The present Consultative Meeting could make a contribution by considering guidelines on how to use the modular methodology for women involved in different areas of communication. INSTRAW could provide advisory services on how to use and develop the methodology for training trainers at the national level.

Notes

1/   M. Gallagher, <u>Unequal Opportunities - The Case of Women and the   Media,</u> UNESCO Press, 1981, p. 23.

2/   Gallagher, p. 23.

3/   United Nations, <u>The Nairobi Forward-looking Strategies for the Advancement of Women,</u> July 1985, p. 50.

4/   International Labour Organisation (ILO)/Turin Centre, <u>Modular Programme for the Training of Trainers - Training Methodology,</u> Module MF1/CMV/AV/IVA/REV.0/, May 1983, p. 8.

5/   ILO/Turin, p. 13.

6/   R. Heinch, M. Molenda and D.J. Russell. <u>Instructional Media and The New Technologies of Instruction,</u> John Wiley and Sons, Inc., 1982, p. 165.

7/   G. Kearsley. <u>Training and Technology - A Handbook for HRD Professionals,</u> Course Ware, Inc. Addison-Wesley Publishing Company, 1984, p. 21.

8/   O.G. Coldevin, "Evaluation in Rural Development Communications. A Case Study from West Africa", in <u>Media in Education and Development,</u> p. 117.

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INTERNATIONAL CONSULTATIVE MEETING ON
Communications for Women in development

PARTNERSHIP AT THE LOCAL, NATIONAL AND INTERNATIONAL
LEVELS IN USING COMMUNICATIONS TECHNOLOGY FOR WOMEN

By Pushpa Nand Schwartz, The World Bank

ROME, ITALY   OCTOBER 24-28, 1988

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The views expressed are those of the authors and do not necessarily reflect the views of the United Nations International Research and Training Institute for the Advancement of Women (INSTRAW) except for the final report and papers presented by INSTRAW staff.

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SUMMARY

This paper discusses the need to define the priority areas of action at the local, national and international levels in order to work together to use communications technologies for women in development. At the national and local levels, development objectives must be defined or reassessed. Government entities must be alert to past mistakes and to the pitfalls of not taking full account of available resources as well as constraints. Each nation or community needs a plan into which modern science and technology--including communications technologies--fits. In developing countries, existing science and technology ministries or units need to be strengthened, and the implications of new technology on women should be examined.

While new communications technology has been a great aid to development--in such areas as data-gathering and manipulation, planning and projections and remote-sensing--it also requires preparation to ensure an adequate supply of hardware, spare parts, software and training. In addition, science curricula need to be more relevant to local conditions and to be popularized, which is where the mass media come in.

International development agencies must also be alert to opportunities and obstacles in applying communications technology to women. The World Bank, for instance, is financing education projects at all levels in its member countries, and encouraging participation by the local community and NGOs to reduce the burden on Government education budgets. Non-formal education, rural development, training-and-visit agricultural extension,

access to credit and promoting income-generating activities are a few of the areas in which the Bank is making loans and emphasizing the full integration of women.

Implementation of projects concerned with population, health and nutrition and safe motherhood depends largely on communications technology, but also on training more women. The results and experiences of projects need to be reported on more and shared. This is where development agencies can make greater efforts, through evaluation reports, publications, workshops, seminars and conferences. Additional support is also needed for training journalists in development issues and providing them with more information and access to officials and on-site visits of development projects.

* * *

We have an important agenda before us. As Ms. Dunja Pastizzi-Ferencic, Director of INSTRAW, stated so well in her paper, we need to work together "to identify the possibilities and potentials of using communications technologies for women in development, taking into account what is available, what is feasible, what has worked, what could work". Furthermore, we need to define the priority areas of action to achieve this agenda. I believe this has to be done at the local, national and international levels--all three levels.

First, at the national and local levels, we need to define or reassess development objectives and examine how we get there. Most people would agree that developing countries should aim for growth that is equitable and sustainable. How to achieve the direction and the national objectives will need to be determined in consultation with, and in response to the needs of, the population.

Each governmental entity--national, state and local--should be alert to the mistakes others have made and the pitfalls of not taking full account of available resources as well as constraints. Development history is littered with examples of failures due to wrong choice of technology, inadequate preparation and lack of consultation with beneficiaries, resulting in projects that are either incomplete or that disintegrate when external aid is phased out.

A nation or a community needs to start by having a plan into which modern science and technology--including communications technology--fits. Some nations have science and technology ministries or units that study the implications, costs and benefits of importing technology and adopting and adapting it to local needs and culture. These science and technology units in developing countries need to be strengthened, and they need also to examine the implications of new technology on women.

New technology in communications has proved to be a great aid to development. A few examples are in data gathering and manipulation, planning and projections, remote-sensing--used for resource mapping, pest control, distance learning--both formal and informal, teacher training and mass media to reach rural, dispersed populations for programmes in agricultural production, health, nutrition, etc. But new technology and its application require preparation to ensure an adequate supply of hardware (TV and radio sets, computers and electric or other sources of energy to run them) and spare parts, as well as software and training. Distance learning has often not lived up to expectations because of inadequate or inappropriate training, insufficient course materials, breakdown of equipment or weak administrative structures. Furthermore, to be successful, cultures need to become more science-based. Educators in developing countries are looking at local materials to use in experiments and to make science curricula more relevant to local conditions and needs. But much more remains to be done in this area. Science needs to be popularized, which is where the mass media come in.

Even more needs to be done to study the implications of science and technology for women. INSTRAW and the Friedrich Ebert Stiftung are to be commended for calling attention to the needs of women in communications technology; women should be included among its beneficiaries. One study I read about computers and programming in the U.S. notes that parents' "economic and personal support for programming is less positive for girls than boys, as suggested by sex differences in enrolments in expensive computer camps and sex differences in computer ownership. Teachers unconsciously discriminate against girls in programming classes, providing boys with greater opportunities for computer use than they provide female classmates". 1/ Clearly, more research is needed into why this is so and how this discrimination can be eliminated.

International development agencies also need to be alert to opportunities and obstacles in applying communications technology to women. The World Bank, the largest multilateral development agency, is financing education projects at all levels of education in its member countries, though a great deal of emphasis is being placed on primary education and non-formal literary programmes. The Bank is encouraging participation by the local com-

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munity as well as by non-governmental organizations to reduce the burden on already strained Government education budgets and to promote innovative pilot projects.

Non-formal education, rural development, training-and-visit agricultural extension, access to credit and promoting income-generating activities are a few of the areas in which the World Bank is lending and, much more than before, emphasizing the full integration of women, as participants and beneficiaries.

In population, health and nutrition, and of course in safe motherhood, women are the end and the means, the objects and subjects of development projects and policies. The implementation of these projects depends largely on communications technology, but also on training more women. For example, traditional birth attendants (TBAs) and community health workers can be trained, using new communications technologies, to recognize early warning signs of complications in pregnancy or delivery. Health authorities know they cannot deliver services adequately without relying on community resources, which they now seek to improve through better training and education of local and community workers. The same applies in the field of education and many other sectors.

The President of the World Bank, Mr. Barber Conable, has repeated his strong commitment to focusing more of the Bank's lending on women. We are moving in this direction, and safe motherhood is one area of major thrust, but there are other projects as well, in agriculture, energy, private enterprise and education, to name a few.

The results and experiences of these projects need to be reported on more and the experiences shared. This is where development agencies can make greater efforts, through evaluation reports, publications, workshops, seminars and conferences. And this conference is itself proving once again that we can learn through each others' experiences, both among development agencies and from national or country efforts and programmes.

One final word about the news media. They can and have been, and indeed must be, an ally in the development effort. Once-taboo subjects, such as rape, cruelty and abuse of women and children, female circumcision and dowry deaths have come to be recognized for the evils that they are and a blot on societies which take no action to rid themselves of these heinous practices. It is thanks to the news media and rapid communications--via satellite, telex, fax, TV and radio, among others--that we can all share information on the terrible disabilities, and sometimes the successes or achievements of women. The news media are an ally that has to be mobilized fully to assist in consciousness-raising, in developing and articulating development goals and in making leaders at national, state and local levels more accountable for and responsive to people's needs, including those of women.

We should call for greater support for training of journalists in development issues and provide them with more information--reports, data, statistics--and greater access to officials and to on-site visits of development projects. In this way, we and the beneficiaries will know more about what is really happening; and both the positive and negative lessons, from which one can always learn what, will be better integrated into the design of future projects.

Notes

1/ Lockheed, Marlaine E., "Women, Girls, and Computers: A First Look at the Evidence." Sex Roles, Vol. 13, No. 3/4, 1985.

