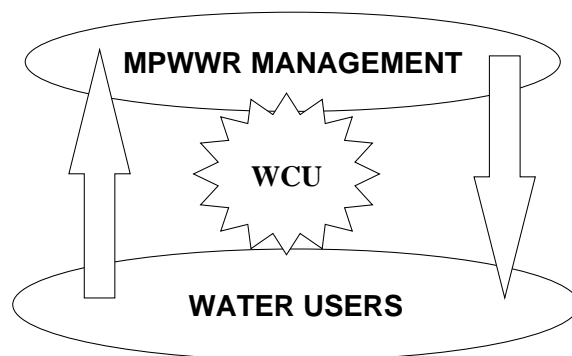


Overview GreenCOM III Program

GreenCOM & MPWWR

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

TWO-WAY TWO-WAY PARTICIPATORY COMMUNICATION APPROACH

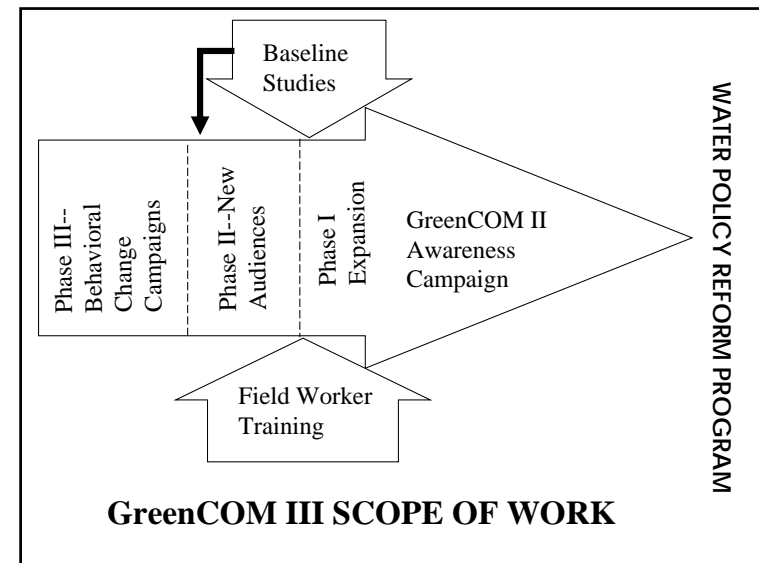


PROJECT OBJECTIVES

- 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

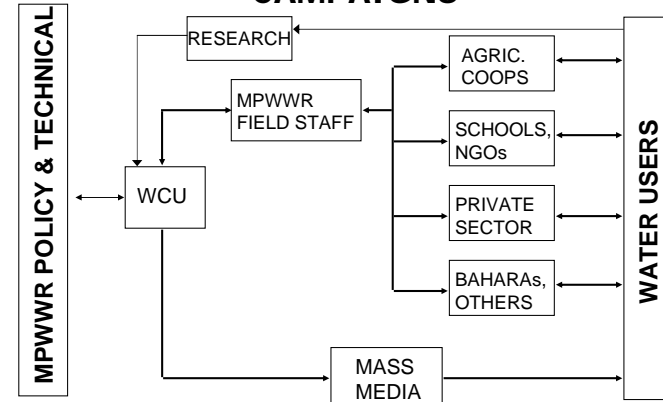
GreenCOM/WCU Major Activities by Component

- **#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

MPWWR EDUCATION/COMMUNICATION CAMPAIGNS



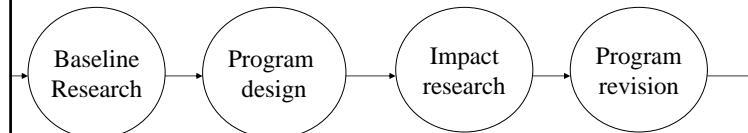
Research & Monitoring Component

The Role of Research

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

The Role of Research

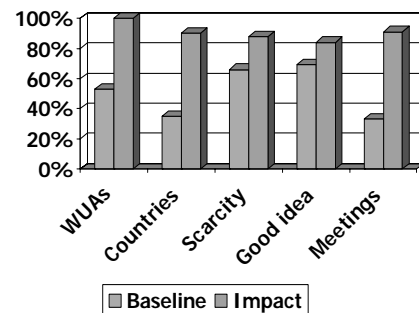
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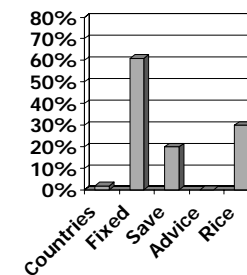
Three Target Groups

