

I. PROJECT IDENTIFICATION

1. PROJECT TITLE: **Family Planning Orientation**

2. PROJECT NO. (S.O. 1095.2): **9320977 (2)**
PD-AAD-444-B1
688

3. RECIPIENT (specify):
 COUNTRY _____
 REGIONAL _____
 INTERREGIONAL _____

4. LIFE OF PROJECT
 BEGINS FY **72**
 ENDS FY **76**

5. SUBMISSION
 ORIGINAL _____ DATE _____
 REV. NO. _____ DATE _____

APPENDIX ATTACHED
 YES NO

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 129 (U.S. OWNED)		
		(1) \$	(2) MM	(1) \$	(2) MM			(1) \$	(2) MM	(1) U.S. GRANT LOAN	(2) COOP COUNTRY	(A) JOINT
1. PRIOR THRU ACTUAL FY												
2. OPRI FY 72	177	177	103									
3. BUDGET FY 73												
4. BUDGET FY 74												
5. BUDGET FY 75	69	69	39									
6. BUDGET FY 76	72	72	39									
7. ALL SUBQ. FY												
8. GRAND TOTAL	318	318	181									

9. OTHER DONOR CONTRIBUTIONS n/a

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

III. ORIGINATING OFFICE CLEARANCE

1. DRAFTER: Herbert L. Woods, TA/POP/M	TITLE: Program Analyst	DATE: _____
2. CLEARANCE OFFICER: Alvin S. Lackey, TA/PCP/M	TITLE: Chief, TA/POP/M	DATE: _____
R. T. Ravenholt, TA/POP	TITLE: Director, TA/POP	DATE: _____

IV. PROJECT AUTHORIZATION

1. CONDITIONS OF APPROVAL

2. CLEARANCES

BUR/OFF.	SIGNATURE	DATE	BUR/OFF	SIGNATURE	DATE
SER/OIT	Gladys Philpott	4/18/72	AFR/TAC	Princeton Lyman	4/14/72
SA/IR/TECH	Robert R. Johnson	4/21/72	SA/VN	Gerald Patrick	3/23/72
SA/EA/FP	James K. Shafer	4/21/72	ASIA/OPP	Ruth Fitzmaurice	3/30/72

3. APPROVAL AAS OR OFFICE DIRECTORS

SIGNATURE	DATE	SIGNATURE	DATE

4. APPROVAL A/ID (See S.O. 1095.1 VIC)

SIGNATURE	DATE

TITLE: _____

ADMINISTRATOR, AGENCY FOR INTERNATIONAL DEVELOPMENT

I. GOAL

- A. Statement of Goal -- The goal of this project is to develop an institutional capacity for providing an orientation to LDC leaders and selected U.S. personnel about family planning in the U.S. with special reference to U.S. policies and family planning activities in the Greater Washington Metropolitan area.
- B. Measurement of Goal Achievement -- This goal will be achieved when there is a resource established in the Washington, D.C. area which can provide a sound orientation to LDC leaders and selected U.S. personnel about national and state developments in family planning and can provide observational programs to pre and post conceptive activities throughout the greater metropolitan area.
- C. Assumptions of Goal Achievement -- There are only two major assumptions related to the goal of this project:
1. The contractor will be able to locate and employ suitable staff and physical facilities to perform the job as specified.
 2. AID will have funds and continue to support this capacity until the need for orientation of LDC and U.S. personnel no longer exists.

II. PURPOSE

- A. Statement of Purpose -- This project will:
1. Facilitate an exchange of views and ideas about family planning among key people from both the U.S. and LDC's who may be able to make contributions to family planning programs in LDC's from different vantage points.
 2. Strengthen the credibility among LDC leaders of the U.S.'s commitment to family planning objectives at home.
 3. Facilitate an exchange of views, techniques, and ideas about both pre and post conception family planning clinic operations among U.S. and LDC's leaders.
- B. Conditions Expected at End of Project -- When this project has been completed, there will (1) be an institutionalized capacity within the Planned Parenthood Association of Metropolitan Washington to provide orientation to LDC leaders about population and family planning activities in the nation's capital, (2) no longer be a need for AID to provide this type of orientation to LDC leaders of U.S. personnel, and (3) be increased awareness among LDC opinion leaders of the U.S. commitment to make family planning services available to all income groups in the U.S.

