

I. PROJECT IDENTIFICATION

1. PROJECT TITLE <b>Training Films and Related Teaching Materials</b>		APPENDIX ATTACHED <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO 18p
3. RECIPIENT (specify) <input type="checkbox"/> COUNTRY _____ <input type="checkbox"/> REGIONAL _____ <input checked="" type="checkbox"/> INTERREGIONAL <b>WORLDWIDE</b>		2. PROJECT NO. (M.O. 1095.2) <b>930-11-750-953</b>
4. LIFE OF PROJECT BEGINS FY <u>71</u> ENDS FY <u>75</u>		5. SUBMISSION <input type="checkbox"/> ORIGINAL _____ <input checked="" type="checkbox"/> REV. NO. 1 <u>10/31/73</u> DATE _____ CONTR./PASA NO. <u>AID/csd-3304</u>

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 (A) JOINT (B) BUDGET	
1. PRIOR THRU ACTUAL FY	395											
2. OPRN FY 74	310											
3. BUDGET FY 75	161											
4. BUDGET +1 FY												
5. BUDGET +2 FY												
6. BUDGET +3 FY												
7. ALL SUBQ. FY												
8. GRAND TOTAL	866											

9. OTHER DONOR CONTRIBUTIONS

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

III. ORIGINATING OFFICE CLEARANCE

1. DRAFTER <i>E.A. Conlee</i> PHA/POP/TEC	TITLE Communications Specialist	DATE 11/1/73
2. CLEARANCE OFFICER <i>R.T. Ravenholt</i>	TITLE Director, Office of Population	DATE 11/1/73

IV. PROJECT AUTHORIZATION

1. CONDITIONS OF APPROVAL A. PROP approved but obligation of FY 74 funds will depend on results of an evaluation covering the first set of materials produced under the project and the contractor's progress toward early delivery of the second and third sets.

B. Office of Population will work with the contractor to speed up production so that all materials to be produced under the project are in use at the earliest possible date.

2. CLEARANCES

BUR/OFF.	SIGNATURE	DATE	BUR/OFF.	SIGNATURE	DATE
PHA/POP	W.H. Boynton <i>WHS/WRB</i>	11/1/73	AFR/DS	(Phone) by Princeton Lyman <i>JPM</i>	11/1/73
PHA/POP	E.R. Backlund <i>ERB</i>	11/1/73	PPC/DRE LA/DR	Mark Ward (subs) Maura Hup <i>MH</i>	11/5/73
SA/PPB,	C.H. Brecker <i>CHB</i>	11/5/73	ASIA/TECH	O.L. Mingo <i>OLM</i>	11/2/73

3. APPROVAL AAs OR OFFICE DIRECTORS SIGNATURE <i>Janet A. Kieffer</i> DATE <i>12/1/73</i>		4. APPROVAL A/AID (See M.O. 1095.1 VI C) SIGNATURE _____ DATE _____	
TITLE <i>AA/PHA, JAKieffer</i>		ADMINISTRATOR, AGENCY FOR INTERNATIONAL DEVELOPMENT	

Summary of "minor changes" to Noncapital Project Paper (PROP)

Project Number: 931-11-570-953

Project Title : Training Films and Related Teaching Materials Series

Minor changes as defined in MO 1025.1 have been made in this PROP to the following effect:

- (1) Obligation span changed to FY 1971 - 75.
- (2) Implementation span changed to FY 1971 - 76.
- (3) Subjects of the teaching packages are left to the direction of PHA/POP rather than identified in the PROP except for illustrative purposes.
- (4) References to shooting scripts have been deleted. The project will rely on detailed film treatments and comparable descriptions of related teaching materials.
- (5) Evaluation procedures are changed from employment of an independent third party to utilization of user institutions.
- (6) Total budget figures have been revised upward by \$25,000 required to complete the first three packages now in production. \$9,000 has been transferred from the budget for the third set of packages and added to the budget for the second set.

Note: First three packages are 90 percent completed. Occasion for this revision is the approach of contract negotiation for the second set of packages.

