Overview
GreenCOM III Program

GreenCOM & MPWWR

- Assisted in Creating the Water Communication Unit in 1995
- Plan and Manage a Participatory Communication Program to Support Water Policy Formulation & Implementation

PROJECT OBJECTIVES

- Provide Technical Assistance to the WCU to:
  - Improve MPWWR Staff Capability & Skills to Organize & Communicate with Water Users
  - Increase Farmer Participation in:
    - Water Users Associations (WUA)
    - Cost sharing
    - Water pollution prevention
  - Change Farmer Behavior Toward Water Resources & Management
GreenCOM III PROJECT

- Integrated Three Components …
  - Research
  - Training
  - Production & Dissemination of Print and Broadcast Materials
… with Cross-Cutting Organizational Development and Management Activities

GreenCOM/WCU Major Activities by Component

- **#1: Establish Partnerships Between MPWWR Field Staff & Water Users**
  - Conducted Study Tour on Field Extension
  - Trained 180 District Irrigation Engineers
  - Conducted Seminars for 60 Senior Staff
  - Conducted Workshops for 80 Inspectors
  - Assisted Engineers to Hold Community Meetings

- **#2: Design & Implement Campaigns**
  - Expanded Phase I Awareness Campaign
  - Produced Phase II Awareness Campaign
  - Produced Behavioral Change Campaigns
    - Sugarcane & gated pipe irrigation
    - Short season rice
  - Co-Produced 23 TV News Programs for Farmers
  - WCU Study Tour on Communication Campaigns
  - WCU Video Production Training
GreenCOM/WCU
Major Activities by Component

- #3 Monitor & Evaluate Program
  - Conducted Baseline Studies of Target Audiences
    - District Irrigation Engineers
    - Farmers, Women Farmers, & Spouses
    - General Public
  - Identified Project Indicators
  - Evaluated Engineers Training Program
  - Pre-Tested Materials
  - Monitored Media

Research & Monitoring Component

The Role of Research

- Set baseline values
- Use findings to design:
  - Policies
  - Training programs
  - Messages for awareness campaigns
- Evaluate impact of interventions
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Three Target Groups

• District engineers
  – Baseline survey – 152 engineers
  – Impact survey – 88 engineers
• Farmers
  – Baseline survey – 2453 farmers and wives
• General public
  – Baseline survey – 1,000 respondents
  – Media monitoring – 3 months

District Engineers’ Impact Evaluation

Farmers’ Baseline Research

• TV spot design
  – Water is fixed
  – How to save water
  – Pollution reduces quantity
  – Role of MPWWR
  – New projects
• Fact sheets
  – 8 topics
General Public Baseline Research

- Working with a new audience
- TV spots
  - Not pollution
  - Focus on fixed nature of water supply

General Public Media Monitoring: Campaign Aired July-Aug 1998

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<td>29,760,000</td>
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Recommendations

- Engineers
  - If training continues, use a short pre/post questionnaire
- Farmers
  - Repeat KAP
  - Evaluate message recall
- General public
  - Evaluate message recall
- Monitor broadcast campaign

Field Staff Partnership Component
Research-based Training

- Training design
  - Formal survey
  - Informal assessment
- Reinforcement period
  - Informal evaluation by WCU staff
- Curriculum design
  - Presentation of farmer KAP results

FIELD PARTNERSHIP MODEL

A Three-Cycle Training Process...

- Initial Needs-based Instruction

FIELD PARTNERSHIP MODEL

A 3-phase training process...

- Initial Needs-based Instruction
- Training Application in the Field
- Field Reinforcement
  - Farmer Meetings
  - Media Support
- Integration of Field Experience into Follow-up Instruction
Community Contact
Key to Field Relations

- WCU provided disposable cameras for engineers to document their field contacts.
- Photos from Upper Egypt showing community interaction between trainings.

Instructional Materials
WCU provided educational materials to support community and school meetings.

Publication Support

Public Awareness Posters
Video Products

- Public Service Spots
- Sugarcane Video
- Farmer Spots
- EPIC Field Support

CHANNELS OF COMMUNICATION BEHAVIORAL CHANGE

- MASS MEDIA
- INTERPERSONAL

Communication Programs/Campaigns Component

Programs and Campaigns to Support MPWWR Policy Changes

- Phase I: core messages targeted at farmers
- Phase II: extension of core messages to new audiences
- Phase III: new campaigns emphasizing behavioral changes
Campaign Materials

- Farmers
  - Six :60 Successful Farmer TV spots
  - Six :45 Successful Farmer radio spots
- General public
  - Three :30 Quiz TV spots
  - Three :30 Quiz radio spots
- Children
  - Three :60 Puppet TV spots
  - A comic book based on the puppet characters
  - A poster based on the puppets
  - A t-shirt for children based on the puppets

IMPACT of GreenCOM III

THE RESULTS

A Few Highlights

- 193% Increase Farmer Meetings Conducted
- 122% Knowledge Increase by District Engineers How Farmers can Save Water
- From 53% to 100% Knowledge of WUAs by District Engineers
- From 0 to 10/quarter Fact Sheets/Technical Materials
- TV Spots Aired/quarter 1,028 Times; Value $632,382; Exposure 26 Million Egyptians

TWO SETS OF INDICATORS

- Impact Indicators
  - Responsibility of MPWWR/WCU
  - Conduct Baseline Study on Target Groups
  - Set Targets/Goals
  - Follow Up Surveys
- Predictor Indicators
  - Change in Performance by WCU
  - Predict WCU’s Ability to Achieve Impact Results
  - Rankings done by WCU & GreenCOM Advisors
District Engineers’ KAP

- 157% increase - Know 10 countries share the Nile waters
- 122% increase - Cite 3 ways farmers can save water
- 193% increase - Number of farmer meetings held by district engineers
- 52% increase - Know MPWWR policy on farmer participation
- From 53% to 100% knowledge of WUA

CHALLENGE
Farmers Baseline Data

- Know Egypt facing water scarcity - 33%
- Ever heard of Water Users Association - 2%
- Cite 1 way farmers can save water - 20%
- Seen water conservation messages on TV - 6%

CHALLENGE
General Public Baseline Data

- Know Egypt Facing Water Scarcity -- 50%
- Know 10 Countries Share Nile Waters -- 4%
- Seen Messages on TV or Radio about Saving Water -- 69%

PREDICTOR INDICATORS
WCU Capabilities

- Component #1 - Fieldworker Training
  - From 0 to 7/month each WCU Staff Contacts with Field Staff
  - Assessing Training Needs -- 2 on scale 3
- Component #2 - Communication Campaigns
  - From 0 to 10/quarter -- Fact Sheets/Technical Information Materials
  - From 5 to 25/month -- Visits to Media Outlets
PREDICTOR INDICATORS

WCU Capabilities

- Component #3 - Monitoring/Evaluation
  - Questionnaire Design -- 2 on scale 4
  - Develop Strategy for Monitoring -- 2 on scale 4
- Cross Cutting Activities
  - From 0 to 6 -- Contacts/month with MPWWR Departments Gathering Information
  - From 0 to 2 -- Number Staff Emailing

CONCLUSIONS

Impact

- Solid Foundation Established in Initiating MPWWR Awareness Program on Limited Water Supply
- Changing Water Users’ Behaviors--Conservation & Pollution Prevention--Requires a Long-Term MPWWR Program