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INTERNATIONAL CONSULTATIVE MEETING ON
Communications for Women in development

COMMUNICATIONS TO ENHANCE WOMEN'S PARTICIPATION
IN SETTLEMENTS MANAGEMENT

By the United Nations Centre for Human Settlements (Habitat)

ROME, ITALY   OCTOBER 24-28, 1988

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SUMMARY

This paper reviews selected aspects of the women's movement within the framework of the UN Decade for Women. A great deal has been achieved by women throughout the world, which will facilitate the integration of women-friendly support communications activities in settlement management.

A historical review of women's concerns with various aspects of communications within the UN context follows, starting with the outset of the UN Decade for Women. At that time, women's low level of participation in the mainstream media was viewed as both a symptom and a cause of their disadvantaged position in society and was attributed in part to the prevalence of stereotyped images. A number of steps were then proposed at the international level to facilitate elimination of those images and to ensure women's equal participation in all aspects of social and economic life.

During the first half of the Decade, the UN system sponsored over 12 regional and international meetings on women and communications. A report issued by the Mid-Decade conference in Copenhagen (1980), while emphasizing the need for the UN system to elaborate a more detailed and co-ordinated programme for the full use of the mass media, with particular emphasis on the use of communications as a development component, did not deal specifically with the role of communications in improving women's status. The Programme of Action adopted by that conference stressed the institution of new attitudes and elimination of prejudices in the achievement of legal and development targets.

In subsequent years, efforts of UN bodies and agencies to gather information for policy guidance and for increasing women's participation in development through education and training have intensified. These were complemented by efforts to communicate the relevant information to Governments and other organizations. By the end of the Decade, women's studies programmes were established in large numbers of higher educational institutions around the world. Some of those institutions, especially in the developing countries, have worked closely with the "national machineries" and contributed to the work of other national organizations seeking gender-specific information. Through this collaboration, national women's research institutions were able to contribute to gender-aware policy development and to provide feedback for policy implementation. During the same period, there has been an enormous increase in the formation of women's NGOs. Overall, the women's movement has been involved in a slow but steady process of information-gathering and communication.

In appraising the progress achieved in the status of women in communications and the media during the Decade, the paper presents highlights of responses received from Governments to a questionnaire dealing in part with women in communications and the media. A slight majority of the Governments reported having adapted specific policies and guidelines for the promotion of women in the media. There were, however, a number of obstacles to the achievement of significant progress, such as the prevalence of patriarchal attitudes in society and among the policy makers, the lack of political will and the lack of funds for producing local women's programmes. Regarding women's images in the media, women were often portrayed as mothers, wives or sex symbols. Most countries reported an improvement in the female-to-male ratio of media personnel both at the senior and general employee levels, but there were few training courses designed exclusively for women in the media. A separate review by UNESCO concluded that during the second half of the Decade there was insufficient change in the communications media with regard to the portrayal and participation of women in the media.

Among NGOs, women in the media were pioneering in many countries to change the status of women in the media and alter the stereotypical images conveyed through the mainstream media. In recent years, women's organizations dealing specifically with women's role in settlements management have been initiated. International and bilateral

organizations, including Habitat and INSTRAW, have been involved in research and training aimed specifically at improving women's status in settlements. These programmes all share a focus on communications to attain the maximum impact of programme, project and training activities. Development specialists and Governments must make every effort to mobilize those institutions and ascertain their inputs to policy formulation and execution.

In the years to come, the focus of the international community with respect to women and communications will be on four key areas: training for women as media professionals; women's recruitment and promotion to high-level posts in the media; development of collaborative media programmes with women's professional associations and NGOs; and research into women's images in the media. With regard to the latter, the paper summarizes the process and effect of stereotyping, both in the media and in advertising, and what women's concerns are in those areas.

As to women's participation in the media, although there is an acute shortage of data, women are at a disadvantage in terms of their overall numbers and distribution across occupations. Progress in the situation of women in mainstream media has only been slight over the past decades. Their potential to influence media policy or promote change has remained negligible. However, despite their underrepresentation in mainstream media, women have been observed to cover certain areas better than men. They have departed from traditional patterns and covered new topics and developed alternative responses to fulfil their aspirations and change ideology. Although slight, the enhanced participation of women in the mainstream media and the more active and deliberate role they have assumed in promoting women's status through the media provide a useful background against which a women-friendly development support communications strategy can be developed.

Alternative communications approaches developed by women have taken three different directions: the "alternative" media; the formation and extension of news and information networks; and the growth of women's publishing houses. These efforts are aimed largely at changing the stereotyped images of women.

With regard to the impact of media on women, systematic impact assessment of media targeted to women's integration in development is generally not available. Studies on the relative effectiveness of different types of media with respect to human settlements policies, programmes and projects are also lacking. However, much can be learned from existing information on other sectors. For example, the roles different media play in each cultural setting and in different types of development activity vary significantly. The impact of alternative media choices on women's integration in development is also determined by the development context for which support communication is designed. As a general rule, the simplest media are the best.

Radio has been the most frequently used of the mass media to provide support for development. For both men and women, regional and local programmes have greater impact. Country experiences show that in community-based programmes and projects, mass media are less useful than "group media", which facilitate communication within and between groups or individuals. Music, theatre, slides, video-films, flip-charts and sound tapes are among the more frequently used group media. They are often designed by community development specialists, with people's input to their design introduced at the pre-testing stage.

Because women and women's groups have had useful experience in developing group media, communications specialists will benefit from women's expertise in the design of group media for specific programmes and projects. For instance, women have found it effective to work with slides, videos and similar low-cost audio-visual tools, especially where literacy is high and the mass media are Government-owned. Traditional forms of communication have also proved effective for bringing women into the core of the development process.

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There are many ways and means of integrating women's concerns and capabilities in human settlements development and management. Factors that would justify and facilitate a communications approach include its cost-effectiveness and ability to strengthen the impact of legislative, financial and other measures for increasing people's participation in development. In addition, the communications approach can create awareness and inform women of the availability of such measures.

It is also the only mechanism for seeking people's contribution to and co-operation in policy and programme formulation.

* * *

I. POTENTIAL CONTRIBUTION OF THE WOMEN'S MOVEMENT TO COMMUNICATIONS SUPPORT FOR HUMAN SETTLEMENTS AND MANAGEMENT

This paper will review selected aspects of the women's movement within the framework of the United Nations Decade for Women. It will show that a great deal of relevance to the subject of this paper has been achieved by women throughout the world. This achievement will facilitate the integration of women-friendly support communications activities to settlement management.

A. Women's View of Communications

Women and women's groups have been concerned with various aspects of communications for many years. Before we present an historical review of their concerns within the UN context, the following principal observations can be mentioned:

1. In many national contexts the media are centrally controlled and exclude access of people to policies, programmes and projects in general, and of women in particular.

2. Media have been used primarily to reinforce or to create stereotypical and distorted images of women; a similar role has been played by educational and training materials.

3. Advertisements have further damaged women's images, and the increasing involvement of transnational firms in the media has had a particularly damaging effect on women's images conveyed through the media.

4. Women's viewpoints have not been explored by the media, nor have the mainstream media pursued topics of relevance to women.

5. Women have not been able to make use of the potential offered by the media in their quest for equality and full participation in society.

6. The role of the traditional media in perpetuating stereotyped images of women has been overlooked.

7. Women have been underrepresented in the media; those employed occupy low-paid, low-status, uncreative jobs.

8. Women's exclusion from science and technology sectors have hindered their participation in mainstream media as well as their progress in developing alternatives.

B. The Outset of the United Nations Decade for Women

The interrelationship between women's status and the role of information and communications was recognized at the outset of the UN Decade for Women. At that time, women's low level of participation in the mainstream media was viewed as both a symptom and a cause of their disadvantaged position in society and was attributed, among other factors, to the prevalence of stereotyped images.

Two major themes have been emphasized by the international community and by a large number of women's organizations during the past two decades. The first theme is the portrayal of women and of women's issues by the media; in this connection, changing negative images of women in society is a prerequisite to equal participation of women in all phases of social, economic and political life. The second theme centres around the participation of women in communication industries and in communications policy and decision-

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making; in this connection, increasing women's participation in the media is essential to bringing about required changes.

In the context of the Women's Decade as well as within the framework of women's movements that preceded the Decade, issues concerning the significance of communications technology for women, and the role of communications in development were also discussed. But they were given lesser importance than those pertaining to stereotyping and representation in the media. However, issues dealing with the design nd implementation of information/communications strategies to facilitate the incorporation of women's views into development policies and enhance women's participation in policy, programme and project execution have not been considered.

During the 1985 World Conference of the UN Decade for Women, a number of recommendations were adopted concerning women and communications. Consideration of the importance of the mass media in determining the attitudes and values of the community and in affecting social change, and awareness of the roles of women and men in society, led to an emphasis on the need to alter the stereotyped images of women.

