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Communication Design

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Maternity





Department of Radiology Department of Pediatrics Pharmacy

**Employment Opportunities** Community Benefit

News & Resources



JFK Memorial Medical Center P.O. Box 1973 **Tubman Boulevard** Sinkor, Monrovia **Montserrado County** Republic of Liberia

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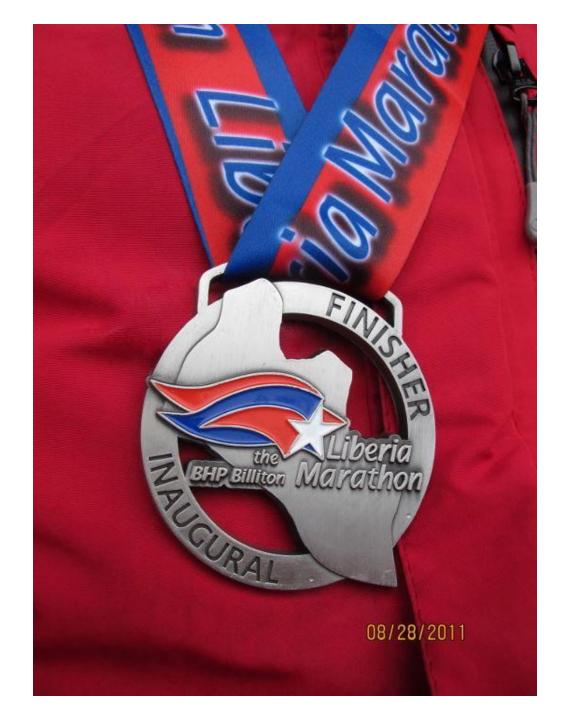












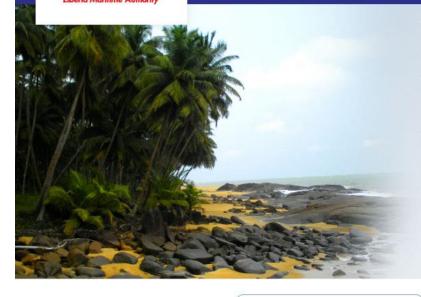


Maritime

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### Reclaiming **Our Beaches** & Waterways

Commissioner Kesselley works with our **Department of Corporate Social Responsibility** alongside Coconunt Plantation Community dwellers to clean a local beach.

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# EBOLA MUST CONTROLL Stopping Ebola is Everybody's Business



# EBOLA MUST GO

Stopping Ebola is Everybody's Business









Stopping Ebola is Everybody's Business







# EBOLA MUST GO

Stopping Ebola is Everybody's Business









Love and honor the dead without touching them.



EBOLA COMMUNITY ACTION PLATFORM

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You can survive Ebola. Get care at an ETU.





Stopping Ebola is Everybody's Business



Help quarantined families by giving them food, water, and encouragement.

Speak Out! Call 4455



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#### Build Your Own Showll

Do you have ideas for LTAS Radio topics, guests, or music?

Bend us your thoughts and you could be featured as a special guest on the showl

Email us at: transgraliberia.org

#### Latest Winner!



Prince O. Gabriel Monrovia, Liberia July 15, 2010

Meet the other LTAS Show contest winners >>

Listen to the LTAS Show online >>

#### LATEST NEWS

July 3, 2010 - LTAS Event at Raily Time Market. Reaches 125 Liberian Youths

June 31, 2010 - LTAS BCC Outreach Events Prove to be Highly Successful



PARTNER PROFILE

#### UNFPA

The LP4 Population Fund is a development agency that promotes the right of every person to a life of health and equal opportunity. UNFPA supports countries in using population data for policies and programmes in three core areas - "Let's Talk About Sex"

et's Talk About Sex\* (LTAS), a lively radio show hosted and developed by youth, was the first component of PSI/Liberia's SMARTChoice® program. The LTAS radio show promotes safe sex and responsible sexual behavior aimed to prevent HIV infection and unintended pregnancy amongst Liberia's youth. The show, designed for the youth, about the youth, and by the youth, is presented in three parts: the in-studio radio show; around-town road shows, and community outreach events.