C. Basic Assumptions -- This project assumes that:

1. What is happening in family planning in Washington, D.C. and the United States as a whole is of key importance in influencing the attitudes of LDC leaders who are considering avoidance, establishment, or expansion of family planning programs in their own countries.
2. There is a widespread need in LDC's for exchange of information and insights on family planning clinic development and operation in an advanced setting.
3. Many LDC opinion leaders feel the U.S. commitment to family planning is not sufficiently strong or well-motivated.
4. Selected U.S. personnel going overseas can take advantage of a Washington based facility more easily than one located elsewhere in the U.S.
5. A Washington based orientation program will be able to provide orientation to large numbers of LDC personnel because a good number come through Washington and a large number of the diplomatic corps live in this area.
6. The orientation to family planning in the Washington area could be greatly improved through the better planning and organization which this project will provide.

III. OUTPUTS

A. Statement of Outputs -- This project will:

1. Help develop positive attitudes among LDC leaders towards family planning in the U.S.
2. Provide knowledge and insights to LDC leaders into the U.S. approach to providing family planning services to all classes of Americans.
3. Provide a general overview of U.S. population/family planning trends and issues to relevant leaders from LDC's and selected U.S. personnel.
4. Institutionalize a strategic and creative conduit for developing and providing a realistic view of population/family planning activities in the U.S. and in the metropolitan area of the nation's capital.
5. Provide written introductory material to family planning in the Washington, D.C. and the U.S., including brief handout literature.

B. Output Indicators -- Indications that outputs of this project have been achieved are as follows:

1. 300 participants, both LDC leaders and selected U.S. personnel, will be given orientation each year.
2. Hundreds of well conceived and written brochures are distributed to LDC leaders and selected U.S. personnel.
3. Employment by the second year of two professional employees and one administrative person.

C. Output Assumptions -- This project assumes:

1. That demonstration to LDC leaders of U.S. family planning performance in the nation's capital will go a long way towards convincing LDC leaders of the actual U.S. purposes involved in U.S. support of population/family planning effort in their countries.
2. That the provision of orientation programs and handout material will increase the knowledge and insight of LDC leaders about family planning in the U.S.
3. Sufficient numbers of LDC leaders and U.S. personnel will be available in Washington each year to warrant the establishment of this resource.

V. INPUTS

A. Statement of Inputs --

1. This project will provide support to selected staff of the Planned Parenthood Association of Metropolitan Washington, D.C.
2. It will develop and present lectures and literature on family planning in the U.S.
3. It will develop and present lectures and literature on population and family planning in the metropolitan area of Washington, D.C.
4. It will arrange orientation and demonstration on family planning in the D.C. area for LDC leaders.

B. Budget -- The budget for the project is as follows:

Budget for Family Planning Orientation Project

PROJECT STAFF	OPERATIONAL YEARS					
	FIRST	SECOND	THIRD	FOURTH	FIFTH	TOTAL
Project Director (100% @ \$10,000 p.a.)	\$10,000	\$10,500	\$11,025	\$11,551	\$12,129	\$55,205
Administrative Assistant (100% @ \$8,000)	8,000	8,400	8,820	9,261	9,724	44,205
Bookkeeper (25% @ \$8,000 p.a.)	2,000	2,100	2,205	2,315	2,431	11,051
Coordinator (100% @ \$9,500 p.a.)	-----	9,500	9,975	10,478	11,002	40,955
Life Benefits	2,021	2,834	4,953	5,184	5,417	20,409
Consultants and sub-contractors	11,200	11,860	12,453	13,076	13,730	62,319
Equipment	1,661	-----	-----	-----	-----	1,661
Utilities	1,075	1,129	1,185	1,245	1,307	5,941
Travel	2,700	2,835	2,977	3,021	3,172	14,705
Printing	200	-----	315	-----	-----	515
Space Rental	2,400	2,520	2,646	2,778	2,916	13,260
Supplies	495	520	546	573	602	2,736
Administrative Costs (15% of salaries)	3,000	3,450	3,622	3,803	3,993	17,868
Contingencies	5,000	5,250	5,513	5,789	6,078	27,630
TOTAL	49,752	\$60,898	\$66,235	\$69,074	\$72,501	\$318,460

This project will be funded initially for three years. Following the second year, AID and PPA will conduct a joint evaluation and review of the project. If the review reveals that the project should be continued, a fourth year's funding will be provided during the third year. If it concludes favorable, the project will be funded for a fifth year.