The Conference requested the "Governments and responsible organizations, as appropriate, to promote and encourage, in the mass communication media of their countries, the projection of a dignified and positive image of women, divesting them of their role as vehicles for publicity and as targets for the sale of consumer goods, with a view to bringing about changes in the attitudes and ways of thinking of both men and women that will be conducive to securing equality and integrity of women and their full participation in society" (United Nations 1976:93).

To facilitate the elimination of stereotyped images of women and to ensure their participation in all aspects of social and economic life on an equal footing with men, the Conference also invited a "critical and creative participation of women in all systems of mass communication, at the programming, production, distribution, reception and consumer levels" (United Nations 1976:93).

The role of information was considered by the Conference specifically with regard to population research. Relevant recommendations adopted included research on the economic, social and demographic benefits that may be derived from the integration of women in development, on the ways in which urban development influences women's roles and on the conditions of life and opportunities for participation in development. The need for information as well as for relevant training in areas other than population was not stressed, but was implicit in the Conference proceedings. In response to these considerations, a separate UN institute, INSTRAW, was established to conduct research and training for women's participation in development.

During the first half of the Decade, the UN system sponsored over 12 regional and international meetings on women and communications. In 1979, four meetings preparatory to the Mid-Decade Conference were held. In these regional meetings. the importance of the mass media in promoting the role of women in society was stressed. The Mid-Decade World Conference of the UN Decade for Women was held in Copenhagen in 1980. A Report on Information and Communication as Development Resources for the Advancement of Women was included among the Conference documents for consideration by Member States. Although this report emphasized the need for the UN system to elaborate a more detailed and co-ordinated programme for the full use of the mass media, with particular emphasis on the use of communications as a development component, the Conference did not deal specifically with the role of communications in improving women's status.

The Programme of Action adopted by the Mid-Decade Conference stressed the institution of new attitudes and elimination of prejudices in the achievement of legal and development targets. It also stated that the provision of equal rights, development services and oppor-

tunities will not ensure their availability for women unless supportive measures, including those with regard to information and communications, were taken.

C.   Information

In subsequent years, efforts of UN bodies and agencies to gather information for policy guidance and for increasing women's participation in development through education and training have intensified. These were complemented by efforts to communicate the relevant information to Governments and other concerned organizations. Systematic attempts were made to accelerate the compilation of gender-specific data throughout the world. A wide variety of research activities was also undertaken to establish the situation of women and the problems they face in social, economic and political participation as equal partners.

The Committee on the Elimination of All Forms of Discrimination Against Women also worked intensively to document and change the legal frameworks hindering women's ability to attain equality with men. This Committee included information/communication among its specific concerns. At the same time, UN bodies and agencies specified their information needs and sought ways and means of gathering gender-specific data as input to planning sector activities of relevance to them.

The UN organizations were not working alone. Indeed, the work undertaken by individual Governments at the national level was equally significant. Special governmental departments or ministries, subsequently referred to as the "national machinery", were established in many countries to gather information on women's issues. These institutions also monitored the mass media and educational media to ensure elimination of stereotypical images of women; they have guided and/or contributed to efforts to design mechanisms and to establish channels to convey positive images of women. In many countries, the "national machinery" co-ordinated the work of women's non-governmental organizations (NGOs) and approached policy makers of mainstream development sectors to induce desirable changes in women's status.

In some countries, research and educational institutions were established with the specific task of gathering information on women's issues with a view to designing new systems of education conducive to the improvement of women's status (Ashworth and Bonnerjea, 1985). By the end of the Decade, women's studies programmes were established in large numbers of higher educational institutions around the world. These institutions have undertaken major theoretical, historical and socio-economic research on women's issues. Some of these institutions, especially in the developing countries, have worked closely with the "national machinery" and contributed to the work of other national organizations seeking gender-specific information. Through this collaboration, national women's research institutions were able to contribute to gender-aware policy development and to provide feedback for policy implementation.

During the same period, there has been an enormous increase in the formation of women's NGOs. These have aimed at gathering information on the disadvantaged situation of women and at positive action to promote women's equal participation in development and peace. They helped increase the visibility of women's issues through primarily qualitative research and shared their results with women, women's organizations, and other national and international organizations. In Section F below, more detailed information on the communications activities of these organizations is provided.

The global women's movement has been a slow but steady process of information-gathering and communication. Women's organizations, individual women workers, researchers, teachers, communicators, all experimented with alternative ways of making their problems known and sought information for solutions that allowed women to benefit from development on an equal basis with men. Although the experience women gained in networking,

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organization, research and communication offered a rare opportunity to policy makers to pull women into the core of development activities, there has been a failure to tap this resource. However, awareness of women's contribution to settlements management has already increased; a similar awareness of the importance of development support communications is under way in such sectors as health, population and agriculture.

Currently, information is sought by large numbers of women and women's organizations with regard both to settlements and to communications. This information will no doubt be useful for planners and will facilitate identification of fruitful mechanisms for ensuring women's participation in settlements management.

D. Review and Appraisal of Progress Achieved in the Status of Women in

Communications and the Media during the UN Decade for Women

In 1984, in an effort to evaluate the progress achieved in the status of women during the Decade, the United Nations developed and distributed a questionnaire to Governments. One part of the questionnaire dealt with women in communications and the media. Responses were received from 77 Governments, and the results were summarized in Document A/Conf. 116/5/Add.5 of the World Conference on Women (United Nations 1984). Highlights of those responses follow:

i) A slight majority of the responding Governments reported having adopted specific policies and guidelines for the promotion of women in the media. These included anti-sexist legislation, codes governing portrayals of women by the media, directives for promoting employment of women in the media and media programmes run by women. "An interesting finding...of the survey concerned the extremely recent and firm position on women's rights taken by a number of Northern European countries" (United Nations 1984:3). For instance, the Government of Denmark set up an Equality Committee in 1981 to raise the level of awareness of women's equality in radio. The Association of Women's Rights in Switzerland persuaded broadcasting organizations to ensure participation of women in committees and among the staff; it also influenced the decisions to include drama programmes dealing with women's problems, their double work-load and the discrimination they face. Norway agreed to give preferential treatment to women candidates applying for broadcasting jobs. Czechoslovakia, Denmark, Indonesia, Mexico and the Netherlands were the other countries practising affirmative action for women in the media.

ii) Governments responding to the survey cited a number of obstacles to the achievement of significant progress in the improvement of women's status in the media. Most frequently mentioned were the prevalence of patriarchal attitudes in society and among the policy makers, the lack of political will and the lack of funds for producing local women's programmes.

iii) Governments were asked whether studies of women's images in the media, including school textbooks, were conducted. Only half of the respondents provided an affirmative answer. These revealed that women were often portrayed as mothers, wives or sex symbols. Advertisements exploited women's images and concentrated on their physical appearances. Thirty-eight Governments pointed to some improvement in women's images conveyed through the media since the start of the UN Decade for Women, while 24 Governments reported that the situation was unaltered. The changes often dealt with more frequent portrayals of women as professionals and broader treatment of equality issues. Some countries pointed out that sexism had

taken more subtle forms and that visual and written pornography and media themes of violence against women had increased.

iv) An effort was also made to identify the extent of women's involvement in the media. Since 1975, only 13 countries had women in directorial positions in the media. Most countries, however, reported an improvement in the female-to-male ratio of media personnel both at the senior and general employee levels. However, out of the total 77 responding countries, 27 did not experience progress in this ratio. As already mentioned, only seven countries had an affirmative action policy. Also, only nine countries designed special professional training courses exclusively for women in the media. "The diverse regional, political, economic and cultural spread of these countries, however, suggest that the idea could be developed further" (United Nations 1984:6).

v) Twenty countries provided analyses of women's press and broadcasting programmes. Such programmes played an important role, generating information and discussion on women's issues.

vi) In 10 countries, research was undertaken on women's advancement in the media. The results were provided by only Italy and Denmark, in both of which there was a clear relative lack of opportunity for women to advance.

vii) The UN survey sought information on alternative media. The development of journals for women and of the feminist press was investigated. Nearly all of the responding Governments mentioned the presence of a press for women, although not necessarily a feminist press. The positive role of this press in familiarizing the public with the true value of women's contributions to society, in dealing critical problems faced by women and in generating valuable information was acknowledged.

viii) The UN report on Communication and the Media concluded that "women's rights in regard to the media, with the exception of a very few countries, are still far from being secured. Women themselves are not always aware of the issues....The fact that information about women is deficient is a factor which erases them from history" (United Nations 1984:9).

A separate review undertaken by UNESCO prior to the 1985 World Conference on Women also concluded that during the second half of the Decade there was insufficient change in the communications media with regard to the portrayal and participation of women in the media.

