



**USAID**  
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**AFGHANISTAN**

# FACT SHEET

## Ammunition - Awareness leaflet

March 2006



Nassruddin a military engineer who, whilst on a mission in Ghazni, crawled on to an object hidden in the winter snow.



Tri fold leaflet



Ammunition destruction site in Bagrami, Kabul

PHOTO: USAID / AFGHANISTAN

**Concept – a leaflet was designed for the Anti Personnel Mine and Ammunition Stockpile Destruction (APMSD) Program to meet a need to increase awareness for the mobile Weapons and Ammunition Destruction teams (WAD’s) in the field. The leaflet was firstly, to inform the communities of what the WAD’s were doing and secondly, to raise awareness of the dangers posed by such munitions to the communities, their children and in directly to the security forces.**

It was hoped that by relating the issues to the communities that they would be more willing to report hidden arms caches, etc to the authorities and indirectly assist in the collection process.

The content of the leaflet was straight forward. It comprised:

- Real life headlines extracted from the newspapers to which the reader could directly relate.
- A personal account from a person disabled by munitions and the impact that the event has had on his life.
- Frequently asked questions – with answers.
- Graphic photographs – to communicate the message to the illiterate.
- Attractive to look at, combining simple pictorial messages and detailed information to reach out to the different audiences.

20,000 color tri fold leaflets were produced in both dari and pashtu and handed to the ANBP (APMSD) co-ordinator to pass to the WAD’s for national distribution.

Feed back from the WAD’s, that had the leaflets, was good as three teams proactively asked for more leaflets and there were no complaints from the other teams on the contents.

Further detailed information is available on [www.ddrafg.com](http://www.ddrafg.com)



## Assistance to Afghanistan (continued)



Different types of Ammunition lying loose in unguarded munitions dumps across the Country



Afghan Children



Headline in a local paper about the explosion in Khenjan that killed 33 people

### Lessons learnt

The UN failed to produce the leaflet in the timescale and the tasks was passed to USAID for timely implementation. The UN body responsible for the program should have produced the leaflet but did not have the capacity.

The leaflet was designed in house unaware that in parallel UNMACA was designing a similar leaflet. Limited last minute consultations occurred with UNAMCA, which provided a welcomed additional proof of the leaflet reconfirming that all of the facts were correct. UNMACA suggested that the leaflet duplicated their efforts and should be halted. The UN bodies should have coordinated efforts to determine if a similar product was already being produced and via versus UNMACA could have informed the Ammunition Steering group of its intentions. UNMACA has still to release and distribute the leaflet that it was preparing.

Distribution. The bulk of the leaflets were handed to ANBP to hand to the WAD's when visiting the regions. The majority of the leaflets were instead passed to the regional offices to distribute. It is not known if the RO's coordinated the distribution of the leaflets at the same time that the WAD Teams were in the vicinity – if so, it would have duplicated human resources.

Informal distribution always relies on the good will of the individuals participating – which is affected by the routine RnR's, rotation, short term contracts. Paid distribution guarantees delivery.

No monitoring or feedback was conducted with the audiences to identify improvements.

PHOTO: USAID

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