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NONCAPITAL PROJECT PAPER (PROP)

COUNTRY: WORLDWIDE ORIGINAL: X

PROJECT NUMBER:

PROJECT TITLE: Inventory & Analysis of IE&C Support

U.S. OBLIGATION SPAN: FY 1971-1973

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PHYSICAL IMPLEMENTATION SPAN: FY 1971-76 (Six Years)

GROSS LIFE OF PROJECT FINANCIAL REQUIREMENTS:

U.S. DOLLARS (Six Years)..... $687,00

I. SUMMARY

The grantee (East-West Center, University of Hawaii) will establish under this proposal a continuing inventory-analysis to provide to AID/W, USAID Mission and other organizations and institutions an on-going record of the information education/communication (IE&C) activities in support of world population program action and development which are currently being performed, supported, or planned for FY 1971-73 by major population institutions and agencies. These include international private organizations, foundations, population organizations, U.S. and foreign universities, specialized agencies of the United Nations, regional institutions and organizations, international religious organizations, and major country programs.

This inventory-record will provide continuously current data and analyses regarding the types and levels of IE&C support being given and planned in the population program field--worldwide and by selected regions and major countries.

These data and analyses are essential to enable the Agency for International Development to improve its knowledge and assessment of IE&C support needs in the population program field, as a basis for planning of its IE&C assistance activi...

This inventory will be utilized by TA/POP for formation and maintenance of its own continuing IE&C assistance inventory related analyses and for guidance of project planning in this field.

The continuing inventory survey and record-formation covered by this proposal will provide:

1. A brief but inclusive description of the IE&C central staff resources and organizational structure relating to provision of IE&C services and materials of the major private organizations, institutions, and international private and multilateral organizations which are receiving A.I.D. assistance in the population field--i.e., the Population Council, the Pathfinder Fund, the International Planned Parenthood Federation, Planned parenthood-World Population, private foundations and institutions, and specialized agencies of the United Nations; this description to be accompanied by a list of the individual IE&C service-items and significant individual informational materials which have been provided or produced in the past three years for population program support, the IE&C service-items or materials production which are currently budgeted or are in process of completion, and the service-items or materials production which are specifically budgeted or planned for approximately one year ahead. (Service items include consultant service, IE&C seminars, IE&C training items, and actions for research, testing, and evaluation in the IE&C field);

2. An inventory record and analysis of the same information as above for each of the principal assistance-giving nations engaged in population program aid, including Sweden, the United Kingdom, West Germany, Denmark, Japan, and others;

3. An inventory and analysis of the IE&C support activities for population action being carried out or planned by interregional and regional institutions.

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[In its inventory of IE&C resources, plans, services, and materials the contractor will specify the intended purpose of each activity of materials; the intended audience; the times, volumes, and frequencies of dissemination by the various media and channels; and the personnel load and approximate costs involved in each. Any available data on the impact and audience reactions will be included on an item-by-item or service-by-service basis.]

Though the purposes of the inventory will be substantially accomplished by provision of the information outlined above, [the contractor will also provide analytical summaries and comments relating to the status problems, and needs of particular programes in the IE&C field.]

In the cases of interregional and regional grantees assisted by A.I.D. in the population field, the contractor will obtain inventory data for the above purposes by detailed on-the-spot investigation at the central headquarters of each of these grantees, accompanied by such checking as may be necessary.

II. SETTING OR ENVIRONMENT

Public support of population program action in developing countries and consequent large-scale adoption of family-limitation practices by individual couples is contingent upon public familiarity with the needs for birth control, knowledge of methods of contraception, and knowledge of the means and services that are locally available--when and where. Also, ever-arising harmful rumors must be kept sealed off by the flow of reliable official-source information.

The Agency for International Development is charged with assisting developing countries to curb their excessive rates of population growth, as a means to improve average levels of living, food supplies, employment and incomes, and overall national viability.

Because massive adoption of new practices is sought in population programs, the continuing dissemination of facts and persuasive information to large public

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is essential. Worldwide, this dissemination is occurring is some degree, as it is in numerous individual countries, through both official and non-official means.

To foster and assist this world movement is, by instruction of President Nixon and the Congress, the responsibility of A.I.D. Importantly, this requires the Agency's help for IE&C activities in developing countries.

Inventory information as to the status of IE&C support activities in this field is necessary to enable assessment of present and future needs for action by the Agency and others. This inventory and its attendant analyses are essentia for the continuing IE&C planning, guidance, implementation, and evaluation that are required for effective and economical IE&C support of population programs.

III. STRATEGY

The Agency for International Development encourages and assists less-developed countries to formulate policies and action to curb their excessive rates of population increase--that is, increases so rapid that they prevent necessary economic and social gains and retard improvements in levels of living of the people.

Program experience shows that public information/education/communication IE&C/support, carrying the family planning messeage to broad publics by economical means and effective techniques, is required for the rapid advance of population policies and program. The recognition given this requirement is evidenced by the interregional, regional, and country assistance being provided by the Agency in this sphere, by the growing number of institutions and agencies which are assisting or conducting such activities themselves, and by the increasin emphasis which country programs are placing upon this type of support. However, the multiplicity of the types, elements, and locations of IE&C support makes it necessary for the Agency to obtain immediately a reasonable clear and detailed

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picture of current support actions, plans, and IE&C activities in this field as a whole. The IE&C inventory and preliminary analyses provided under this project will help meet this need by disclosing present and continuing status of overall IE&C support plans, structures, services, and materials production and use of the principal assisting institutions and agencies in this field.