> Perhaps the most important change has been in women themselves: in their growing understanding of the interest and influences working to maintain dominant media presentations and patterns, and in their increasing search for alternative media strategies and channels which have some hope--however small--of undercutting the status quo....Five years ago the analyses of these problems tended to stress the importance of structural change--in both the communications media themselves and in society as a whole--as a prerequisite to real change for women. Now, although the importance of structure is still clear, it seems that the strength of ideology itself was perhaps underestimated (UNESCO 1985:86).

However, changing ideology without women's direct involvement in the making of a new ideology no longer appears feasible. This contention, which was widely shared by women the world over, has been providing stimuli for women's alternative media movements.

E. Nairobi Forward-looking Strategies

During the 1985 Nairobi World Conference on Women, and in light of the above review, UN Member States decided to continue further work to improve the status of women in the media. As was the case for the Plan and Programme of Action for the Decade, the Forward-looking Strategies did not emphasize the formulation and implementation of communications strategies to enhance women's participation in mainstream development activities at local, national and international levels. Accordingly, paragraphs 206, 207 and 208 of the Strategies were adopted and contained the following recommendations (United Nations 1985):

> In view of the critical role of this sector in eliminating stereotyped images of women and providing women with easier access to information, the participation of women at all levels of communications policy and decision-making and in programme design, implementation and monitoring should be given high priority. The media's portrayal of stereotyped images of women and also that of the advertising industry can have a profoundly adverse effect on attitudes towards and among women. Women should be made an integral part of the decision-making process concerning the choice and development of alternative forms of communication and should have an equal say in the determination of the content of all public efforts. The cultural media, involving ritual, drama, dialogue, oral literature and music, should be integrated in all development efforts to enhance communication (paragraph 206).

> The enrolment of women in publicly operated mass communication networks and education and training should be increased. The employment of women within the sector should be promoted and directed towards professional, advisory and decision-making positions (paragraph 207).

> Organizations aimed at promoting the role of women in development as contributors and beneficiaries should be assisted in their efforts to establish effective communications and information networks (paragraph 208).

While in this last paragraph, the Strategies implicitly stressed the importance of development support communications to facilitate women's integration, the emphasis on women's representation in the media and on changes required to institute a positive image of women in society remained. This lesser emphasis placed on development support communications was matched by the importance attached to communications in other international instruments governing development efforts in such sectors as human settlements, agriculture, industry and trade.

It therefore appears that in the years to come, the focus of the international community with respect to women and communications will primarily be on four key areas:

i) Training for women as media professionals;

ii) Women's recruitment and promotion to high-level posts in the media;

iii) Development of collaborative media programmes with women's professional associations and NGOs; and

iv) Research into women's images in the media.

Given its current orientation, development support communications specifically aiming to enhance the role of women in development are unlikely to emerge out of the women's movement. They will, however, offer guidelines to communications specialists who may wish to mobilize women with an appreciation of their critical contributions to development.

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F.   Institutionalization and Networking

In Section C above we have already mentioned that a major area of progress in the improvement of women's status has been the development of governmental and non-governmental institutions dealing with women.   The activities of these organizations in generating valuable information for potential use in women-friendly policies, programmes and projects have been summarized. Other than gathering information on women's issues, these institutions also played critical communication roles in raising awareness of women's issues, providing policy inputs, assisting in policy execution and spreading local and national experiences globally.

Communications-specific activities of governmental and non-governmental organizations of women can be summarized as follows. First, they have undertaken or initiated action to eliminate negative images of women conveyed through the media and to institute more realistic portrayals. Secondly, they have made deliberate efforts to have the mainstream media deal with women's issues and to institute programmes aimed at educating women. Thirdly, they have established "alternative media".   Fourth, they themselves have exemplified the effectiveness of communications as an instrument for policy formulation and implementation. Fifth, they have provided a functional infrastructure for central and local Governments to reach women.

As already mentioned, governmental institutions of women were formed in the majority of the countries by the end of the UN Decade for Women. These institutions, often with extremely limited resources, served as a liaison between the women's NGOs and the governmental apparatus and took independent action to introduce women's issues into the national political agenda. They also carried out studies to determine the extent of sex stereotyping in mass media and in educational and training materials. It was their efforts, complemented and/or initiated by those of the NGOs, that induced changes in the government-controlled media and reduced discrimination against women in textbooks.

On the whole, this institution-building has helped policies to be more responsive to women's issues, although less so in such mainstream development sectors as human settlements than in others. Particularly noteworthy from the perspective of creating an awareness of women's issues was the spread of women's NGOs. These organizations took many forms, ranging from traditionally oriented neighbourhood groups to large-scale umbrella organizations and professional associations.   Although a large bulk of these all-women groups, co-operatives and associations remain unreported, they made important contributions to the advancement of women's status. At the community level, they primarily used interpersonal communication methods, but their flexibility allowed them to experiment with other methods as needed and as new resources became available. This flexibility also allowed them to bring remedies to the breakdown of traditional communication and to institute new ways of disseminating ideas and practices (Hilsum 1985).

Among NGOs, women in the media were pioneering in many countries to change the status of women in the media and alter the stereotypical images conveyed through the mainstream media. "In the United Kingdom, Women in Media organized themselves in 1970. They worked in four sub-groups: Broadcasting, Trade Union, Advertising and Education, and a special Anti-Discrimination Action Group lobbies in the House of Commons" (UNESCO 1980:76). Similar organizations were established elsewhere and have often networked with one another across nations, partly as a strategy to increase the impact of national media. In recent years, women's organizations specifically dealing with women's role in settlements management have been initiated. At the same time, a number of existing organizations have focused on women's shelter issues. Some of these, such as SINA and MATRIX, operate at the international level primarily through communications activities, while many others, such as associations of women lawyers and university women, work at both the national and international levels. Also, organizations such as the Netherlands

Women's Council and VAC of Netherlands communicate their national experiences to women's organizations in other parts of the world for relevant lessons to be drawn.

At the same time, international and bilateral organizations, including Habitat, the UN Branch for the Advancement of Women, INSTRAW, USAID and SIDA, have been involved in research and training aimed specifically at improving women's status in settlements. These programmes all share a focus on communications to attain the maximum impact of programme, project and training activities. Women's NGOs and the networking they built with one another within and across national boundaries provides a unique opportunity to put communications at the service of women for gender-aware policy development and implementation. Without this network, it would have been extremely difficult to establish bridges between policy makers and women. It is therefore essential that development specialists and Governments make every effort to mobilize these institutions and ascertain their inputs to policy formulation and execution. Through them, women's needs can be effectively identified, responses to proposed policies assessed and co-operation of women in the implementation of policies, programmes and projects secured.

G. Images of Women in the Media

Despite long years of struggle, a more recent part of which is summarized above, stereotyping and misrepresentation of women's role in society are widespread and dominate the media throughout the world (Gallagher 1985, 1982, 1981). The stereotyped images created and/or reinforced by various media sustain unequal relations between women and men and bias the distribution of development benefits away from women. More importantly, they retard the achievement of development targets by diverting efforts to improve human resources away from women, who undertake a large portion of the work in many sectors, including in settlements development and management.

"There has been unanimous agreement that the images of women projected by the media constituted a main obstacle to eliminating discrimination against women throughout the world and a main factor in preserving traditional sexist attitudes towards them" (UNESCO 1980:52). Telenovels, radio novels and photonovels, which are popular in many parts of the world, are dominated by dependent, helpless and seductive female figures. Likewise, advertisements present women predominantly as sex objects. In other cases, women are presented as second-class citizens, and as a silent majority confined to the home. Newspapers rarely cover women's issues adequately; indeed, popular newspapers communicate the least desirable images of women (UNESCO 1985).

The educational media are not free from stereotyped images either; history books are written for male heroes, and in other texts women rarely figure. The commercial and educational media respond to society's image of women and reinforce it; they also shape social perceptions and attitudes.

"The media reflect and reinforce unequal power structures: between rich and poor, developing and developed countries, men and women. The concerns of the least powerful groups in society and their attempts to organize are largely absent from the media or are marginalized and distorted" (Carr 1986:5).

The prevalence of stereotyping, particularly in the educational media, hinder women's participation in non-traditional sectors such as human settlements. Long-lasting changes in their participation cannot be attained without the support of educational programmes; however, reinforcement of stereotyped images of women in such programmes clearly blocks desirable changes. When programmes are planned, the anti-discrimination action that the women's movement has initiated against educational media and the knowledge they have gained through their struggle will clearly contribute to policy design. Therefore, it is

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important for planners of educational programmes relating to settlements to consult women's organizations in the preparation of educational media.

