

Revised January 14, 1971

NONCAPITAL PROJECT PAPER (PROP)

ORIGINAL: X

COUNTRY: Worldwide

PROJECT NUMBER: 931-11-570-925

PROJECT TITLE: Family Planning Support Through Home Economists

U. S. OBLIGATION SPAN: FY 1971

PHYSICAL IMPLEMENTATION SPAN: One Year

GROSS LIFE-OF-PROJECT FINANCIAL REQUIREMENTS:

U. S. Dollars \$120,000

I. SUMMARY

The contractor (American Home Economics Association) aims to encourage and facilitate provision of population and family planning information for use by home economists as part of their professional capability. At present such information is not usually identified as a part of home economics training, and there is no present systematic plan to supply it through professional organizations or journals on which home economists normally depend to keep them current with new needs and resources.

Home economists are a key group. Most of them are women serving as extension agents, teachers, and community development staff where they work directly with women and girls, many in rural areas otherwise hard to reach, and whose participation is essential to the success of family planning programs. In contrast to many European countries, where home economics tends to be equated with domestic science, the developing countries have accepted the United States view of the profession as embracing all phases of home life including family health and child care.

This project would be designed to determine the unique role home

economists might play in the world wide effort/and develop strategies of population/family planning that offer the most promise for maximum effectiveness. Following an initial conference and field consultations, proposals would be made as to how best to reinforce the training of home economists, provide teaching materials and professional back-up to mobilize the profession as a contributing member of the family planning effort in LDC s and in the world.

As a first step, the AHEA proposes to begin with a small conference, probably/at its headquarters in Washington, and at the University of North Carolina, for which experienced home economics leaders from some of the most promising LDC's would be brought to confer with members from the United States. This conference would be briefed on contemporary family planning considerations and discuss potentials for field consultations which would then follow in at least three or four LDC s where AID has population programs. These field consultations would be conducted by teams of two United States home economics leaders (at least one of these should have family planning orientation) with two nationals. They would assess needs, opportunities, resources, and programs in progress. They would determine the interest and capacity of national home economics associations and institutions for making use of training aids on family planning. They would study the need for refresher courses, programs for conferences and local meetings. They would decide in what ways family planning might be included, as a part of home science teaching, home extension services and other professional work; and what materials are available or should be made available in professional journals, other publications and curriculum guides. The team would also consider what type of "next steps" might be

most useful for further work if the country so desired.

The AIEA is particularly suitable to initiate this project because a number of United States home economists have served overseas with AID Missions, often setting up present training institutions; also many LDC women trained for home economics in this country under AID or AIEA fellowships. These contacts are still fresh. An ^{added} advantage of this project is that it will conserve these relationships.

While the project is aimed primarily at on-the-job home economists, it will also study and influence university and other training curricula since home economics organizations and activities in almost all LDCs include - and are often headed by - university professors and teachers already recognized as leaders in the academic field. The only other project aimed at similar objectives is a pilot effort now being organized by the -related to
FAO FAO in three African countries -- Kenya, Tanzania and Uganda, on "Planning for Better Family Living." Since this is only in the beginning stage, and it will be several years before its experience can be available for wider use, the AIEA project is much needed on an immediate basis.

Coordination with the FAO would be assured by advance consultation and by including FAO representatives familiar with the project in the first conference

II. SETTING OR ENVIRONMENT

There is a continuing need for dissemination of family planning information and help in solving the problems involved in reaching women at the village and home level -- and in urban as well as rural settings. Most of the home and village extension agents - in the United States as well as in LDC's - are home economics trained. This is true also of the home science teachers, who begin in LDC's with children - usually girls - in the

elementary grades. As such, home economists are widely accepted in developing countries; they counsel regularly with rural women -- frequently on an individual basis where the entire family situation is relevant, and they also help families in urban ghettos.

Home Economists the world over are increasingly concerned to relate their know-how to family needs, including child-planning programs. This concern is apparent, for example, in the NIEA Journal -- read widely in the developing countries as well as here, and in reports received directly by the AHEA. It is believed that as yet, there are not a substantial number of action programs in family planning. The next step would normally be an effort along the line proposed - to formulate information and training "packages" adapted to needs and potentials in particular countries and areas, taking advantage of the many training materials already available in the form of movies, pamphlets, and benefitting from the experience of successful programs.