LTAS is aired twice a week on UNMIL Radio, which has nationwide coverage in Liberia, and rebroadcast at other times on smaller community radio stations. LTAS is also a community outreach tool, reaching youth through out-of-studio live shows, hype shows, listening events, newsletters and blogs. The community outreach team focuses on the BCC needs of specific target groups. Some of their events have focused on commercial sex workers (CSWs) featuring peer educators who are themselves CSWs. The outreach team also has dedicated events for transport workers and petty traders. "I always praise this program because it was one of the reasons I decided to get tested for HIV. Making such a decision was not easy, but I can proudly tell anyone that I know my status, and I can move on more smoothly with my life. LTAS has impacted me in so many ways It has slowed me down on risky sexual behaviors and on those things that may have led me to HIV. I really view LTAS as one of the best youth shows... What makes LTAS unique is the fact that it mixes entertainment with the level of information it gives out, which has drawn a lot of youth ..."

or send a

After hearing the episodes of LTAS, Augustine Kou decided to get tested for HIV. Augustine is so enthusiastic about the show that, since his test, he has been a guest, a guest host and one of the youth at the 2010 planning meeting for show topics.



#### LTAS Event at Rally Time Market Reaches 125 Liberian Youths

orpo Bayie left her home on the morning of July 3rd to trade her wares at the Rally Time market in Monrovia. She returned home that evening with a resolution; she will never have unprotected sex again.

"I have many friends who think that it's no use using condom because they've heard that the condoms burst and that condoms reduce the enjoyment," Korpo revealed, adding that she had held the same view in the past. Traditional norms in Liberia taboo open discussions about sexual and reproductive health issues among youth, leading to a dearth of sex education available to this demographic.

In a country recovering from a 14-year civil war that exposed many children to sex, most youth in Liberia are sexually active; one in three young girls gets pregnant before her nineteenth birthday, PSI/Liberia's Let's Talk About Sex (LTAS) radio program educates youth age 15-24 about HIV and unintended pregnancy prevention. In addition to the radio show, hype shows target youth

with infrequent access to radio and specific at-risk groups who have infrequent access to radio.

Korpo was among over 125 youth who attended the LTAS hype show about family planning held at the Rally Time market. As an 11th grade student at Weltona High School in Monrovia, Korpo sells dry goods at the Rally Time Market during her vacation. Korpo is one of many Liberian youth with little knowledge about sexual and reproductive health issues. Our Rally Time hype show was the first place she received proper information on contraceptives, HIV and pregnancy prevention. Korpo, who revealed that she hitherto did not use condoms confided that the education she received at the LTAS hype show made her realize that she was at a high risk of getting pregnant and contracting HIV. "Now, I can't have sex without using condoms because I want to protect myself," Korpo said, beaming.

Korpo, whose sister was a teen mother, wants PSI to continue organizing more BCC events to "protect our little sisters from getting belly."



Household Water Treatment Research Funded by UNICEF

fter a successful branding and launch of SMARTChoice®, PSI/Liberia began preparations to launch its child survival program.

In 2008, PSI/Liberia conducted a Household Water Treatment Country Context research and a TRaC Study of Water Treatment, Hygiene, and Diarrheal Diseases among caregivers from three counties in Liberia – Montserrado, Grand Bassa, and Grand Gedeh, The studies were done in partnership with UNICEF, the Center for Disease Control (CDC), the Liberia Institute of Statistics and Geo-Information Services, and the Ministry of Health and Social Welfare.

The Country Context report provided the parameters for the development of a national household water treatment product for Liberia, while the TRaC study ascertained local knowledge, attitudes, beliefs and practices regarding household water treatment and hygiene promotion. Recommendations from these studies guided the marketing, behavior change communications, and branding strategies for WaterGuard\*\*, PSILiberia's water treatment product, which was launched in mid-2009.