- 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

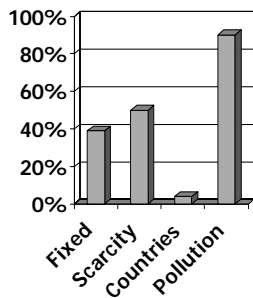


Farmers' Baseline Research



- 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

	Rural	Total
Target pop.	14,843,000	29,760,000
Audience	13,310,000	25,838,000
Effective reach	87%	84%
Frequency	36	37

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

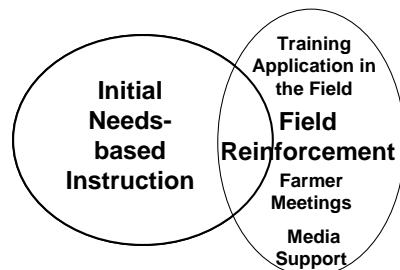
- **Training design**
 - Formal survey
 - Informal assessment
- **Reinforcement period**
 - Informal evaluation by WCU staff
- **Curriculum design**
 - Presentation of farmer KAP results

Knowledge, Attitudes and Practices of Egyptian Farmers Towards Water Resources

A National Survey
October 1998

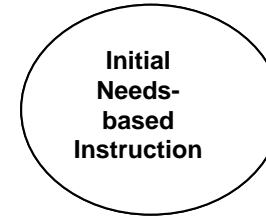


FIELD PARTNERSHIP MODEL



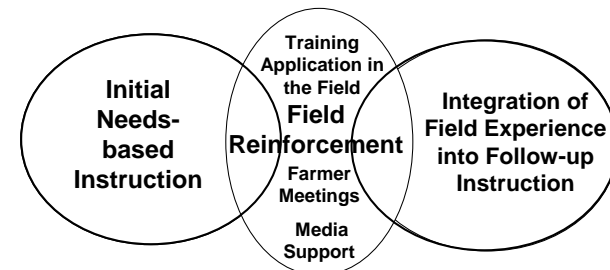
FIELD PARTNERSHIP MODEL

A Three-Cycle Training Process...



Field Partnership Model

A 3-phase training process...



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

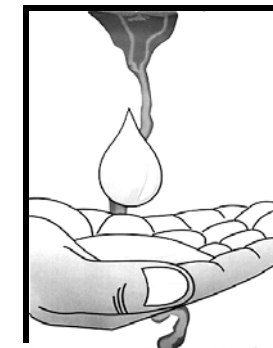


Publication Support



استعمل المياه بالعقل...
... قبل الميزان ما يختل

Public Awareness Posters



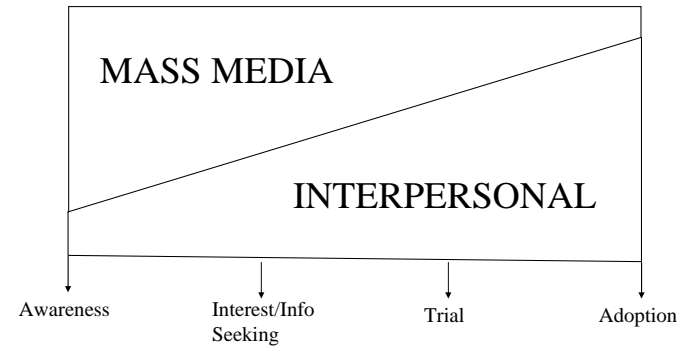


Video Products

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



CHANNELS OF COMMUNICATION BEHAVIORAL CHANGE



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%

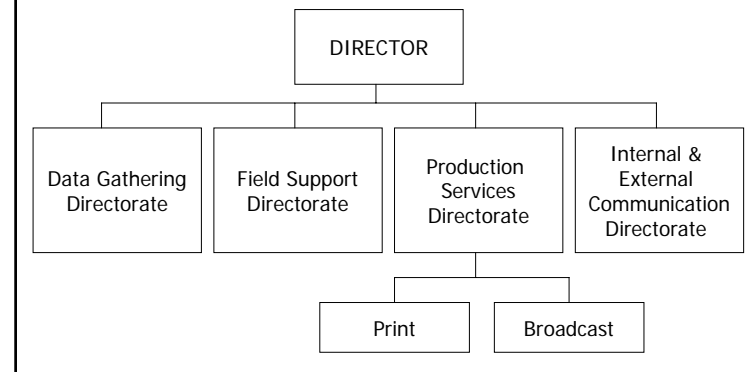
PREDICTOR INDICATORS WCU Capabilities

- 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

MPWWR Water Communication Unit



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