Where necessary and agreed to in advance by the PPA, reimbursement of participating agencies will be permitted. However, local family planning agencies thus contributing their time and effort to the orientation program will be reimbursed by PPA from project funds only when they can not afford to orient eligible participants or other visitors without charge.

C. Input Assumptions -- This project assumes that PPA will be able to obtain the cooperation of the other organizations involved in the D.C. metropolitan area's family planning effort at little or no cost.

V. RATIONALE

U.S. efforts abroad to assist Less Developed Countries attempting to arrest the burgeoning growth of their populations have encountered several compelling needs that must be addressed.

First, there is the overriding practical need for all nations involved, including the U.S., to exchange views, techniques, and ideas about family planning clinic operations among various leaders and professionals involved in this effort. This includes the need to assure that the full range of pre and post conceptive facilities for demonstration and training in American family planning clinics is available to interested professionals and leaders concerned with LDC's. Moreover, there is an associated need to develop a systematic way of demonstrating to LDC professionals the process, as it unfolds, of developing an adequate network of services to lower income couples. This demonstration capability should encompass services for whites, as well as blacks.

Of perhaps greater importance is the need to validate the good intentions of the U.S. in the field of family planning in order to strengthen the credibility of the U.S. in this field. For the U.S. requires a means of demonstrating to people from LDC's that it, too, is deeply engaged in an effort to close the gap in its own country between the broader access to family planning services which higher income couples have long enjoyed through the private medical delivery system, on one hand, and the much more limited access to family planning services which lower income couples have long received from the largely public health delivery system, on the other.

Any effort to expand or strengthen AID's (the U.S.) credibility in the field of family planning should rest firmly, in part, on its ability to demonstrate in the nation's capital that Americans are practicing here what AID population officers are preaching abroad. This is so primarily because Washington, D.C.

is so strikingly multi-racial and is an international crossroads for many members of the opinion-making elite in the U.S. and LDC's, as well as professionals in the family planning field from these countries.

Perhaps it should be noted that Americans are being taken into account in the planning of this orientation project aimed at LDC's because Americans who work in LDC's often have strategic and tactical opportunities to affect the pace of demographic improvement in those countries. This includes Americans who don't work in the family planning effort as well as those who do. It also includes those spouses of Americans working in LDC's, as well as the breadwinners themselves. These groups are included because they are so often in contact during their tours with influential LDC people in both formally and informally structured situations that make it either necessary or desirable to respond to LDC curiosity about the status and nature of family planning activities in the U.S. It is therefore highly desirable for American officials and their spouses to be in a position to respond to these queries with at least some familiarity with what is happening in family planning at home, especially in the nation's capital.

The potential for demonstration and training here, then, is crucial, and it seems important, therefore, that AID develop this potential with great care while using the metropolitan area's resources for these purposes.

In the metropolitan area, the most promising resource for these purposes is the Planned Parenthood Association of Metropolitan Washington. One of the pioneer associations in the field, the Association is prepared to move forward and assume a more formalized share of the burden of preparing for, accepting, and handling short-term international participants and visitors.

The Planned Parenthood Association of Metropolitan Washington, D.C., Inc. (PPA)

The PPA has impressive credentials and background for carrying out this project.

As an institution, it possesses perhaps more experience than any other local family planning organization in the provision of actual family planning services to people in the national capital area, having begun as early as 1937. Because of its long experience, it can offer more practical guidance in the provision of services than perhaps any other agency. Moreover, its clients serve a broad spectrum of society, including black, white, and Spanish-speaking patients at various levels of income. It also serves people from all parts of the metropolitan area. It operates three inner-city clinics in the District, suburban and rural clinics in Northern Virginia, and clinics in Montgomery and Prince Georges Counties in Maryland. In addition, the Association has developed a keen working knowledge and awareness of the capabilities and sensitivities of all or most of the other groups and institutions working in the field of population and family planning in this area. It is therefore uniquely qualified to guide leaders and professionals in their examination of the family planning

services provided by other organizations in the metropolitan area. And it is in a very strong position to utilize this knowledge efficiently through its founding membership in the Interagency Council of Family Planning Agencies in the District. It has a close working relationship with all these groups, is aware of those best suited to the needs of different visitors, and can secure their cooperation in providing the field observation vital to the success of the program.