Ironically, a great deal of the development media also neglect to present a realistic picture of women. Women as mothers and housewives always take priority over women as workers and professionals. "In terms of content, it is not simply what the media say, or how they say it, which bolsters stereotypical, limited and distorted perceptions of women. Equally important is what they do not say" (UNESCO 1985:62). For instance, when issues relating to unemployment or to relative wages are discussed in the media, women's experiences are either ignored or undermined. Global or national economic issues are analysed in a gender-blind manner. Studies conducted in many parts of the world indicate the universality of women's exclusion from "important world news". The media covering global or national issues of politics, economics, settlements or environment rarely reflect women's perspectives, thereby perpetuating policy blindness of the roles women play in society (Epstein 1978).

Ample examples can be provided for this situation. Carr (1986) observes, for instance, that although more than half of the world's agricultural producers are women, in many countries the development media still refer to a farmer as "he"; radio programmes aiming at improving productivity among these producers begin with "greetings to farmer brothers". Likewise, despite the popular rhetoric that the "female bird builds the nest", media coverage of settlements issues rarely mentions women's contribution to them.

However, as the realization of women's actual and potential contribution to development is enhanced, communication styles will also follow suit. This is already observed in some sectors. For instance, the awareness that in many parts of Africa women produce over 80 per cent of the subsistence crops led the media to give greater coverage to women in agriculture. At the same time, and partly as a result, programme inputs such as extension services, training and credits were reorganized. To date, special press and broadcasting programmes dealing with women's contribution to rural development have been instituted in many countries. Parallel developments in the human settlements sector may take longer, but will be forthcoming.

The picture is not uniform over regions; nor has it been constant over time. Many studies indicate that while various types of media convey an inferior image of women, modern and more realistic portraits are also presented (Keita 1981, Anani 1981, Kundya 1981, Joshi 1984, Flora 1983, Asante 1981). Some country case studies indicate an increasingly positive change over time, while others provide evidence of a trend towards more negative portrayals of women (UNESCO 1985). The fact remains, however, that women the world over have taken an active interest in the actual and potential role of the media and have devoted a great deal of time and energy to analysing alternative ways of using media to ensure equitable participation of women in society. The relevant ideas and experiences women have painfully developed over the years not only present a resource for policy makers seeking to increase women's participation in society, but can also be used to ensure people's participation in development.

H. Advertising

Another area in which the experiences of women and women's organizations can be useful to development specialists has to do with advertising. This experience is based on analyses of how advertising influences women's images in society and suggests ways of eliminating discriminatory images conveyed through various types of advertising. It applies to various sectors, including human settlements.

Women's analyses are based on the observation that advertising not only institutes changes in consumer behaviour but also provides behaviour models. It assigns roles to

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women which either encourage or discourage their participation in certain types of activities. Consequently, it affects women's participation in non-traditional sector activities such as construction, where stereotyping, reinforced by advertising, is a major cause of discrimination. For instance, advertising may make women appear as "unsuitable" for employment in construction even where demand and opportunities exist for their gainful participation. Such reinforcement can occur indirectly without dealing with the specific sectors in question.

Women's groups have been particularly sensitive to the stereotypical images conveyed by television and radio advertisements (Courtney 1983, Cregeen 1983, England and Gardner 1983, Janssen 1981). "Such advertising presents a far greater obstacle today to progress, to the removal of traditional barriers that prevent women from achieving equality and full participation in leadership and decision-making, than media entertainment and educational programmes....Distorted, dishonest images of women presented by media are addressed predominantly to women who, by passively accepting them, weaken their self-confidence and eliminate as useless any desire for change" (UNESCO 1980:61).

Specific analyses of advertising media reveal that even in those regions where visible improvements in social perceptions concerning women have occurred, such perceptions are not reflected in advertising. Instead, women continue to be portrayed as sex symbols and consumers of household and beauty products. At the same time, an overwhelming proportion of advertisements are directed specifically at women to change their behaviour.

Women's organizations have expressed particular concern with the way women are treated by transnational corporations. They have maintained that these companies attempt to institute uniform images of people, and particularly of women, across cultures. They have shown that the subject of women and the media could not be analysed as an isolated and compartmentalized topic, nor could "proposals for changing it be formulated without reference to the totality of the social factors involved, namely the entire social system in which the [women/media] relationship acquired its own particular features and its own dynamic" (UNESCO 1985:68). It is in this context that women's organizations have focused on the role of women in the marketing of transnational products, drawing particular attention to the negative impacts of such advertising on women themselves and on social perceptions of women.

Two characteristics of advertising have been of particular concern to women: the constant redefinition of the consumer and "universalization". In other words, advertising either introduces different consumer images of given categories of women as appropriate for the sales effort or represents women of different characteristics uniformly. Thus, mothers, wives and executive women may all be represented as sex symbols or as consumers of identical values and products. This situation causes many undesirable results. On the one hand, it conveys the message that no matter how educated, experienced and trained women may be, they are basically sex objects and can be convinced to adopt identical behaviours. It also institutes identical aspirations among women and hinders self-sustained modes of development.

An example can be found in the settlements sector of the negative impacts of advertising, which imposes the same set of values on people who are dramatically different in their real life circumstances. But advertising treats them uniformly and induces social aspirations which cannot be met. In the shelter sector, such aspirations result in the adoption of unrealistically high housing standards across all income groups. Often, imported and extremely costly construction materials are demanded and indigenous materials looked down upon. This tendency towards "universalization" is particularly damaging in the shelter sector at a time when the only realistic way of meeting the enormous backlog demand for housing is through the promotion of local resources and talents rather than through importing construction materials and technologies.

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I. Women's Participation in the Media

Although there is an acute shortage of data pertaining to women's employment within the media, women are at a disadvantage in terms of their overall numbers and distribution across occupations. Women often account for a small proportion of the total employed within the media and occupy low-level jobs as clerks, typists and programme assistants. Even in countries which extend training opportunities equally to women and men, women do not gain access to higher-level jobs (UNESCO 1985).

Progress in the situation of women in mainstream media has only been slight over the past decades. Indeed, according to studies undertaken by UNESCO (1985) and by the United Nations (1985), even in European countries the proportion of women working in the media has not increased significantly between 1970 and 1983. Neither did their sectoral distribution change; in television, for instance, there has been no increase in the proportion of women represented at the professional and managerial levels. Women are at a disadvantage at the time of their recruitment and have made slower progress than men once they enter the system. Therefore, the potential of women to influence media policy or to promote change has remained negligible.

"The question arises as to whether an increased number of women as gatekeepers would result in more and different coverage of women's issues. The answer, for the moment, must be 'not necessarily'. A myriad of factors--institutional, structural, social, professional--conspire to ensure that most media women, like most media men, will operate within an identical ideological paradigm" (UNESCO 1985:64). This is because they are often viewed as doing their jobs as "professionals" rather than as "women". But the women's movement now argues that it is possible and desirable to be a professional and a woman without acquiring male characteristics. Indeed, "recent research has begun to suggest that, in certain circumstances, women do actually conceive of, organize and execute their work differently from men" (UNESCO 1985:64).

Despite their underrepresentation in mainstream media, women have been observed to cover certain areas better than men. Greater numbers of women have started to depart from the traditional pattern and cover new topics hitherto to them (Baehr 1981). Also, women in the media have been redefining the topics traditionally covered by women to draw more attention to these areas (Barkley 1981, Daswani 1984, Carty 1984). At the same time, in many parts of the world women and women's organizations have started to develop alternative responses to fulfil their aspirations and more effectively change the ideology that negatively affects their participation in society.

Although slight, the enhanced participation of women in the mainstream media and the more active and deliberate role they have assumed in promoting women's status through the media provide a useful background against which a women-friendly development support communications strategy can be developed. A greater awareness can be created among women and their male colleagues in the mainstream media of the contribution of women to settlements management. Through such awareness creation, a more extensive coverage of specific women's settlements problems may be secured.

J. Alternative Communications Approaches Developed by Women

Despite regional and political differences, and differences in the degree of development,

> the centralization of authority in the communications fields by commercial or bureaucratic interests has meant, for women, the expansion of a system of communication based on dominance by class and gender....If goals of equality...are to be achieved, the democratization of structures and control of the communication media will be necessary as prerequisites. Various women's organizations and community groups have taken important initiatives in this direction by creating

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alternative media institutions to serve the communication needs left unserved by the mainstream media. These news institutions have helped identify sources of inequality and contributed to the preparation of a strategy for action to change the existing political, social and economic structures with the aim of building intellectual and economic self-reliance and mutual support (United Nations 1982:7).

Women and women's groups have observed that communication can have many purposes, including manipulation, promotion of dialogue and exchange of experience and ideas (Aggrawal 1984). Starting from the premise that dominant mass media are basically manipulative, women sought alternative communications strategies. This was defined as follows: "Communication is alternative not when it is marginal or makeshift, but when its contents, and the methods it uses to communicate promote participation and dialogue" (Jelincic 1986:9). Consequently, they experimented with many different types of communication to organize, raise awareness of issues and accelerate action (Gokhale 1984).

