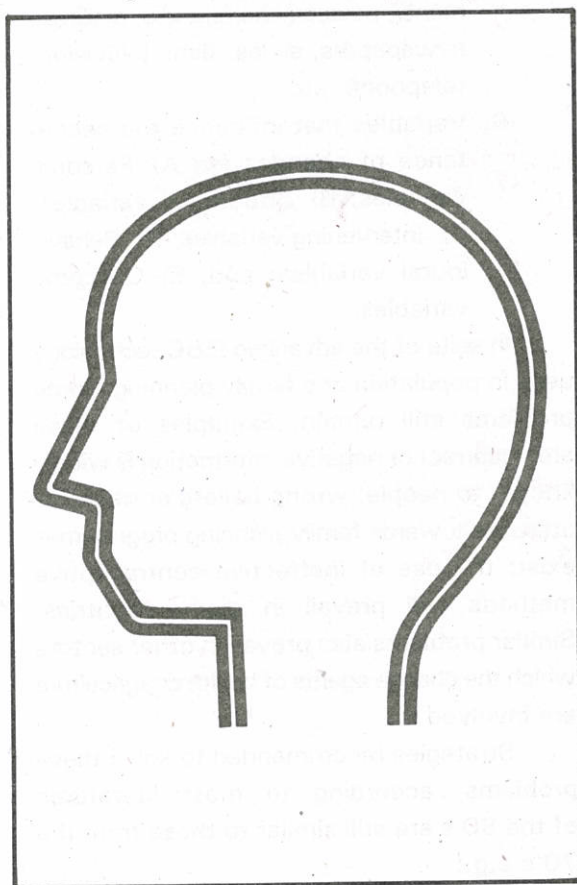


THE "APTISC APPROACH" TO THE DEVELOPMENT OF INFORMATION, EDUCATION AND COMMUNICATION PROGRAMMES

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This paper introduces a new approach to solving some of the problems which Information, Education and Communication programmes (IEC) have been facing in their attempts to support population and family planning programmes during the last few decades. The approach is based on the use of the "Appropriate Practical & Technical Information Selection cube" (APTISC). The APTISC model can systematically identify sixty-four different types of IE&C programme. By using the model we can precisely describe the scope of the IE&C needed by our audience, and we can thereby ensure that our programme is relevant and cost-effective.

IE&C has been an important and integral part of population and family planning programmes since the 1950's. It became increasingly important with the proliferation of these programmes in the 1960's, when technical and professional information in both fields expanded greatly. As a consequence, IE&C became an important strategy for the National Family Planning Programmes in many countries in the 1970's. With the advanced developments in communication technology in that same decade, IE&C programmes appeared to be progressing at a rapid pace while claiming credits for reducing population growth rates.

As a result of the development of IE&C during these past three decades several types of outputs emerged:

1. Information Institutes; at various levels from the national to the international
2. IE&C programmes; for various purposes from simple to integrated
3. IE&C specialists in communication, information, training and education
4. IE&C research; from the academic to the applied
5. IE&C media; from appropriate, simple and low-cost, to advanced, sophisticated and high cost.

In addition to the population and family planning sector, IE&C programmes, were used, and claimed to be beneficial, in sectors such as health, agricultural and others related to rural development.

The experiences gained in IE&C programmes have given support to numerous concepts which have been developed regarding communications:

1. The main factor in the communication process are Sender, Message, Channel and Receiver. Other factor can be added to this basic SMCR model e.g. Media, Feed-back, and Barriers.
2. The Stages in the adoption process of the individual are awareness, interest, evaluation, trial and adoption.
3. The four major perspectives of IE&C programmes are A) Fitting supply and service to existing demand; B) Changing individual attitudes, values, and behaviours; C) The group approach to behavioural change; and, D) The use of incentives and disincentives.
4. The Information needs of the programmes depend on A) The nature of the information itself; B) The characteristics of users; and C) The timing of the application of the information.

5. Population programmes in the form of population education can be developed alone or integrated into other educational or development programmes. Integration must be relevant to the clients needs, and the supporting organizational system must be capable of functioning in an integrated manner.
6. Communication methods consist of A) Face-to-Face Communication, B) Mass communication; and, C) A combination of these two.
7. The three main types of campaign used in Family Planning Programmes are A) Public information; B) Commercial distribution of contraceptives, with media support; and, C) Intensive campaigns for the acceptance of permanent contraceptive methods.
8. The media used in population/family-planning IE&C programmes are: documents, posters, charts, radio, mailings, newspapers, slides, films television, telephone, etc.
9. Variables that influence the acceptance of changes are A) Personal variables; B) Situational variables; C) Intervening variables; D) Behavioural variables; and, E) Outcome variables.

In spite of the advanced IE&C technology used in population and family planning, some problems still remain. Examples of these are: incorrect or negative information is widely known to people; wrong beliefs or negative attitudes towards family planning programmes exist; the use of ineffective contraceptive methods still prevail in many countries. Similar problems also prevail in other sectors which the change agents of health or agriculture are involved in.