III. STRATEGY

... There are two aspects:

(1) The proposal strikes into the area already recognized as among the most difficult to reach -- i.e., the provision of friendly, informed guidance for the home woman -- especially the woman in a village, a poverty area, or other isolated setting -- by another woman she already trusts. Because the home-economist-extension worker has already achieved a welcome by such women, and she is accustomed to discussing even intimate problems with them, she can encourage the woman who has never tried birth control to make the initial clinic visit, and then to continue and seek further

help as needed. Older members of the family are also accustomed to trust the extension worker and accept her advice when supported by easy information.

(2) The project should become self-servicing within a relatively short time -- possibly three to four years -- because it is designed to develop systems which involve the home economists themselves, and their national leaderships, in the process of improving their own capability as a profession. The home economist should in no way be regarded as having a medical or social work potential -- her role is one of friendly counsel and experienced guidance on how those in need of family planning services can, obtain them. This is a role which parallels the responsibilities home economists carry on nutrition and other matters. Since home economists in each country must ultimately develop their own approach to family planning, they can be expected to proceed along practical lines acceptable in the cultural and governmental setting. However, they need the base of a well-defined role and a professional philosophy.

IV. PLANNED TARGETS

These will be defined more specifically through the planning conference proposed as the first step. The following are listed as expectations.

1. Involvement of the home economists in self-survey and assessment of resources to assist in family planning programs in a variety of different countries. In anticipation of the project, the AHEA expects to circulate its United States membership to locate experienced American personnel and sources of presently available materials directed at home economics involvement.

2. Development of a commitment to conferences and material preparation, in the language of the countries for use at the local, district, regional, and national level in participating countries.

3. Assessment of materials and development of prototypes of training "packages" adapted for home economics use.

4. Preparation of articles on the role of home economists in family planning for publication in professional home economics journals, including translations into needed languages.

5. Development of consultation patterns between home economics associations and family planning agencies or government programs, with purpose of identifying and maximizing the professional contribution.

6. Summary and report of project findings and recommended next steps.

V. COURSE OF ACTION

The first step will be a planning conference composed of United States and LDC home economists with experience or concern for full development of professional capabilities, including response to the population crisis; this would be followed by field consultations in selected countries to assess potentials and needs. For this purpose, the contractor (with AID approval as appropriate) will:

1. Locate United States home economists with relevant experience, probably through mail survey.

2. Appoint Project Director and assistant.

3. Develop conference of consultative type; about 12 from LDC's with

12 from United States -- five days in Washington, five days at Chapel Hill (Population Center) & College of Home Economics, University of North Carolina - Greensboro cooperating. This will include briefing on population and family planning, field survey techniques, and first definitions of role and philosophy of Home Economics in family planning. Contractor will be responsible for all travel and per diem requirements of participants.

4. Consider conference findings, including suggestions re field consultations.
5. Select three or four countries for field consultations in cooperation with AID/W, taking account of AID regional Bureau and Mission advice.
6. Recruit team personnel, including national participants.
7. Conduct field consultations, including recommendations from each (See Annex 2 for detail). Arrange travel and per diem for all consultants.
8. Review total project recommendations with pertinent AHEA leadership.
9. Forward recommendations to AID: these may lead to further projects.

Attachments:

1. Budget
2. Work-Program for Country Teams

PROPOSED BUDGET

Start-up costs, mail-survey, initial recruitment, etc. including one month service at Executive Director level \$10,000

Salaries

1 - Project Coordinator - 9 months, including 15% payroll taxes and benefits*	*\$20,700	
1 - Administrative Assistant Secretary - 9 months, including payroll taxes and benefits	6,900	
8 - U.S. Consultants - 1 month each @\$2,000**	16,000	
8 - National Consultants - 1 month each @\$300	<u>2,400</u>	46,000

Travel and Per Diem

Conference

12 - Countries to U.S.	12,000	
12 - Per diem in U.S.; 14 days	4,200	
12 - U.S. experts to conference	2,400	
12 - Per diem, 14 days	4,200	

Field Consultations

8 - U.S. to Country	8,000	
16 - In-Country travel for U.S. and Nationals	3,200	
3 - U.S. per diem in Country, 30	6,000	
3 - Nationals per diem when traveling in Country	1,800	

*To be equated with AHEA Exec Director salary (\$2,000 a month plus 15% payroll taxes and benefits).