IV. PLANNED TARGETS

The major target here is the provision of specific and adequately detailed information to the Agency on the IE&C support plans, resources, activities, and needs of major institutions, agencies, and programs in the population field. Achievement of this target will enable firmer Agency assessment of population activities and needs in the IE&C sphere as a whole. Better cooperation with other assisting institutions and improved coordination of IE&C assistance planning and action are also important targets. This inventory and analysis undertaking will provide the first comprehensive detailing of public and private interregional and country IE&C support plans, resources, activities and needs in the population field. With additions of comparable data from A.I.D. staff (by TA/POP), the continuing inventory and analysis activities will provide a most important administrative and technical resource for implementation of the Agency's population program assistance.

Operational targets will be the continual delivery to TA/POP of the required inventory data and descriptions covering the IE&C structures, resources, stated plans, specific past activities, and stated needs of:

1. The principal institutions, foundations, and agencies receiving or desiring interregional assistance from A.I.D. for IE&C activities. (including data for IE&C work not assisted by A.I.D.)

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2. The principal multilateral agencies (UN affiliates, OECD) and international voluntary organizations (including IPPF, Church World Services) receiving or desiring A.I.D. assistance for IE&C activities (also including those IE&C activities not funded through A.I.D.).

3. The principal private foundations and institutions which do not receive A.I.D. assistance in the IE&C field, such as the Ford Foundation, Rockefeller Foundation, Population Reference Bureau, and the Population Crisis Committee.

4. The principal foreign governments or agencies which do not receive A.I.D. assistance but which themselves render IE&C assistance, or plan to do so:

5. The principal population programs in LDC's, public and private.

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The prospectus includes IEC specialists' participation with Agency specialists and officials, population specialists of other institutions, and IEC specialists of the Agency in consultations regarding resources, needs, plans, and activities of the above institutions and agencies.

V. COURSE OF ACTION

The above information for the inventory and analysis will be obtained by the grantee through personal interviews and correspondence with officials and operating personnel at the Headquarters of these institutions and agencies. The grantee will collect, review and maintain file copies of key IE&C materials, and data on their distribution and use. The grantee will confer with officials and others regarding past IE&C activities and future plans, observe and discuss their IE&C staffing plans and needs, and obtain information on the ranges and types of IE&C activities which they assist, conduct, or plan in the population field.

The grantee's approach will not be that of an expert offering or implying criticism to those interviewed or consulted in the course of the inventory formulation. The grantee's role at the headquarters of these institutions and agencies will be to produce a brief detailed description of the IE&C resources and specific IE&C plans, activities and need of such institutions, agencies and programs. This description and listing must be reviewed and approved by appropriate officials of each institution, agency, or program concerned before the grantee submits the information to AID/W or other recipients.

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The proj will give continuing attentio to the inventory and analysis of IE&C activities and plans of international organizations and private U.S. institutions which are receiving or seeking A.I.D. assistance for IE&C work relating to population programs and to the IE&C plans and actions of other assistance-giving countries and institutions. The grantee will endeavor to establish arrangements with each of these institutions and agencies for economical and continuing exchange of information and data on IE&C actions and plans regarding population programs.

In initiating interviews with multilateral agencies (U.N. agencies) and official agencies of other assisting countries, advance approval from TA/POP will be obtained by the grantee. Such approvals will be based on the concurrence of appropriate offices of the U.S. State Department.

Inventory and analysis activities relating to the IE&C plans and work of population programs of individual countries and regions will be initiated by the grantee on the basis of advance concurrence by TA/POP and the concerned A.I.D. Regional Bureaus and USAID Missions.

The grantee's written reports and analyses of particular activities or of groups of activities by particular institutions or agencies will necessarily be preliminary in nature. These descriptions, lists, and analyses will be submitted to TA/POP on a continuing basis during each year in the form of memoranda and review manuscripts. Distribution or publication of individual reports under this project will be subject to concurrence by TA/POP. It is expected that, in general, approved

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report materials will be made available to all institutions and agencies engaged in population work. In addition to providing inventory and analysis data to TA/POP on a current basis, the grantee will provide an annual summary report to TA/POP covering each year's operations, conclusions, and recommendations.

The grantee's written and oral analyses will contribute to improving A.I.D.'s assessment of IE&C activities and needs during fiscal year 1971 and beyond, as well as be helpful to other institutions.

This project is expected to extend for approximately six years, though funding is presently proposed only for three years.

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PROPOSED BUDGET - THREE YEARS

INVENTORY AND ANALYSIS DIRECT COST

	FY-71	FY-72	FY-73
IE&C Specialist	$25,000	$26,000	$27,040
IE&C Specialist	20,000	20,800	21,632
Secretary	7,000	7,350	7,717
	52,000	54,150	56,389
Benefits 18% avg	9,360	9,747	10,150
Overhead on salaries @ .167	8,684	9,043	9,417
	70,044	72,940	75,956
Space preparation $2,500/space	7,500	0,000	0,000
Communications, Postage, Air Freight	3,000	3,000	3,000
Office Supplies	1,000	1,000	1,000
Reports and Analyses (includes distribution costs)	4,000	6,000	10,000
Quarterly Newsletter @ $1,200 (includes distribution costs) per issue	3,600	4,800	4,800
Travel (equiv. six trips worldwide @ $1,500)	9,000	7,500 (5)	7,500
Per diem (trip est. 35 days)	5,000	4,200	4,200
Equipment			
Calculator	1,500	0,000	0,000
Microfiche and film reader and printer	1,800	0,000	0,000
Microfiche/film cabinet	500	0,000	0,000
Computing services (programming keypunching, machinetime)	2,000	2,000	2,000
TOTALS	108,944	101,440	108,456

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