WaterGuard™

n September 30, 2009 Liberian President
Ellen Johnson-Sirleaf officially launched
WaterGuard<sup>TM</sup>, a household water treatment
solution specifically targeting families with
children under five, which became the first
component of PSI/Liberia's Child Survival program.

The rainy season in Liberia runs from April to October and is accompanied by an increase in waterborne diseases such as cholera, typhoid, dysentery and other diarrheal diseases. The 2007 Liberia Demographic and Health Survey (LDHS) reported that only two-thirds of the Liberian population has improved sources of drinking water, while 82 percent of Liberians do not treat their drinking water. Children are the most affected, with one in five children not reaching their fifth birthday.

As only a quarter of the population has access to pipe-borne water, low technology point-of-use solutions provide an affordable interim method to increase access to safe water for the entire population while costly infrastructure is being built, as per the government's Poverty Reduction Strategy (PRS).

With this in mind, and with funding from UNICEF, PSI/Liberia studied household water treatment practices in Liberia and determined the most suitable dosage and formulation for WaterGuard<sup>TM</sup>.

In addition to PSI/Liberia's year-round distribution through local wholesaler and retailer networks, local and international NGOs distributed samples of WaterGuard<sup>TM</sup> to the most vulnerable households in targeted communities in Greater Monrovia and five counties during the rainy season. The PSI/Liberia team also conducts several rounds of training for health workers, retailers, and people in the community to ensure proper use of WaterGuard<sup>TM</sup> is understood and adopted.

Difficulties in accessing safe drinking water are high in rural areas, but the capital city Monrovia is not exempt from its own challenges especially for poorer households. Pipe-borne water supply facilities are working at 25% of the pre-war capacity for the city, producing only 4 million gallons daily for a population of 1 million people. Pre-war infrastructures produced 16 million gallons for 450,000 inhabitants. In both rural and urban areas there is a risk that water may be contaminated after the point of collection by dirty containers and hands. Household water treatment using WaterGuard<sup>TM</sup> reduces this risk by allowing families to treat their water at the household level just before drinking it.



**WaterGuard** 

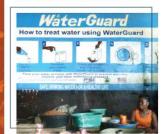
2,949 Liberians from cholera hotspots attended WaterGuard™ events and learned how to protect their families from waterborne diseases in between September and December 2009.

## Engaging the private sector

WaterGuard<sup>™</sup> manufactured locally by MANCO

rivate sector manufacturing of WaterGuard™ in Liberia has been a critical component of the success of this product. PSI is proud of its relationship with MANO Manufacturing Company (MANCO), and feels it is extremely important that WaterGuard™ is produced here in Liberia - for long term sustainability of the product, for quality control purposes, and to support local employment and skill-building as a key contribution to the government's Poverty Reduction Strategy (PRS). MANCO will continue to build their WaterGuard™ manufacturing line to meet the growing demand for WaterGuard™. Incountry production of WaterGuard™ will hopefully lead to longer-term funding to scale-up access to the product through pharmacies, medicine shops, supermarkets. kiosks, and clinics in all fifteen counties of Liberia.

In addition to manufacturing, the private sector has played a key role in WaterGuard M distribution. Establishing an effective private sector supply chain for a new product, especially one which follows a social marketing approach, takes time. Wholesalers and





retailers needed to be convinced that there was enough demand for WaterGuard™ before they agreed to purchase stock. Starting with private sector sales in Greater Monrovia – focusing on well-known pharmacy chains and popular market areas – PSI trained private retailers on how to properly stock, store, and promote the product. Through this training, retail partners grew to see both the opportunity for profit and the benefits of participating in a highly publicized campaign for health impact.

