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PROJECT EVALUATION SUMMARY REPORT

9320611(5)
PO-440-393-A

1. Reporting Office - Project Category DS/POP/FPSD	2. Project Number 932-11-580-611
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3. Project Title
"Development of Commercial Contraceptive Marketing in Ghana"

4. Key Project Implementation Dates:		5. Estimated Project Funds:	
a. First Contract	b. Final obligation expected	a. Total	b. To date
Y 77	FY 81	\$ 850,000	\$

6. Evaluation Number (each reporting unit should number its PES serially for each Y)	7. Period Covered by This Evaluation From 7/76 To 4/78
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8. Action Decisions Approved by Office Director as a result of the evaluation, including those items requiring further study. Note: indicate recommended date of next evaluation; issues/actors that should be examined; and whether same evaluation is desired.	b. Officer responsible for follow-up	c. Date action to be completed
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This project was evaluated on April 23-27, 1978, and there are no problems or issues which will delay the accomplishment of the purpose for which this project was approved. The project is now on schedule*, and I recommend its continuation without any basic changes in the design.

Arthur Danart, Project Monitor, reviewed all relevant documents (i.e. The Westinghouse Contract; the Project Paper; Westinghouse project quarterly reports; and all project correspondence). The Project Monitor visited Ghana and met with: the Project Director; the Distributor and Packager; the advertising agency; some hospital pharmacies and retail outlets; and USAID staff.

Initiation of national sales is now planned for the first part of August and a full scale evaluation is recommended by the Project Monitor for the middle of September.

9. Documents to be revised to reflect decisions listed above: <input type="checkbox"/> Project Paper <input type="checkbox"/> Financial Plan <input type="checkbox"/> Evaluation Plan <input type="checkbox"/> Other (specify) <input type="checkbox"/> Logical Framework <input type="checkbox"/> Implementation Plan <input type="checkbox"/> PIO/T	10. Project Future <input type="checkbox"/> Continue as programmed <input type="checkbox"/> Redesign as noted above <input type="checkbox"/> Modify implementation as noted above <input type="checkbox"/> Terminate ahead of schedule
11. Signature of Project Officer Signature: <u>Arthur Danart</u> Typed name: <u>Arthur Danart</u> Date: <u>June 15, 1978</u>	12. Signature of Officer/Director Signature: <u>R. T. Ravenholt</u> Typed name: <u>R. T. Ravenholt</u> Date: <u>12 June 78</u>

*The Ghana contract was signed with Westinghouse Health Systems on June 30, 1976. The initial host country contacts were made by another contractor (PSI) which created confusion and held up host country approval for a period of 9 months. Subsequently, USAID/Accra had logistic problems which further delayed the arrival of the Westinghouse project director. John Hayes, the Project Director, has now been in Ghana for ten months and has achieved all tasks preliminary to national launch. During my stay in Ghana I was able to meet with the distributor and packager; the advertising agency; the Director of the National Family Planning Board; and USAID/Ghana. Discussions with each of these organizations confirms that the project is now on schedule and should begin sales by August 14th.