**AHEA would hope to recruit persons at the level of Deans of Schools of Home Economics, program communication experts, and State extension leaders—current U.S. salaries are in \$18 to \$25,000 range. Project Director might serve also on one or two country teams. If so, this figure can be reduced by \$2,000.

PROPOSED BUDGET

-2-

Travel in U.S. for Coordinator and
teams (2 consultations and mis-
cellaneous travel)

5,000

Per diem for pre-and post-tour
consultations, 8 persons,
2 consultations of 3 days each

1,200

48,000

Incidental office expenses and
other overhead @15%

15,600

\$119,600

Annex 2

WORK-PROGRAM FOR COUNTRY TEAMS (2 U.S., 2 COUNTERPARTS) (Tentative Suggestions for 3 Week Period)

First Week (Team Together)

1. Initial consultations with A.I.D. Missions
 - a. Population Officer - briefing on country family planning programs, including Planned Parenthood and UNICEF; discussion of procedure, including activities he may wish to share.
 - b. Other Advisors - agriculture, education, health, as appropriate.
 - c. Plan visits to pertinent Ministries.
2. Consultation with national Home Economics Leadership: Organizations, also University and other training institutions.
 - a. Explore current interest and activities re family planning.
 - b. Plan to participate in home economics organization meetings, if available including some outside capital area.
 - c. Coordinate plans to visit Ministries, to include appropriate organization leaders - one object will be exploration of how home economists might use family planning information as part of their professional service, as extension agents, teachers, etc.
 - d. Plan observation of home economics work.

Second Week (Teams Members Might Work Separately)

- a. Observation of home economists-on-jobs, teaching, extension, other
- b. Visits to Ministries
- c. Survey of related non-governmental organizations as to family planning interest (Women's Institutes, Co-ops, Master Homemakers, other affiliates of Associate Country Women of World)
- d. Explore with A.I.D. Mission-possibilities for family planning fellowship or other training for qualified home economists.

Third Week (Team Members Might Separate)

- a. Collect and assess family planning training materials prepared by similar groups (social workers, teachers etc.) for possible use by home economists; consult with local leaders and counterparts and prepare written summary.
- b. Interim consultation with A.I.D. Mission.
- c. Consult local home economics leadership re draft recommendations. Determine most promising ways in which home economists in that country might make a contribution and what elements would be necessary. Firm up a record of experiences and a philosophical position for home economists in that country which hopefully might translate to another LDC of similar circumstances.
- d. Draft report for AHEA and A.I.D.

UNITED STATES GOVERNMENT

Memorandum

RS/PS 931-925
Attachment A to Rev. No. 1
of 2/23/72 Proj. No. 931-
11-570-925

A.I.D.
Reference Center
Room 1656 NS

04

TO : TA/PM, Mr. Kenneth Levick

DATE: February 7, 1972

FROM : TA/POP, R. T. Ravenholt

SUBJECT: Amendment to AID Contract No. csd 2964 re Family Planning Support Through Home Economists

The subject contract with the American Home Economics Association (AHEA) is for the purpose of exploring how home economists can make promotion of family planning a part of their professional responsibility. It provides for a small conference and several field visits. The expiration date is June 30, 1972. Findings thus far have been enthusiastically positive, and we are in the process of developing a more extensive program with the AHEA.

However, this further extension will not be ready in time to fund what the AHEA -- and we -- now see as an immediate and much-needed element -- summer training in family planning for home economists already studying in this country. The attached PIO/T proposes funding this training as an amendment to the current contract. Your review and approval are requested.