NONCAPITAL PROJECT PAPER (PROP)

COUNTRY: WORLDWIDE

PROJECT NUMBER: 931-11-570-953

U.S. OBLIGATION SPAN: FY 1971-75

PHYSICAL IMPLEMENTATION SPAN: FY 1971-76

GROSS LIFE OF PROJECT FINANCIAL REQUIREMENTS (three years)

Total U.S. Dollars..... .. \$866,000

I. SUMMARY

This project proposal (PROP) contemplates a contract with the George Washington University Medical Center, Department of Medical and Public Affairs (GWU), or the Airlie Foundation, Warrenton, Virginia <sup>1/</sup> for production and evaluation of eight "packages" of audio/visual and related training materials in the population and family planning field.

The project will provide high-quality training materials of a type that do not now exist and for which there is widely felt need. The packages will include technical training films and related materials on major population and family planning subjects designed in each case to ensure maximum training impact through use of the most modern film teaching technology.

The packages are primarily for use, without cost, of U.S. institutions training U.S. and LDCs persons in population and family planning program work under AID (or successor agency) auspices and funding. Broad use is also anticipated in LDCs, however, both for training purposes and as models for local training materials production. Package subjects reflect a canvass

1/ These institutions offer identical services, facilities and personnel. For example key personnel are on the staffs of both.

of U.S. family planning institutions that are expected to be their chief users as well as views of other private organizations associated with AID family planning support.

The decision to propose a single contractor, and specifically to propose GWU or Airlie, is based on several considerations. In addition to economics and qualitative advantages accruing from sole-source procurement of a cohesive training series, and of the contractor's location in and near Washington D.C., film footage made by the same organization in performance of an existing contract in the population field with the Bureau for Latin America will be available for purposes of the present project without further cost to AID. Moreover, the combination of facilities, capabilities and experience afforded by the contractor is considered unique.

An important characteristic of the proposal is the precisely stated requirement that full AID/W review and approval must not only precede the start of production on each package but must also be given at each of several stages in the production process.

## II. SETTING OR ENVIRONMENT

Although films are universally acknowledged to be among the most effective ways of teaching skills and imparting understanding they are seriously underutilized in population and family planning training programs.

Very few of a considerable number of films available in the general field of population and family planning meet the training need of AID-supported

programs. Still fewer combine a relevant training purpose with technical excellence as to production standards and methods of presentation. Those that do so are for the most part oriented to the commercial specifications of contraceptive manufacturers. Finally, PHA/POP is unaware of any population and family planning film, much less a well-conceived series, that takes full advantage of modern teaching methodology through concomitant use of teaching materials expressly designed to multiply the film's effectiveness and facilitate its evaluation.

PHA/POP shares the consensus of the population communication community that continued failure to exploit films fully in population and family planning training would be a serious mistake in view of the urgent need to increase the number of qualified workers in the field, whether U.S. or foreign nationals. Helping to meet that need, which is enlarging rapidly with growth in the number and extent of LDC population and family planning programs, is a long-standing AID objective. Among general aspects of the work to which training films might be addressed are knowledge of the problems of population explosion, the parameters of effective assistance, techniques of contraception and a range of skills and procedures of program implementation and evaluation at all levels.

The lack of suitable training films (with related training materials) is most sharply perceived by the U.S. institutions on which AID and others rely for population and family planning training. For example, Dr. Donald Bogue, Director, Community and Family Study Center, University of Chicago, and Mr. Robert Blako, Director, Educational Materials Unit, Carolina Population Center, have urged AID support of training film production, the latter being

particularly emphatic in favor of the films-cum-teaching-materials packages already noted. Other leaders in the field of population communication, William Sweeney of the Ford Foundation among them, have consistently expressed similar views. The basis of their concern is further reflected in numerous requests in PHA/POP files for training films in all phases of population work that it is unable to fill from any source.

The setting, in short, is one of opportunity widely recognized but not yet systematically grasped. The proposal detailed in following sections of this PROP is designed to permit AID to support application to the problem of recognized U.S. excellence in film production and educational methodology. This would be done in a selective manner, according to priorities, since PHA/POP cannot provide all the support that may be needed. This means, in general, that films produced pursuant to this PROP would primarily be for use by U.S. institutions training U.S. and LDC nationals in population and family planning. This objective by no means excludes showing in LDCs of any of the films that are technically appropriate and culturally acceptable, or their use as prototypes for indigenous training film production. Indeed these collateral benefits argue for the proposal and are taken into account in advocating its approval.