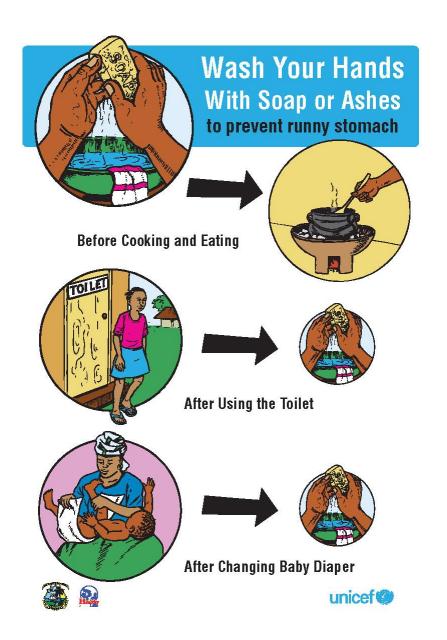
Funneling WaterGuard™ to the Liberian public through two channels, private sector retail sales and community-level promotional distribution, has allowed PSI to familiarize Liberians with the WaterGuard™ brand, exposed people to the benefits of the product, allowed community members to try it for themselves, and has ultimately increased demand. This has encouraged private sector retailers to stock the product, give bottles a prime spot in their shop, brand their shop doors and windows with "WaterGuard™ Sold Here" stickers, and offer customers advice on why and how to use the product correctly. Going forward, PSI aims to develop a tiered private sector supply network that moves the product as quickly as Liberian communities demand it.

Patience is a young mother in Doe Community, a known cholera hotspot in Monrovia. During the long rainy season this community gets flooded to the point of having impassable roads and passageways. Households are often flooded and residents are forced to wade through water and make a require hearing.



CHILD SURVIVAL





# Carry Your Child to the Clinic Quick Quick When Your Child is:









# **Take Cover**

# To prevent malaria

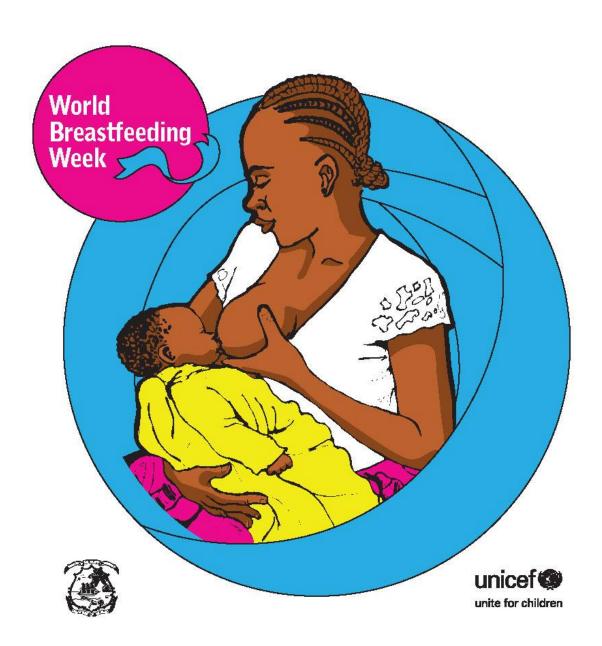


Everywhere, everynight, sleep under the net.