In addition to its long experience in providing actual clinical family planning services, the PPA also has significant experience in the establishment and provision of educational programs to various groups. It also has experience in accurate statistical reporting.

Finally, PPA has an extraordinary amount of experience in providing informal orientation programs for foreign visitors interested in learning about the provision of family planning services in the nation's capital. It has been doing this since 1957 on an ad hoc basis. In the last twelve months, foreign visitors have included M.D.'s, nurses, teachers, social workers, statisticians, and demographers.

The Center for Family Planning Services at Howard University

Howard University was seriously considered as the contractor or grantee for this project. Howard University was a strong prospect because of the quality and comprehensive character of its family planning program, its location in the heart of a black ghetto, and other significant considerations. However, it was discovered that although it had considerable experience in family planning training, Howard was more interested in the academic training of foreign participants than in running an orientation program of the type AID requires at this time.

VI. COURSE OF ACTION

AID should enter into a contract with the Planned Parenthood Association of Metropolitan Washington in order to establish a family planning orientation and demonstration unit within its organization, and furnish orientation and demonstration services to international visitors and professionals concerned with family planning in LDC's.

A. Implementation Plan

AID and PPA will bear joint responsibility for implementing the project. 

AID's Role

AID will take responsibility for assuring that sufficient numbers of appropriate American and LDC leaders and professionals under governmental sponsorship are urged to take advantage of the orientation to be made available under

this project by PPA. This means that AID will make contact with and assure that all eligible people under AID's sponsorship, including foreign service reserve officers and their spouses, both directly sponsored participants and contract participants, invitational travel invitees, contractor representatives going abroad, and both AID foreign service and civil service officers who go abroad on short visits, do have the opportunity to attend a PPA orientation session.

AID will also assure that all eligible people under control of various units of the State Department, including both senior leaders and youth leaders from LDC's under the International Visitors Program, Americans going abroad under the Short-Term American Grantees Program, United Nations Fellows undergoing training in the U.S. under State Department guidance, foreign service officers and their spouses, and U.S. representatives to international conferences on population, have an opportunity for exposure to the family planning orientation made possible under this contract. AID will be similarly responsible for working orientation programs by PPA into the training programs of senior local national employees of USIA who are brought to the U.S. for training and other relevant USIA officials. The incorporation of LDC military leaders, and spouses, who are receiving training in the area under Pentagon sponsorship will be AID's responsibility as well.

AID will also be responsible for seeing that participants that it turns over to domestic U.S. agencies for programming will have an opportunity to observe family planning activities in the nation's capital, provided, of course, the participant's potential at home and training objectives in the U.S. warrant such an experience. Those participants whose objectives would seem to have relevance to population concerns include: health statistics and family planning program management participants assigned to the National Center for Health Statistics in HEW; public health participants assigned to the Public Health Service and participants studying statistics with the Census Bureau; education participants assigned to the Office of Education; and selected agricultural participants assigned to the Department of Agriculture, such as agricultural extension officials that may be of some help in the extension of family planning information and services into the rural areas of their countries. It would also include any high level participant involved in managing a technical speciality in his own country, no matter what U.S. agency he is assigned to. AID would also be responsible for working into the program all interested public health, census, educational, and agricultural advisors that may be sent abroad to LDC's for short or long term assignments. Each sponsoring organization, including AID, will of course pay for the minor amounts of transportation expense involved, unless there is some unusual, undistributable expense such as the necessity to rent a bus temporarily for a group of variously sponsored participants in the program. In such an instance, PPA would be allowed to charge the expense to the grant.

The Role of PPA

PPA will make fully available to international visitors its institutional experience in the development and administration of family planning services in the metropolitan area and the U.S. as a whole. In order to accomplish this, PPA agrees to establish a small core staff consisting of an international programs director, an administrative assistant, a part-time bookkeeper, and, in the second year, an international coordinator.