### III. STRATEGY

Briefly stated, the proposed strategy for meeting the needs described in the preceding section is a contract with the George Washington University Medical Center, Department of Medical and Public Affairs or the Airlie Foundation for start-to-finish production of eight packages of high quality training films

and associated teaching materials on selected major program subjects. Although other profitable uses are expected the central purpose of the eight film packages is provision of essential materials to population and family planning training courses wholly or partly funded by AID (or successor agency) in U.S. institutions attended by both Americans and LDC participant trainees. The further uses include showing by LDC training institutions where circumstances are such that the U.S. orientation of the materials is acceptable or can be made so through native language sound tracks and other modifications. They also include employment of the packages as models on which productions more closely adapted to local conditions may be based.

It is not suggested that the eight training materials packages proposed for funding in fiscal years 1971, 1972 and 1973 will fully satisfy all major needs much less exhaust the virtually limitless possibilities for constructive film production in the population and family planning field. However, the total of eight is considered a significant beginning. Specifically, and in order that work start without undue further loss of time, it is proposed that three packages be funded in FY 1971, three in FY 1974 and two in FY 1975

There are a number of reasons for believing that AID objectives and responsibilities respecting population and family planning programs in LDCs would be well served by the proposed contract:

- (1) The range and quality of available services is unique. No other large U.S. institution offers in a single department the combination of facilities, capabilities and experience in the fields of medicine, educational sciences and film-making, including overseas production of training films and award-winning television documentaries.

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(2) There are obvious economies, for example in manpower, materials and administration, in having a single contractor conceive and execute the entire film series. Similarly, the contractor's location in or near Washington, D. C. and the fact that film production facilities are an hour's drive away mean that essential consultation and review may be carried out with minimum expense, inconvenience and consumption of time. A single producer for the series confers the additional advantage of promoting a coherent relationship between its separate but broadly related elements.

(3) Further to the question of economy, the contractor intends to do virtually all overseas shooting for the first three films, excluding Latin America, in a single carefully scheduled trip by production personnel to all foreign locations, with consequent significant savings in travel costs. In addition, footage obtained in this manner will be available for subsequent productions under this PROP and thus the basis of further economies. In the case of Latin America, this organization, doing business as Airlie Foundation, already is carrying out a population film contract (AID/1a672 Regional) for the Bureau for Latin America. All film and other materials produced under that contract will be available for purposes of the training package series that is the subject of this PROP but without further cost to AID.

(4) Although the proposed contract covers only eight packages basically oriented to needs of U.S. training institutions it is susceptible of amendment, on a task order basis, for any film production other AID bureaus and offices may wish to fund. Importantly, the multi-country "film bank" created under contracts with the TA and IA bureaus would be available for these supplementary purposes.

In general the alternative to the single-contractor proposal is independent production, that is with a contract for each package going to whoever made the best proposal. It is considered, however, that in addition to greater expense and inconvenience inherent in this approach there is a higher risk of obtaining poor, or at best uneven, quality in the series. As already pointed out, an organic relationship of each package element to others in the series is more easily and effectively achieved through a single production facility.

In this same connection it is understood that the GWU/Airlie budget estimates (attached) assume economies that may only be realized if filming under each annual increment is done on a simultaneous "piggy back" basis if materials produced under the LA Bureau contract are available for contract considered here, and if the "film bank" principle applies generally throughout the life of the eight-package contract. The proposed contractor further assumes (PHA/POP concurring) that one or more packages may be produced entirely within the continental United States, for example in GWU clinics or Washington area stage sets. It is further relevant that contractor estimates that if produced separately, i.e. with different travel and other arrangements made for each package, unit cost would be on the order of from \$120,000 to \$150,000.

Finally, it is an essential element of the proposed contractor's budget that payment thereunder be made on a cost reimbursable basis, meaning that although total cost may not exceed the agreed figure, costs for separate parts of the work required to produce the desired packages may vary within negotiated limits but in no event are to be reimbursed until the work is performed to the satisfaction of AID.