#### Gbarpolu

10

**GBARPOLU COUNTY** 

1. ARTISTS\*

2. CSOs\*

3. CSOs FOR CHILDREN\* 4. CSOS FOR PHYSICALLY IMPAIRED\*

5. CSOs FOR WOMEN\*

Rural Women Organization

Fatu Nyen President Tel: 0880706838

6. FAITH-BASED ORGS

Jellerson Zinnah Cathechist Bopolu Tel: 06103447

7. GOV:TINSTITUTIONS FOR WOMEN & CHILDREN

Gbarnpolu County Coordinator Ministry of Gender Paul Kimba Tel: 06766011

8. GOV'T INSTITUTIONS FOR PHYSICALLY IMPAIRED\*

9. GOV:TINSTITUTIONS FOR ELDERLY\*

10. HEALTH OFFICERS

Chiel Health Ollicer Chief Jallah Lone Hospital Tel: 065 16620

11. INFLUENTIAL OPINION LEADERS

San lord Massaquoi Teacher Tel: 06669181

Sunny Wennie Tel: 06181309

Boakai G. Sarnor President Federation of Gibarpolu Youth Tel: 0880677618

12. LOCAL AUTHORITIES

Gertrude Lamin Superintendent Bo po lu City Tel: 06 469382

K. Moses Monorporlor Development Superintendent Bopolu city Tel: 06 536436

William Mayolo Mayor Bopolu City

Zoe Foley Paramount Chief Bopolu Chiefdom

Bokom u Chiefdom

Paramount Chief Guo Chiefdom

Paramount Chief Belleh Chiefdom

Fassama Market

Gatima Lokogasa Market Ocassionally

Bokomu District Markets Weekly

Kpayeakwelleh Market

Gbanney Village Market

Gbarma Community Market

Wea-Sua Market

Gbama District Markets

Beatoe Town Market

Gbarma Community Market

Dogba Kollie Niklee Paramount Chief

Koisee Goloe, Sr.

Joseph W. Boldoe

John Try Paramount Chief Kong ba Chiefdom

13. MAJOR MARKET DAYS Belle Baloma Market

Belle yallah Market

Weekly

Gbanney Village Market

Bopolu District Markets

Weekly

Bopolu Market

Jallah Lone Town Markel Weekly

14. MARKET OFFICIALS & HEADS\*

15. MOBILE PHONE NETW ORKS\*

Lone Star: 85.7%

Cellcom Libercell

16. NEWSPAPERS\*

17. NG 0s\* 18. ORPHANAGES, CHILD-CARE, & ADULT ORGS

19. PERIODICALS\*

20. PHOTOGRAPHERS

Alex O. Haastrup Compound 3, LAC Tel: 06888441 21. RADIO STATIONS

Human Rights Community Rural Radio Station Sam A. Kamara Station Manager C/O Public Information Tub manburg Tel: 171-7514 / 077282040