Strategies recommended to solve these problems, according to most literatures of the 80's are still similar to those from the 70's e.g.:

- A. Use mass media;
- B. Encourage use of trusted peers;
- C. Facilitate talk among group;
- D. Plan educational strategies;
- E. Select communicators who are acceptable
- F. Broaden focus of communication programme to strengthen service delivery infrastructure.

This phenomenon indicates that IE&C strategies seem to have remained unchanged during the past decade. It can also be anticipated that they will remain so during the present decade.

In order to supplement the above mentioned strategies for solving population/family planning problems in the 80's, the author would like to propose the "APTISC Approach" for the development of IE&C programmes. This is simply a selection guide which IE&C Programme Planners or Managers can use in developing their programmes.

The existing body of technical knowledge concerning IE&C, and any additional knowledge which may be added to this by future research, will continue to be the main resource used in developing IE&C programmes. However, the proposed approach aims to systematically limit exactly what knowledge is use by means of three simple questions. This process, which may drastically limit the scope of population/family planning programmes, may well conflict with a number of existing conceptions of how such programmes should be developed. Nevertheless, the approach logically arises from the following principles of effective IE&C, and should therefore be acceptable to all who support these:

1) Problem-oriented

The IE&C programmes should always be oriented to tackle only specific problems e.g. Use of ineffective contraceptive methods. It should not cover other general information which does not directly related to the problems to be solved.

2) People-oriented

The IE&C programmes should always be oriented towards the "Real Needs" of the people. The man, the message, method and media used in IE&C programmes should meet the needs of the audience.

3) Practical-oriented

The IE&C programme should be practical, with specific aims as follows:

- to provide knowledge
- to change attitude
- to initiate new practises
- to encourage people to provide relevant IE&C to other people.

4) Professional or Technical-oriented

The IE&C programme should be based upon accepted professional or technical information. All information must be valid from the professional and technical point of view. Any heresy or non-scientific quotations should not be used.

With these four principles agreed upon, we can now proceed to the APTISC Model. In order to start developing the IE&C programme systematically, we can begin by asking these simple questions.



I. What is the problem?

The problem may be lack of Knowledge (K), Attitude (A), Practice (P) or IE&C Capabilities (I). One of these four, or any combination of them could be identified as the problem. The second question is :

II. Who are the people responsible for these problems?

A lack of KAPI can arise from various groups of people, and these groups must be identified. For example one might identify the following groups: 1) Policy-makers; 2) Physicians; 3) IE&C specialist; 4) Research and evaluation specialists; and, 5) Trainers. (Bradshaw, 1974) The third question is :

III. What type of professional or technical knowledge is needed to solve the lack of KAPI?

This can be simply divided into 4 type i.e.

- 1) **Technical Information (TI)** which is pure facts and figures type of knowledge
- 2) **Technical Application (TA)** which is more advanced than TI as it has been developed into a system of concepts.
- 3) **Technical Practice (TP)** which is the level of knowledge needed to be able to put these concepts into practice.
- 4) **Technical Supervision (TS)** This is the highest level, in that one not only possesses the proper knowledge, attitude and practice by oneself, but, is able to supervise or teach others as well.

After answering these questions, we can now turn to our APTISC model (model 1) and

identify the "Specific Cube" which will define the perimeters of our IE&C programme. Suppose our answers lead us to identify that we need Cube No.1. According to this cube, the scope the IE&C programme is to develop **Knowledge of the Administrator at the Technical Information Level**. Cube No.2 describes a programme which will develop the **attitudes of academics at the Technical Supervision level**. It may be the case that more than one specific cube is identified, but this still provides us with a precise description of the scope of our programme.

By asking three simple questions the APTISC model forces us to systematically identify the problems which **need** to be tackled, as opposed to those which **could** be tackled. As a consequence we can concentrate the use of our limited resources in those areas where they will be most productive. Precise descriptions of the purpose of our programme, like those above, therefore lay the foundation for IE&C which efficiently tackles population and family planning problems.

For the purpose of actually developing this programme we can break down the identified cube into four main components:

- M 1 = Man (Who is the Communicator)
- M 2 = Message (to be received by the audience)
- M 3 = Method (to transmit the message, and,)
- M 4 = Media (to convey the message)

Each of the above has to be identified before the programme can be initiated. Other supporting components can also be considered e.g.

- M 5 = Management (which includes organizational Communication,)
- M 6 = Material
- M 7 = Morale, and
- M 8 = Money.

These should be analyzed in relation to IE&C programmes being developed.

It can be concluded that IE&C programmes have developed and progressed during the past three decades such that the main elements (i.e. Man, Message, Method and Media) as well as support elements are available for use. However, due to the decreasing financial resources and the simultaneous increase in the need for solving population/family planning problems, it is worth considering the application of the APTISC Approach in developing IE&C programmes. This approach will help

maximize the effectiveness of available resources by concentrating them on the areas of greatest need.

The author believes that this approach can be useful in a systematic and comprehensive analysis for developing IE&C programmes, especially in the 1980's. With the availability of the IE&C elements mentioned earlier, the future prospects for IE&C programmes are promising if these elements are judiciously applied.

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