In order to get the program started properly, PPA will prepare, reproduce, and distribute a small pamphlet announcing the availability of the family planning orientation program. It will be suitable for distribution to the various international and governmental agencies that should be contacted in publishing the program. It will describe briefly the purpose of the program, the orientation and observation offered and the types of people to be served. It will stress the flexibility of the scheduling (from one to three days), and the adaptability of the content of the course to the individual needs of the visitors.

The Association will also secure and make available to international visitors the newly-prepared directory of agencies offering services in the D.C. metropolitan area.

PPA is also prepared to guide the preparation, reproduction, and distribution of a brochure covering the history of family planning in the U.S. It would plan to contract out the preparation of the brochure to Planned Parenthood-World Population in New York.

PPA would also accept responsibility for assuring that its orientation programs are made available to suitable people associated with or sponsored by all relevant private international organizations such as the Pathfinder Fund, the Population Council, the Ford Foundation, and the Rockefeller Foundation. It would not be necessary to contact organizations such as the Africa-America Institute, the Council on Leaders and Specialists, or Operation Crossroads Africa, since the Bureau of Cultural Affairs would control people handled by these organizations and AID would therefore be responsible for contacting these people through CU. At the same time, PPA would feel responsibility for contacting people from LDC embassies and in certain public international agencies with which it has contacts. It would try to attract spouses as well as employees of these agencies.

As it develops and maintains all of these contacts, PPA will establish and maintain coordinating relationships with the Office of International Training. It will also receive and plan the orientation programs of visitors and participants assigned to it by the Office of International Training.

PPA will also develop and present orientation lectures on family planning and population issues in the U.S. as a whole and on family planning services in the national capital metropolitan area. It will discover, purchase, if necessary,

and distribute appropriate population/family planning literature to participants. PPA will also distribute samples of family planning supplies to the extent these are available. It will, most importantly, provide clinical service--statistical reporting, and family planning educational program development experiences to visitors and participants. It should also develop and conduct special interest seminars, utilizing available outside talent for these purposes.

PPA agrees to establish a program of continuous evaluation of the adequacy of the orientation programs it arranges and provides. This will involve an attempt to accompany participants and critically evaluate virtually every orientation program that it is responsible for. At least one PPA staff member will monitor each program.

PPA will submit annual reports of the names, titles, program interest, and country of origin of each of the visitors and participants that has been served by the program. At the same time, PPA will submit to AID an annual evaluation of the program. It will authorize periodic financial audits. And, at the conclusion of the second year of the program, it will submit a summary and evaluation of the program which will be reviewed before additional funds are made available.

Depending on the interests of the participants, the special interest seminars might include such topics as:

1. The use of paramedical personnel;
2. Special problems of the uneducated, low income patients in using contraception successfully, how to motivate and instruct them, the importance of placing services in convenient locations with evening hours, no requirements for appointments, help with child care and transportation;
3. Psychological and emotional aspects of contraception, male attitudes, provision of services to minors;
4. Demonstration of the techniques of contraception and of materials useful in teaching patients and other groups;
5. The importance of increasing the awareness of medical professionals about birth control issues; and
6. The importance of the private sector in family planning program development.

PPA would program the visitors and participants through free-standing privately run clinics, cooperatively operated clinics, neighborhood maternal and child health clinics that offer family planning services, neighborhood comprehensive care centers, hospital post-partum programs, therapeutic abortion clinics,

facilities offering family planning educational programs, facilities offering sterilization services, governmental agencies working on population/family planning issues, and private family planning and population organizations of national scope. Visits to facilities in the Baltimore area would not be precluded under this grant.

Network Plan

There is no network plan involved in this project, since very little sequencing of events is involved. As soon as the grant or contract is signed and the core staff is installed, PPA will be prepared to program people into the metropolitan area. The gathering of people and the preparation of the pamphlet and brochure and lectures can proceed simultaneously. Hence a PERT plan is inappropriate in this project.

Narrative Statement

A narrative statement about the PERT plan is not applicable. However, it should be noted that the core staff are either already on board at PPA or immediately available for hire in the event the funds are made available. Suggestions for preparing the brochure and pamphlet have already been made. As already noted, the Directory is already completed, with significant inputs by the PPA.