Radio Kongba FM 96.6 Kungbor John Konneh Tel: 06649634

22. SCHOOL AUTHORITIES

Kortu M. Okwamuo County Education Officer Tel: 06808521

James Numanee District Education Officer Gou-Nweb b Tel: 077219175

D. Flomo Mulbah District Education Officer Kongba Tel: 06936041

Wellington Kerkula District Education Officer Boko m #1 Tel: 06448287

Kelvin Lawrence District Education Officer Gharma 077706357

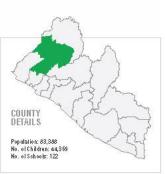
23. TRADITIONAL ORGS\*

24, T-SHIRT & BILLBOARD

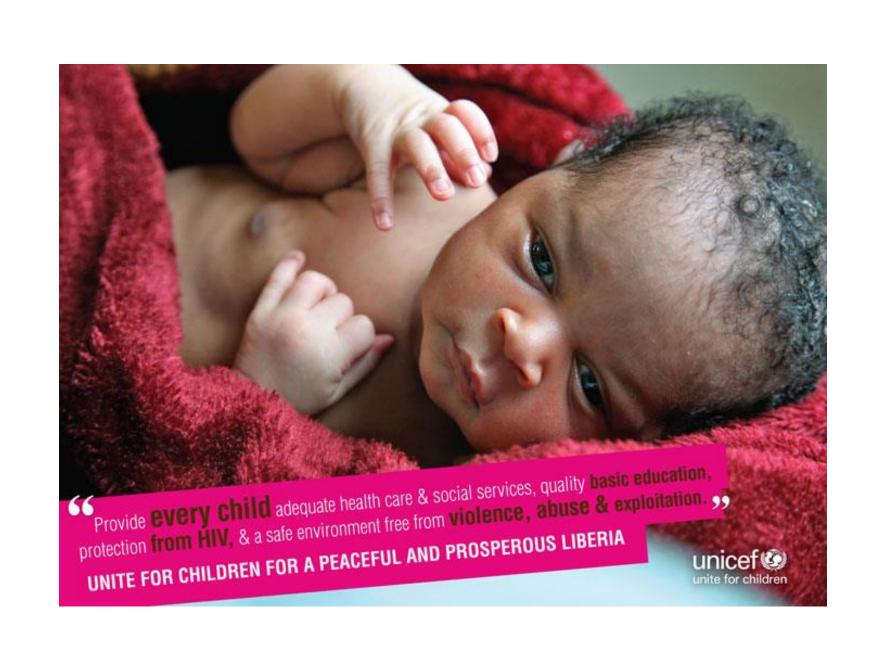
25. T-SHIRT SELLERS\*

26. TV STATIONS\*

"None Identified



unicef







# II. Update of Situation Analysis With An Equity Lens

#### Unequal Development - the Evidence

Liberia is a potentially wealthy country endowed with rich natural resources<sup>7</sup>, it has one of the fastest growing economies on the African continent<sup>8</sup>. There is much foreign direct tinvestment flowing into the country<sup>3</sup>. However, 64% of the population still lives below the poverty line. The war years have "deskilled the labour force" hus putting the economy in a low productivity trap<sup>6</sup>.

#### The quality of teaching and learning declines the further one moves away from Monrovia.

unattractive for foreign companies other than to invest in minerals and mining. The North Western and South Eastern Regions are the most marginalized in all socio-economic areas<sup>3</sup>. Rural women have limited access to economic opportunites and basic sentices. Fernale-headed households constitute 73% of the poor. The child deprivation score by wealth quintle (2007) is 70% for the poorest and 40% for the inchest quintile (see map and diagrams below). The gap is widest in the two South Eastern Regions.

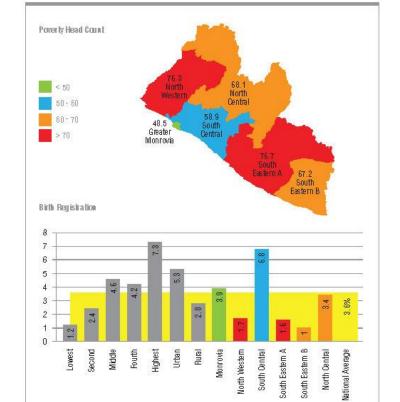
The LDHS 2008 is still the comerstone of nationally available disaggregated data, by wealth quintile, region, urban vestus rural, and gender. Preparations for the 2013 LDHS are currently underway with field work planned in 2012. The plan is to disaggregate data again by region. However, LISGIS now has the capacity to collate data at county and district levels in Liberia Info, but sampling and questionnaires would have to be adjusted at an additional cost. Needless to say, there is an immense opportunity here to shapen the equity focus of the survey. In

addition, LISGIS could "bustomize" research for UNICEF in specific countes or deprived districts – even during the LDHS exercise – such as was done in Bomi County for the social cash transfer programme. Much of the available data is capable of being disaggregated to district level. Even at regional level, the extreme range of outcomes is apparent, as shown in the Table below derived from the LDHS.

#### Inequity in Educational Provision

A child's prospects for educational outcomes is largely determined by circumstances of birth, their location, the wealth ranking of their household, their sex and their nutritional status before and after birth. To overcome this inequity, children, backed by their parents, are effectively forced to migrate to obtain education, often as young as 8 to 10 years. In the wealthiest quintile 27% (20% in the next quintile) of children were from another household with both parents living elsewhere and in Monrovia this figure was 25%. Even in the poorer quintiles and widely across Liberia. about one in seven children came from other homes<sup>4</sup>. Today there are 3,925 primary schools, but coverage is lopsided in favour of Montserrado County (1,000). LISGIS and the Ministry of Education, supported by UNICEF, have mapped schools by region, county and district, but there is a need to obtain soft data per school. Inequites remain in quality of and access to education. Children in rural areas have little chance to move on to secondary school. The quality of teaching and learning. declines progressively the further one moves away from Monrovia.