An illustrative list of possible subjects based on convass of potential users and on experience includes:

(1) Establishment of a National Family Planning Program - Among other things this may depict the motivation of leadership, political, religious and other; evolution of a policy; program design and early implementation. To use case histories, e.g. Taiwan, Korea, where feasible. Leading into Package (2).

(2) Operation of a National Family Planning Program - Based on experience, thus far to present generally agreed if not "universal" principles as to policy development, administration, supply logistics, clinic and field networks, IE&C, evaluation, reporting and records. One or more actual or presumed models may be depicted. Lead into Package(3).

(3) The Critical Point of Contact - An analysis of the way in which attitude and manner of doctors, nurses, midwives and other paramedics, as well as their actions and choice of recommended contraceptive method, critically affect family planning acceptance.

(4) Information and Motivation - Available information systems including all mass media plus networks such as volags, women clubs, ag extension, labor groups, beauticians (Korea), health and related services, etc. Also to explore ways of using these to motivate population awareness and acceptance.

(5) Evaluation - How to tell whether a program is really succeeding. Reports. Controls, Census techniques. Comparative experience as between countries.

(6) Using a School System - Population awareness and sex education in curricula. Problems and examples. Alternatives.

(7) Operating Context of Family Planning Programs - In relation to other aspects of development (agriculture, industry, education urbanization, etc.). Also in relation to other, especially health, systems.

(8) Administrative Trouble-Shooting - Paperwork; acquisition, storage, inventory and distribution of supplies information flow.

#### IV. PLANNED TARGETS

The general targets of this PROP are largely explicit in foregoing sections. They are (1) to begin meeting the needs of U.S. population training centers for film and related materials that do not now exist; (2) to make film packages thus produced available to those LDC training programs able to use them; and (3) to provide a set of enduring models that LDCs may copy or modify for their own internal population training purposes. Implicit in these general targets is a fourth, namely to acquaint population training and operating programs with possibilities of film as an IE&C instrument.

In advance of production and evaluated experience it is difficult to describe project accomplishment either qualitatively or quantitatively. On the first point there is a presumption of qualitative improvement when U.S. training institutions certify as to successful completion of curricula of which the films, or most of them, will be a part. It is also possible, of course, to estimate quantitative benefits by counting noses but since there is no certainty that all training institutions would use all packages it is impossible to say with precision how many persons would be exposed to them and to the collateral materials designed for use with them.

There is, however, a rough measure of the primary audience that is found in the total of U.S. and LDC persons who now attend U.S. population training institutions under some form of AID sponsorship and funding. In FY 1970 this total was about 1,500 persons, a number that is likely to increase. The total does not take into account any U.S. use by institutions AID does not support or overseas use of any kind, although a considerable volume of both additional uses may be confidently predicted.

#### V. COURSE OF ACTION

The eight motion pictures and concurrently packaged training materials will be produced by the contractor on three subjects under FY 1971 funding and on five other subjects for the later funding, three under FY 1974 funding, two under FY 1975 funding.

#### Plan of Work:

In all cases i.e. before production is begun on each film, approval will be obtained from PHA/POP of a detailed outline of the proposed "treatment" as well as a precise description of proposed teaching materials. At this production stage, as at all others, the concurrent approval of other AID offices and bureaus will be required before the contractor proceeds to the next step. Throughout, however, PHA/POP shall coordinate this approval process and alone speak for the Agency as to its results.

Following approval of treatment, decisions as to LDCs where filming is to be done, when and under what circumstances, will be made, again with PHA/POP as the coordinating office.

The next phase is exhibition of an "interlock" version combining photographic, sound and other effects as well as display of teaching materials. When these have been adjusted, if necessary, and approved copies of the final print and accompanying materials in a number to be determined shall be

delivered to PHA/POP. The film master and all other production materials, used in final version or not, shall become AID property.

In the design of each film package, and if necessary during its production, the contractor shall not rely entirely on its own faculty to ensure that film packages embody the best in modern teaching methodology but shall engage on a consultant basis suitable outside experts as advisors to the same end. Similarly, social scientists native to the regions involved will be consulted at all stages of the production process to ensure that the principal problems of cross-cultural communication are taken into account and neutralized as far as possible.