The communications strategies they utilized ranged from personal contacts to the creation of alternative media. Because of their emphasis on participation, even when an audio-visual is created without the specific input of women users, alternative media promoters insisted on its use for purposes of discussion generation.

To institute changes in the media in favour of women and to eliminate stereotyped images appeared to be an extremely difficult task in many societies. Through their own media, women more effectively challenged the stereotyped biases widespread among many types of media, including the mass media, educational media, performance media and development media. Women were able to create their own images and to describe themselves as they saw themselves. Through the experience of ordinary women, working women, migrant women and third world women, the value of women's contribution was better understood by both women and men.

The alternatives women and women's groups developed over the past years to deal with their exclusion from the mainstream media took three different directions. The first is the "alternative" media. The second is the formation and extension of news and information networks, and the third is the growth of women's publishing houses.

With regard to the expansion of the written and audio-visual "alternative media" oriented to women's questions, "the trend has been uneven. The past five years, for example, have witnessed the demise of some of the longest established feminist publications such as Effe from Italy and Courage from the Federal Republic of Germany. In Kenya, the excellent and often outspoken Viva, under new editorship since August 1983, has become a totally different product....But at the same time, other publications survived which were controlled entirely by women.... India's excellent Manushi is now more than six years old....Sri Lanka's Voice of Women...has also survived" (UNESCO 1985:73). Attempts were made in many different countries, with varying degrees of success. At the same time, an increasing trend towards a global orientation has begun.

Women developed news and information networks as another response to their exclusion from mainstream media. "These include nationally based weekly news services such as Her Say in the United States, or Agence Femme Information in France, whose primary aim is to uncover and circulate...news relating to women which is normally overlooked....There is [also] a growing number of regional and...international networks whose purpose is to disseminate information and news and to encourage direct links between women in different parts of the world" (UNESCO 1985:74). The Unidad de Comunicación Alternativa de la Mujer, the Federation of African Media Women's Services, Association des Professionnelles Africaines de la Communication, the Caribbean Women's Syndicate; the Asian Women's Research and Action Network, the Depth News Asian Women's Features Services and the Pacific Women's Resource Bureau are a few examples.

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A third type of response has been the establishment of women's publishing houses in many countries. Because publishing has always been an extremely male-dominated industry, women have realized that without establishing their own publishing houses and presses, they could not ensure widespread dissemination of their ideas. Indeed, Spender (1983) suggests that women's presses are developing at a time when--even in industrialized countries--print is being replaced as the primary form of communication, general literacy levels are falling and new communications technologies are beginning to provide the real new centres of power. France, for example, has already launched its first computer-based women's magazine, Elletel (UNESCO 1985).

The critical role of visual information and communication in creating an awareness of, and actively changing, the disadvantageous living conditions of women has been better understood by women's organizations over the past decade (McCracken 1984, McAnany and Schnitman 1981, McCormack 1981). At the same time, the cost-effective role of this type of communication in networking and organization has been better appreciated. Women have been relatively more influential in the academic world and more effective in instituting new concepts and approaches to gender-sensitive analyses of a broad variety of topics (Roberts 1981, Spender 1981b).

Having oriented themselves to the visual media, women have noted that establishment films, particularly those emanating from Hollywood since the 1960s, deal mostly with men and men's problems, create male stars and dominate the box office. The "alternative" cinema created by women seeks to change the stereotyped images of women (UNESCO 1980).

> But even here there are dividing lines: films made by men about men, and women's films about women. In the United States, the United Kingdom, Australia and Canada, there are several women's film groups producing scores of short films about the situation of women in the present world. These are shown...mostly to women's audiences or to sympathizers with the women's liberation movement. It would be unfair to dismiss their role in the attempt to change the media images of women, but an exaggeration to see them as a major factor for change. Here, the films produced for mass audience by companies with proper distribution and exhibition facilities, and at considerable cost, are of decisive importance, and they influence the ideas and attitudes of millions of spectators. And, so far, these popular films, seen by impressive numbers of cinema-goers, do little or nothing to foster a worthy image of contemporary women on the screen (UNESCO 1980:55).

The primary objective of the recent world-wide expansion of the use of audio-visual media by women and women's groups has been developmental (Annex 1). At the same time, the emphasis on instigating realistic images of women, on presenting women's problems to the general public and organizing women is maintained. The motivation for these types of efforts was summarized by Carr as follows:

> Development or improvement in the quality of life is not something that will "trickle down" from the top to the more disadvantaged groups in society, nor will it come about without their active involvement. Only when groups of people organize themselves can they attain deep or long-lasting achievements. [This is] why women are using audio-visuals in their potential to increase women's self-organization and participation in their communities and in the development process (1986:6).

Women recognize that audio-visuals cannot automatically ensure participation. Most audio-visuals are made without the input of the people who passively consume them, and many of the audio-visuals made by women's groups are no exception. However, women's groups aiming at utilizing the audio-visuals they create for the purpose of organizing and jointly deciding on the priorities for action use their media for interactive purposes. With their audio-visual tools they create an environment within which they can discuss their problems and possibilities for solution. As the equipment becomes less expensive and easier

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to handle technically, audio-visuals such as videos and slides become increasingly popular among women's groups.

While women's efforts are presently directed at producing audio-visuals for self-education, awareness creation, organizing and communicating among themselves, there is no doubt that women will soon use this instrument to reach policy makers. In this way, they can communicate their demands for action more effectively through the experience they gain by experimenting with audio-visual media (Kuhn 1982). It is important to note, however, that at present the advantage of learning from women's experiences is particularly pronounced with respect to networking and organization at the community level; of lesser relevance are women's experiences in communicating with the outside world.

The experience of the Amauta Association of Cuzco, as summarized by ISIS International (1986:31), illustrates how women's audio-visuals can help promote women's participation in low-income urban communities in Peru. The women of Cuzco lived in communities deprived of basic amenities and worked far longer hours than men. Although they undertook the heavier part of neighbourhood work, such as carrying mud and stones, their work was not recognized. When women tried to communicate their problems in assemblies, they were told to send their husbands as it was easier for men to discuss problems among themselves. The women, mostly illiterate, had hardly any time to get together among themselves, and even if they did have time, had no place to leave their children. Nevertheless, they decided to get together to discuss their problems and get organized. The Association provided illustrated materials from other parts of the world to the women of Cuzco, which enabled the women to understand that they shared a great deal with women in other communities and countries. They then started taking photographs of their situation, mounting the photographs on cardboard and writing simple words under each describing the problem. They shared these with women from other neighbourhoods and discussed alternative solutions. Gradually, they developed audio-visuals. This process not only helped them organize and formulate solutions to their problems, but facilitated their dialogue with the rest of the communities.

The alternative audio-visual media have been criticized for being unprofessional, low-cost and low-quality. If evaluated strictly by their commercial sales value, they probably are. But if they are evaluated in terms of their own objectives of enabling women to voice their opinions, informing and educating one another and empowering women to participate in decisions that affect their lives, the alternative media proved to be an effective tool. Indeed, currently audio-visuals created by women's groups at the grass-roots level are used extensively in many parts of the world and provide excellent examples of communication for development activities.

The distribution outlets of the audio-visuals women create do not match those of the commercial media. However, the many intrinsic ways through which women networked with one another at all levels facilitated the exchange of information about the availability of these media and promoted their use. Still, a great deal more needs to be done in order to spread knowledge about the modest but realistic portrayals of women created by women in many parts of the world. Women's information/communications centres are increasing in numbers, and include those which aim specifically at providing information about women's alternative audio-visuals media. A comprehensive list of distributors, film makers and women's grass-roots organizations dealing with audio-visual media development is provided in an outstanding guidebook prepared by ISIS International (1986).

K. Impact of Media on Women

Women and women's organizations have also analysed the impact of various types of media on the promotion of the status of women and women's integration in development on an equal basis. On the whole, systematic impact assessment of media targeted to women's integration in development is not available. The task is made particularly difficult since

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communication targets to be set for women in development depend on many factors, including the extent of stereotyping that characterizes various media, their availability to women, their potential to carry women's voices to the outside world and to bring relevant messages to them under specific local and cultural circumstances.

Studies on the relative effectiveness of different types of media with respect to human settlements policies, programmes and projects are also lacking. In addition, no specific observations have been made concerning the impact of traditional, audio-visual, written and other media on women's participation in settlements management. Nevertheless, there is much to be learned from existing information on other sectors, such as agriculture and population (FAO 1987a, b, c, d, e and FAO 1988).

The roles different media play in each cultural setting and in different types of development activity vary significantly. In many cultures, women acquire information primarily through daily contacts. In urban Morocco, for instance, a major source of information is to stand in shopping lines (Sweeney 1977). In other cultures, women contact one another primarily during their visits to water bores, wells or common pipes. Thus, to a large extent the existing channels of communication women use, which are often determined by their daily chores and productive activities, define the nature and intensity of their contact with the outside world. These channels also affect the degree of their receptivity to various types of media. Other factors, such as literacy and education, income and settlements conditions that characterize different categories of women affect their access to media. They also affect the accuracy with which women receive messages transmitted through alternative channels.