This proposal grows out of the conference on Home Economics and Family Planning conducted by the contractor at Chapel Hill last November. The conference was unanimous in recommending that all home economists be given immediate opportunity to train in population/family planning, particularly information and education training as it relates to their professional capabilities. Some LDC students were among the participants at Chapel Hill, and shared in the recommendations. Demand for a summer course has grown since they returned to home ec campuses. Currently there are more than a hundred LDC home ec students located in U.S. schools and universities.

Since the expected students are already in this country, the cost will be relatively low -- including overheads, the contractor estimates less than \$60,000 for approximately 25 students. Various institutions are offering courses which can be adapted to the need. The contractor expects that staff already on board can take the lead in developing this summer training, so that the only additional staff cost will be a summer program coordinator (4 man-months) plus travel and per diem for any necessary consultations.

Clearances:

TA/POP/PIEC, Mr. Charles F. Blackman
AFR/TAC, Dr. Julius Prince (phone)
EAD/PHP, Dr. James K. Shafer (draft)
NESA/OPP, Mr. John Alden (draft)

SA/VN/ND, Mr. Gerald Patrick (phone)
ARA/LA/PCD, Mr. George Coleman (phone)
OIT/PD, Ms. Gladys Philpott (phone)



I. PROJECT IDENTIFICATION

1. PROJECT TITLE
Family Planning Support Through Home Economists

APPENDIX ATTACHED
 YES NO

2. PROJECT NO. (M.O. 1095.1)
931-11-570-925

3. RECIPIENT (specify)
 COUNTRY _____
 REGIONAL _____ INTERREGIONAL **TAB**

4. LIFE OF PROJECT
BEGINS FY **71**
ENDS FY **72**

5. SUBMISSION
 ORIGINAL
 REV. NO. **1** of **4/23/72** DATE
CONTR. PASA NO. _____

II. FUNDING (\$000) AND MAN MONTHS (MM) REQUIREMENTS

A. FUNDING BY FISCAL YEAR	B. TOTAL \$	C. PERSONNEL		D. PARTICIPANTS		E. COMMODITIES \$	F. OTHER COSTS \$	G. PASA/CONTR.		H. LOCAL EXCHANGE CURRENCY RATE: \$ US _____ (U.S. OWNED)	
		(1) \$	(2) MM	(1) \$	(2) MM			(1) \$	(2) MM	(1) U.S. GRANT LOAN	(2) COOP COUNTRY
1. PRIOR THRU ACTUAL FY	120	120									
2. OPBN FY 72	60	8	4			52					
3. BUDGET FY											
4. BUDGET +1 FY											
5. BUDGET +2 FY											
6. BUDGET +3 FY											
7. ALL SUBQ. FY											
8. GRAND TOTAL											

9. OTHER DONOR CONTRIBUTIONS

(A) NAME OF DONOR	(B) KIND OF GOODS/SERVICES	(C) AMOUNT

III. ORIGINATING OFFICE CLEARANCE

1. DRAFTER Anne Barnes, TA/POP	TITLE Project Manager	DATE 2/15/72
2. CLEARANCE OFFICER M.H. Boynton H.B., TA/POP	TITLE Dir. Pop. Office, TAB	DATE

IV. PROJECT AUTHORIZATION

1. CONDITIONS OF APPROVAL

This agreement is authorized on the basis of the description and clearances in the attached Pavenholt/Levick memorandum dated February 7, 1972.

2. CLEARANCES

BUR/OFF.	SIGNATURE	DATE	BUR/OFF.	SIGNATURE	DATE
			TA/PM, John H. Keane	<i>[Signature]</i>	2/22/72
			AAA/TA/PM, K. S. Levick	<i>[Signature]</i>	2/22/72

3. APPROVAL AAS OR OFFICE DIRECTORS

SIGNATURE S. H. Butterfield	DATE	4. APPROVAL AID (See M.O. 1025.1 VI C)	SIGNATURE	DATE
TITLE AA/TA				

ADMINISTRATOR, AGENCY FOR INTERNATIONAL DEVELOPMENT