

THE SANRU NAME AND LOGO

By Franklin C. Baer

Extracted and amplified from *SANRU: Lessons Learned (1981-1991)*

During the first few weeks of the project it was decided that the Basic Rural Health Project (660-086) needed a name that would be easily identifiable to health zone personnel as a Zairian effort. We decided to hold a naming contest within among the project staff.

SANRU ADMINISTRATIVE PERSONNEL (1982)

Mr. Nlaba Nsona	Project Director	half time
Dr. Miatudia Malonga	MOH representative	half time
Dr. Franklin Baer	Project Manager	fulltime
Rev. Ralph Galloway	Planning Coordinator	fulltime
Mrs. Florence Galloway	Training Coordinator	fulltime
Mr. Dianzola Lufwakasi	Secretary	fulltime

The winner of the project naming contest was to receive a free dinner at the Intercontinental Hotel. Sheets of newsprint were taped onto the office wall, and over the period of a week the list of proposed names grew. While that list has been lost, there were over 50 names proposed among which were the following:

- PSSPMR : Projet des Soins de Santé Primaire en Milieu Rural
- SANMIRU : Santé en Milieu Rural
- PRS: Projet Rural de santé
- PRSSP : Projet Rural des Soins de Santé Primaire
- PROSAN: Projet Santé
- SANRU: Santé Rurale

SANRU, which was the name that I proposed, quickly emerged as a clear favorite, although I don't think that I ever received the free dinner! Actually, the first SANRU project was referred to as SANRU-86. That incorporated both the USAID project number (660-086) and the end-date for the project (1981-1986).

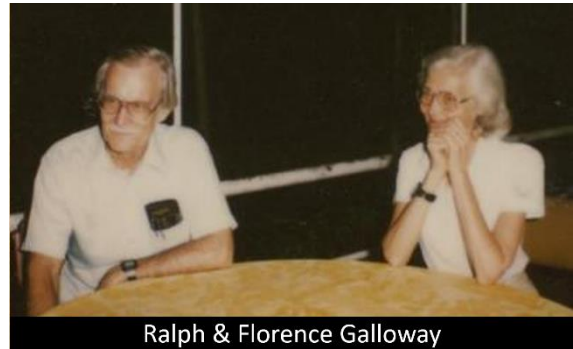
Unknown to us, the German group known as *Hans Siedel* was managing a health project in Northern Equateur that they had named "SANTE RURALE". They were convinced that we had stolen the name from them. Because of this we were always cautious to explain that SANRU did not mean 'SANTE RURALE' but rather was an abbreviation for "Projet des Soins de Santé Primaires en Milieu Rural". However, a couple of years later, after the Hans Siedel project had ended, SANRU began to be referred to as simply SANTE RURALE".

The SANRU I Logo was a hasty attempt to come up with something to put on a letterhead. The design was intended to show a father, mother and baby, configured from the letters 'SR-86'. While it served its purpose, it was never well understood by most people, and was aptly described by a Peace Corps volunteer "as a bunch of Ascaris Worms". So, we continued the search for a better logo.



One of the early project objectives was to print family planning posters. This initiative was led by Mrs. Florence Galloway, the SANRU training coordinator. Her husband, Ralph Galloway, was the SANRU planning coordinator and composed the entire finance department of SANRU.

Florence contacted a Presbyterian missionary artist, Mrs. Mildred Washburn, who sent us four drawings (see below):



Ralph & Florence Galloway

- 1) A mother breast-feeding her child;
- 2) A healthy family with mother, father and child;
- 3) A pregnant mother with two malnourished children; and
- 4) A father holding a child.



Florence Galloway adapted these with family planning messages and they were the first SANRU posters to be distributed to health centers.

When we organized the first SANRU conference in 1983, Tracodi, our chief supplier at that time, proposed that we make a SANRU T-shirt for the occasion. We liked the idea, but the only images that we had on hand at that time were the four shown above. By a general consensus we decided that the “Father holding a child” would work best on a T-shirt along with the name SANRU, and so we commissioned Tracodi to print up several hundred T-shirts. They were a great hit at the conference, although the quality of the printing was not great, and the image faded after several washings.

We did not intend that this T-shirt image would become the project logo. However, based on the positive response to this image during the conference (along with the failure of the previous SANRU logo that I had designed), we quickly adopted the father and child as the logo for SANRU. And, from that point on, SANRU became associated with the Father/Child Logo. The next time we printed letterhead we made the change official.

Since that time, the SANRU logo and names have appeared on thousands of flags, pins, caps, balloons, clocks, buttons and calendars. The name and logo for SANRU made a significant contribution by explaining that SANRU was not just a short-term project. Rather, SANRU (name and logo) became symbolic of a national program to create health zones and delivery Primary Health Care service across the country.