The impact of alternative media choices on women's integration in development is also determined by the development context for which support communication is designed. For instance, suitable media for increasing the participation of women in specific small-scale community participation efforts differ from those suitable for improving women's legal status. Needless to say, the choices involved are not mutually exclusive; often, the same sort of tools could be used in different ways to ensure women's participation in different contexts.

Suitable media for improving the status of women in society at large or for improving their overall legal and economic situation are often complementary to more specific or local level efforts. Indeed, macro-level efforts often facilitate, directly or indirectly, women's participation at the micro-level. This is why the women's movement has been particularly concerned with images of women conveyed through the mass media. Unless mainstream media more accurately reflect women's true contribution to society, project-specific efforts will be difficult to achieve and the potential for generalizing from micro experiences to the macro level will be blocked.

Video films, regular films, slides, photographs, pamphlets, brochures, newsletters and a whole variety of other media can be used to enhance women's participation in settlements management, both at the community level and at higher levels. In choosing between media alternatives, it is generally safe to assume that if a given type of media is effective in providing communication between planners and male members of a community, it can be effective for women as well. Indeed, many devices such as maps and aerial photographs can be used to establish communication between technical team members of a community development effort as well as for communication between them and the people, including women (Lohman and Martens 1986).

Often, the reason that a given medium is less effective in reaching women than men has to do with its relative accessibility to women in terms of time and location, or with false assumptions about its relative usefulness to women. However, experience shows that despite their exclusion from mainstream media, women have been able to innovate a broad variety of tools, such as simulation games, and to produce alternative media to deal with and improve their situation. Therefore, it is important to have an open mind about what might and might

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not be an effective communication media for women and to test the relative effectiveness of appropriate devices before an arbitrary choice for outdated tools is made.

Although media choice depends on a large number of factors, the experience of women indicates that, as a general rule, the simplest selections are the best. Once the planners understand the gender-dynamics of the community and the patterns of information flow among and between women and the different segments of the community, a selection is possible. When, for example, the pattern favours direct personal communication, selecting mass media for policy, programme or project implementation support is unnecessary and undesirable. Likewise, if the pattern is highly sex-segregated, sole reliance on male communication workers is ineffective. Indeed, development experience in the field of population and agriculture has pointed to the importance of personal communication and has called for the need to recruit female extension workers in order to reach female farmers.

On the whole, "mass media" within industrialized countries are elite, especially in relation to the poor urban and rural settlements. Nevertheless, there has been a remarkable spread of mass media over the past decades. Even in the poorest countries, radio is generally available, newspapers are read in many of the urban settlements and television is rapidly infiltrating into community-based facilities and households. Today, it is no longer unusual to find satellite receivers in the metropolitan areas of a number of developing countries. These developments cause the elite and mass media to be constantly redefined and indicate their increasing universalization. While the spread of mass media may be explained by commercial interests or viewed as a product of Government needs for mass support, it is difficult to undermine their influence on the people. Nor it is possible to underestimate their potential for development support.

Despite the spread of the mass media, poor women's access to them is still limited. This is truer for newspapers and television than for radio, even when community-based TV monitors are available and newspapers can be purchased. At the same time, given women's lower levels of literacy and education, their consumption of a large variety of print media is also low across cultures.

Of the mass media, radio has been used more frequently than others to provide support for development (Habib 1985). Radio is part of everyday life, and its speakers are often good. It penetrates remote areas relatively inexpensively and, once purchased, can be listened to regularly without requiring the daily distribution and expenses entailed by newspapers. Radio is a medium that is known to have become friends with women. It has also been less strong than visual media in creating or reinforcing sexist and negative images of women.

Radio's potential to educate and mobilize women and men for development has been appreciated by policy makers in many countries, although purposeful programming to serve women and men equally has not yet been instituted systematically. In Bangladesh, for example, radio programmes that have supported efforts to organize women's groups and to send teams to promote and obtain feedback for a population programme have proved extremely successful for women (FAO 1988). In the context of an agricultural education programme, once it was established that men do not listen to the radio in the evenings, the communication campaign involved taking radios to the agricultural fields where men worked (Shaw 1983). In many other instances, women and women's organizations have created special broadcasting programmes and voiced their demand for greater coverage of women's concerns by the media (ISIS 1986).

For both women and men, regional and local programmes have greater impact. When women hear familiar voices from nearby communities, they can relate more easily to the messages. In countries where decentralization of radio broadcasting is taking place and where local programmes devote time to population, nutrition, agriculture and other development issues, changes supported by radio programmes have been more easily achieved.

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"Television is probably the most powerful medium of communication in the world today. Its influence in shaping attitudes and concepts is unquestionable. The image of women presented on television screens may have a positive or negative impact in the fight against sexism and discrimination. At present, this impact is predominantly negative" (UNESCO 1980:55). Studies indicate that in many countries women make little appearance as compared to men in prime-time programmes, and that they are projected in limited roles as secondary to men. These roles are often confined to the "dumb blonde", the "nice girl" or the middle-class working woman in an unsuccessful search for a new identity (UNESCO 1980). However, changes--although slow--are taking place, and television is not only starting to portray women in more realistic roles, but is also transmitting development information that might help increase women's participation in society.

Country experiences show that in community-based programmes and projects, mass media are less useful than "group media". This has been the case even when regional broadcasting was available. "Group media" refers to all media that facilitate communication within a group and between that group and other groups or individuals. Music, theatre, slides, video-films, flip-charts and sound tapes are among the more frequently used group media (Balcomb 1983). These media are often designed by community development specialists; people's inputs to their design are usually introduced at the pre-testing stage.

Because women and women's groups have had useful experience in developing group media, communications specialists will benefit from women's expertise in the design of group media for specific programmes and projects. For instance, women have found it effective to work with slides, videos and similar low-cost audio-visual tools, especially in areas where the literacy rate is high and the mass media, including the radio, are under government monopoly (Spender 1981a, Spender 1981b, Waites et al., 1982, Wartella et al., 1983). Preliminary research on media effectiveness for women's participation in settlements management provides support for the use of audio-visual group media produced at the local or community level (ISIS 1986).

In working with audio-visual group media, women have observed that the introduction of a new medium often necessitates utilization of a more accepted communication tool at earlier stages of a programme. For instance, in some countries, development communication programmes for peasant women based on video was facilitated by the initial use of photography (FAO 1988).

Along with audio-visuals, radio and different types of print media, women have experimented with puppet shows, street theatre, comics and dance, and have found each useful depending on the context and purpose (Mosho and Wasko 1984, Roberts 1981, Root 1984, Weerasinghe 1983). They have also observed that traditional forms of communication could be used effectively to bring women into the core of the development process. Perdita Huston, in her book Third World Women Speak Out, reports an illustration in which a local woman communicated population information to a large number of targeted women.

> Zahia Marzouk of Alexandria has written songs about family responsibility and family planning that were at first sung only at wedding festivities. They have become popular, however, and are now also sung elsewhere; the music and the words carry the message.... Another example of learning through music was a song...by the women of a co-operative farm in northwestern Kenya. The village had been the scene of a cholera epidemic the year before; nearly one-third of the village had died....Its subject was the story of the cholera epidemic, of the deaths that had ensued, and of how to keep the "witch cholera" out of the house and village in the future. These village women had created a musical learning tool that could be passed on to others via the radio (Huston 1979:123).

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II. INTEGRATION OF WOMEN IN HUMAN SETTLEMENTS DEVELOPMENT AND MANAGEMENT THROUGH COMMUNICATION SUPPORT

There are many ways and means of integrating women's concerns and capabilities in human settlements development and management. These range from government decrees to long-term educational programmes. However, the purpose of this paper is not to compare the relative advantages of alternative approaches to women's integration in development, but to explore the factors that would justify and facilitate a communications approach.

A communications approach is basically supportive of other types of measures; in most types of settlements development and management activities, it is not the only means of achieving policy, programme and project objectives. Indeed, it may be unnecessary unless basic legal and organizational structures are in place. If laws do not allow women's acquisition of property, campaigns on existing opportunities do not concern women. If regulations prevent women's access to commercial loans, relevant advertising of financial institutions need not be directed at women.

A communications approach is a means of reaching development objectives more efficiently and cost-effectively. It is also a means for strengthening the impact of legislative, financial and other measures designed to increase people's participation in development. When such measures are unavailable, it is a means of creating an awareness of the need for such measures; when they exist, it is a tool for informing women of their availability. More importantly, development support communication is the only mechanism to promote democratic and participatory development; it is the only mechanism for seeking people's contribution to the formulation of policies and programmes and for soliciting their co-operation in their execution.