The National School Census 2008-2009 reports more than 500,000 children enrolled in pre-primary schools. Most of these pre-primary schools are private and in urban.



f Iron ore, gold, diamonds, rubber, palm oil and timber.

<sup>&</sup>lt;sup>2</sup> In 2010, the economy grew by 6.1%.

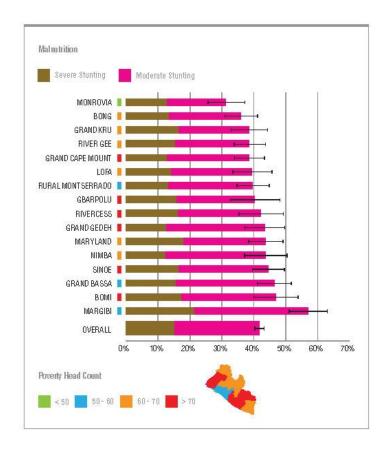
<sup>&</sup>lt;sup>3</sup>Oil exploration is starting off-shore

Liberia Employment & Pro-Poor Growth, World Bank Nov 2010

<sup>&</sup>lt;sup>5</sup> With 76.3%, the North-Western Region has the highest poverty headcount, followed by South-Eastern-A Region with 67.2%

<sup>&</sup>lt;sup>8</sup> These figures a retaken from LDHS 2007 Tables 2.3 and

#### II. Update of Situation Analysis With An Equity Lens CONTINUED



complex peri-urban environment of Montserra do, or smaller absolute numbers but high percentage of poor in the border counties or the hardest-to-reach pookets of forest dwellers living out of contact with external services. At least the rights of such marginalised communities, for example to forest products and livelthoods? In ust be protected in law before timber and mineral concessions may be awarded. This was

litre of clean water than the rich, who can afford to have tanks filled at low cost per litre. The scale of youth unemployment and underemployment in Montserrado is a development, rights and security is sue that must be addressed. The Situational Analysis refers to the cerasus figure of 51,000, including children, who were either institutionalised (including in prison), or "floating", meaning homeless. These





the purpose of the 2006 National Forestry Reform Law. Already the Forestry Development Authority (FDA) are reported<sup>20</sup> to have a unched a project in Rivercess implemented by Green Advocates International and funded by FAO in which semi-illiterate local forest communities would be mobilised to use GIS-GPS community mapping tools. Imaginative means of offering educational opportunities to the children of marginalised forest households shouldbe given, perhaps through solar power, raido and mobile phones and links to county officials.

Urban & Peri-Urban Inequity
There is high inequity in urban and
peri-urban areas. UNICEF has begun to
address inequity in access to urban water<sup>37</sup>,
where the poor pay much higher rates per

children may not feature in many studies as they would not be covered in household sample surveys, having no household.

Gender Inequity Women have historically suffered from gender discrimination, with minimal land rights, property ownership and inheritance. restrictions, less access to education, inability to exercise choice over marriage partners, undermined by initiation in Sande secret societies and the effects of FGM (female genital mutilation), low status in home and community and at risk from maternal mortality. They became targets of gender based violence during the war. They have been poorly protected by Liberian legislation and practice of the police and judicial system. With the election of Africa's first woman President, there has

<sup>99</sup> See USAID Land Tenure Country Report on Liberts and Box 10.1 in the World Bank 2008 "Forest Sourcebook"

<sup>20</sup> Women Voices 3 rd Oct 2011

<sup>37</sup> There is a good award-winning model in the water and sain fation work of Decelopment Valoristop in the LUPP (LUB nds Urban Powerth Programme) programme over the past decaded uring a nd post comflict in Angols, when urban water supplies had and could not declare for the increased populs to in fleet the conflict in bit the musseques of sulmost of Lubran in the musseques or sulmost of Lubran in the musseques of sulmost of Lubran in the musseques of the musual mu



# African Rain "Imagine" System: Phase 1