Evaluation:

Evaluation of the packages will be accomplished by submitting them to representative user institutions in the United States as described elsewhere in this PROP. These institutions will be asked to evaluate the packages both in terms of usefulness for their own purposes and if possible for LDC purposes. PHA/POP will also, through its own efforts and those of AID missions and such other apparatus as may be available (e.g. IPPF, Asia Foundation), conduct such overseas evaluation as is feasible. In all cases evaluation results will be applied to later production.

The budget proposed for the project is as follows:

PROPOSED BUDGET

	<u>FY 1971</u>	<u>FY 1974</u>	<u>FY 1975</u>
1. First Three packages plus filming, etc., useful in later packages	\$395,000	\$ 25,000*	
2. Second three packages plus necessary supplementary filming, etc.		\$285,000	
3. Two final packages			\$161,000
Totals	<u>\$395,000</u>	<u>\$310,000</u>	<u>\$161,000</u>

\* To complete first three packages.

UNITED STATES GOVERNMENT

# Memorandum

TO : AA/PHA Mr. Thomas R. Mahoney

DATE: November 30, 1973

FROM : PHA/POP/IEC E. A. Comee

SUBJECT: Budget to accompany minor PROP revision of 10/31/73 concerning  
Training Films and Related Teaching Materials

The following is an estimated budget for expenditures contemplated by cited PROP:

Staff and consultants	\$ 87,000
Benefits	6,200
Overhead	34,000
Travel	42,000
Tech services, film stock, etc	116,000
	<u>\$285,000</u>
Completion 1st contract	25,000
	<u>\$310,000</u>



November 23, 1973

ACTION MEMORANDUM FOR THE ASSISTANT ADMINISTRATOR, PHA

THRU: PHA/PRS, Mary Fowler

932-953

FROM: PHA/POP, R.T. Ravenhill

Problem: Approval of Minor Revision of PROP on Training Films and Related Teaching Materials.

Discussion: Purpose of this MINOR REVISION OF PROP is (1) to show adjusted FY 74 funding of \$310,000 to continue the project through amendment of the existing contract with Airlie Foundation, (2) to update obligation and implementation spans, and (3) to bring the PROP into consonance with experience in monitoring the contract thus far. There is no substantive change to the basic PROP whose objective remains a series of eight high-quality audio-visual training instruments (film and related teaching materials) intended to augment studies in US and LDC university level institutions of administrators, executives and designers of LDC family planning programs.

The \$310,000 in new funding includes \$25,000 for prompt completion of the first three sets of materials as contemplated in the present contract and \$285,000 for production of the second three sets over 18 months beginning January 1, 1974. The need for \$25,000 reflects the cost of delays during the first 18 months of the present contract occasioned by threatened protest of contract award, by extended AID review of film scripts, and to some extent by contractor's use of unsatisfactory personnel. The \$285,000 is a PROP figure increased by \$9,000 which is offset by a \$9,000 decrease in estimated FY 75 funding required for FY 76 completion of the final two sets of materials. The total \$866,000 estimated cost of the project over its life is revised only by addition of the \$25,000 referred to above.

Formal evaluation by user institutions is the principal gauge by which project results will be measured although PHA/POP/IEC will seek, analyze and apply more informal critiques from any appropriate source.

Only issue at this time is the relationship to contract extension and new funding of evaluation scheduled next month. We have advised the contractor that (1) if he delivers the first set of materials by December 1; (2) if the materials are found satisfactory in evaluation to be conducted before December 15 by six user institutions (Carolina, Chicago, East-West Center, Hopkins, Michigan, Colorado); and (3) if this office also finds that progress toward early delivery of the second and third sets is satisfactory; we will (4) then recommend to you that the contract be amended and that the project go forward with no hiatus in contractor effort or employment of key project staff. This entails modification of the condition of the original project authorization that all three sets of materials be evaluated as to effectiveness and use prior to further funding. This revision has been cleared by Bureaus for Latin America, Asia and Supporting Assistance.

Recommendation: That you approve the minor revision of PROP for this project and sign the attached project authorization with suitable indication of the conditions noted above.

Approved: \_\_\_\_\_

Disapproved: \_\_\_\_\_

Date: \_\_\_\_\_

Clearance:  
PHA/POP, W.H. Boynton \_\_\_\_\_ Date \_\_\_\_\_

UNITED STATES GOVERNMENT

*Memorandum*

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