We have already mentioned that alternative measures to ensure people's participation in development necessitate communication support. This contention can be illustrated through examination of two key types of measures: legal and financial.

Legislation

Since the establishment of the United Nations, legislation to eliminate discrimination against women has been an important area of progress. Starting with the Charter of the United Nations, many international instruments have aimed at improving the status of women. These improvements, while not dealing systematically with women's status within the settlements sector, nevertheless dealt with settlements issues by focusing on such matters as women's employment, access to credit and property ownership. Through a large number of international instruments, working conditions were regulated to reduce discrimination against women. The Convention on the Elimination of All Forms of Discrimination Against Women aimed at providing equal rights to land ownership for women in rural areas.

National legislation followed international decisions in some countries; in others, it preceded international action and provided motivation for it. In yet others, despite international decisions, legal structures for the institution of equitable access to resources and opportunities were not altered. Women and women's organizations have networked and communicated within and across national boundaries to ensure equal legal status. But once legislation was in place, far greater efforts had to be made to inform women of their rights.

For legislation to be effective:

a)   It must be known by women who are to benefit from it;

b)   It has to be understood and accepted by both women and men;

c) Mechanisms must exist for its enforcement. These mechanisms include institutional and organizational provisions, the willingness of law enforcement personnel and ability of women to demand remedy if deprived of opportunities provided by such legislation.

If information on legislation providing women equal opportunities and offering protective conditions is unknown or viewed as unsuitable, it cannot be effective. For instance, property laws, once highly discriminatory against women, have been modified in many countries. While women were traditionally excluded from owning land according to customary laws, modern practices increasingly make room for women's access to land. Yet many women do not know of their entitlement. Those who do may not all be convinced of the need for their use of such entitlement, owing to fear of denial and/or threat by their menfolk. Or those who do, but who are not allowed to exercise their entitlement, may be scared to take corrective action.

The discrepancy between the de facto and de jure status of women has been emphasized by large numbers of women. This discrepancy is due primarily to lack of communication support for legislation. The resistance of the society or of certain segments of it is merely another expression of the failure of policy makers to affect public opinion adequately to allow the practice of laws. It is with this in mind that the Regional Meeting of Women Lawyers on Women and Shelter, held in Nairobi in September 1987, stressed the importance of taking action to inform women of their legal entitlement. Women lawyers from around the world have pointed out that it is no longer the lack of appropriate legislation but the lack of appropriate communication that sustained the low status of women in the shelter sector.

Finance

The obstacles to women's access to farm credits, housing loans, commercial loans and other types of credit opportunities have constituted a major theme for action among women's organizations throughout the UN Decade for Women. Discriminatory legislation or practices of financial institutions, the low level of income and savings held by the majority of women, their low level of education, their lack of time and inability to deal with formal institutions and traditions that restrict their interaction outside the narrow family circle are among the many factors cited as explanations for women's relative inability to obtain loans. Intensive communication of the role women play in the production of subsistence goods in the agricultural sector has resulted in greater availability of farm credits to women. A similar development in the human settlements sectors will promote the entrepreneurial capacity of women as well as increasing production in the construction sector. Financial opportunities are not automatically available to poor women; they can, however, be more easily sought through enhanced communication.

There are a number of communication-specific activities to enhance women's access to credit:

a) Compilation of gender-specific information on financial assistance by women and women's organizations;

b) Organization and articulation of anti-discriminatory action to obtain equitable entitlement of women;

c) Organizations of various types of campaigns to seek public support for ending anti-discriminatory practices;

d) Advertising of existing opportunities to relevant groups of women;

e) Preparation and dissemination of information on eligibility and application procedures;

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f)   Modification of eligibility criteria and application procedures through inputs of target groups;

g)   Establishment of functional channels of communication to elicit difficulties women encounter in accessing financial assistance.

Just as the success of legal modifications and new finance programmes depend on effective communication at all levels, slum and squatter area upgrading programmes, land reclamation programmes, resettlement schemes, urban renewal projects, sanitation efforts and transportation programmes all rely heavily on public co-operation. Indeed, past experience shows that inclusion of a systematic communication support component enhances the success of settlements management process (Habitat 1983). This success also depends on the ability of planners to ensure the full participation of women at all stages of policy and programme development. If legal and organizational barriers have been eliminated, a well-designed communications strategy will facilitate the integration of women's concerns into settlements management.

Once a central role is assigned to communication in the settlements sectors, human and financial resources commensurate with that vital role will have to be allocated. It is incorrect to think that communication will take place automatically once its role is acknowledged. A great deal of expertise and sufficient amounts of funding are necessary for it to provide effective support to policies, programmes and projects. The institution of a women-friendly communications component for a programme will also require additional human and material resources. The involvement of communications experts in settlement planning bodies to institute appropriate mechanisms for soliciting the needs and preferences of communities, to inform them of options and decisions and to obtain feedback from the people all cost money and human energy. Savings in human and financial resources are possible in communications support activities that target women owing to the communications channels and networks women have established in many parts of the world and to the skills they have developed in interpersonal, inter-organizational and alternative communication.

Fundamental in the formulation of a communications strategy capable of enhancing women's participation in settlements management is the recognition of the informal city and the informal sector in which a large portion of women's labour is invested and within which the self-help capacity for settlements development can best be promoted for both women and men. This recognition implies the need to decentralize communications support activities and tap the communications networks and tools that predominate in the informal city; among these are those skillfully developed by women.

Whether directed primarily at the informal city or settlements in their totality, in order to be women-friendly, policy support communications activities should involve the following:

a)   Information from women and women's organizations as an input to policy and programme formulation; information on women's needs, characteristics and current activities relevant to the issues under consideration; adequate assessment of women's actual and potential contribution relevant to the settlements issues to be dealt with; communication information to facilitate identification of media and other aspects of communications activity to be directed at women in the process of policy and programme development;

b)   Dissemination of information on pipeline policies and programmes to women and women's organizations; full utilization of networks women have established for such a purpose by using messages, methods and media appropriate for targeted groups of women;

c) Mobilization of existing resources and provision of new ones to enhance women's organizational capabilities; provision of incentives, motivation and training to strengthen the organizational base of targeted groups of women;

d) Institution of innovative communication and co-operation between all parties involved in the settlements management process, including local and national organizations of women and organizations dealing with settlements; elimination of legal and organizational barriers against such co-operation; organization of campaigns to encourage such co-operation at all levels with special consideration of difficulties encountered by women in establishing communication with communication leaders, planners and policy makers;

e) Institution of feedback mechanisms to allow women's views to be reflected in monitoring activities; full utilization of governmental and non-governmental, local and national, formal and informal women's organizations to elicit information on policy and programme impacts; and development of procedures to facilitate policy/programme restructuring in response to such information.

Equally important will be:

a) To inform all government agencies, donors, financial institutions, NGOs and interest groups actually or potentially concerned with the policies and programmes to be adopted, and to ensure, in particular, the reception of relevant information by women's organizations active in matters of possible relevance to settlements managements;

b) To inform, motivate and train the staff of the settlements sector to ensure effective implementation of the new policies and programmes, and do so specifically with regard to measures adopted to enhance women's participation in them. If existing policies and programmes contain women-specific components which are partially applied or largely ignored, to organize staff training and re-orientation programmes;

c) To inform the general public and engage in relations management to seek support of policies and programmes enhancing women's participation in settlements management and to reduce or eliminate discrimination against women's effective participation in sector activities;

d) To build self-confidence and skills among local women in relation to settlements management activities of relevance to the policies and programmes in question;

e) To train community development and field workers to ease their communication with women and women's organizations; assess potential use of communication networks and methods women have developed and establish the relative effectiveness of media for target groups of women in order to facilitate interaction between development workers and women;

f) To encourage human settlements training and educational institutions to include courses on communications support planning and provide motivation for restructuring existing programmes and establishing new ones dealing with the role of women in settlements development and management.

The process involved is not an easy one; nor is it so difficult and cumbersome that it should justify further delays in action. Once legal barriers are removed, organizational deficiencies may be remedied in an incremental fashion without having to restructure the settlements sector entirely.

Policy-, programme- or project-specific action can be initiated with the intent to adopt a women-friendly communications support approach to settlements management. Through

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such a process of institution building, significant progress can be made in a relatively short period of time.

Relevant action has already been initiated at national and local levels. Therefore, a completely fresh start is not necessary; rather, there is much to learn from communications support activities initiated in sectors other than settlements and from various aspects of the women's movement. It is also worth emphasizing once more that women have a great deal of relevant experience and the existing organizational base to facilitate the promotion of a communication approach to settlements management. If the resources women offer for the adoption of a communications support strategy are appreciated and adequately assessed, significant savings in time and energy can be made.

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