

CLASSIFICATION PROJECT EVALUATION SUMMARY (PES) - PART I

1. PROJECT TITLE Rapid Diffusion of Population Research Findings — Population Information Program		2. PROJECT NUMBER 931-11-590-931	3. MISSION/AID/W OFFICE DS/POP/IE
		4. EVALUATION NUMBER (Enter the number maintained by the reporting unit e.g., Country or AID/W Administrative Code, Fiscal Year, Serial No. beginning with No. 1 each FY) (End of project) _____ <input type="checkbox"/> REGULAR EVALUATION <input checked="" type="checkbox"/> SPECIAL EVALUATION	

5. KEY PROJECT IMPLEMENTATION DATES			6. ESTIMATED PROJECT FUNDING	7. PERIOD COVERED BY EVALUATION	
A. First PRO-AG or Equivalent FY <u>72</u>	B. Final Obligation Expected FY <u>78</u>	C. Final Input Delivery FY <u>78</u>		A. Total \$ <u>6,548,000</u>	From (month/yr.) <u>April 1975</u>
			B. U.S. \$ <u>6,548,000</u>	Date of Evaluation Review	

8. ACTION DECISIONS APPROVED BY MISSION OR AID/W OFFICE DIRECTOR

A. List decisions and/or unresolved issues; cite those items needing further study. (NOTE: Mission decisions which anticipate AID/W or regional office action should specify type of document, e.g., airgram, SPAR, PIQ, which will present detailed request.)		3. NAME OF OFFICER RESPONSIBLE FOR ACTION	C. DATE ACTION TO BE COMPLETED
<p style="text-align: center;">*</p> <p>This project expired on April 30, 1978.</p> <p>A new project (Population Information Program, No. 932-0659) commenced July 1, 1978 under a new contract, AID/DSPE-C-0005, with The Johns Hopkins University.</p>		Marschal Rothe Project Monitor	

(*) Note: This summary deals only with the Population Information Program activity of this project. A second and newer activity, Field Information Services, is due for regular evaluation shortly and will be treated in a separate PES.

BEST AVAILABLE DOCUMENT

9. INVENTORY OF DOCUMENTS TO BE REVISED PER ABOVE DECISIONS			10. ALTERNATIVE DECISIONS ON FUTURE OF PROJECT	
<input type="checkbox"/> Project Paper	<input type="checkbox"/> Implementation Plan e.g., CPI Network	<input type="checkbox"/> Other (Specify) _____	A. <input type="checkbox"/> Continue Project Without Change	
<input type="checkbox"/> Financial Plan	<input type="checkbox"/> PIC/T	_____	B. <input type="checkbox"/> Change Project Design and/or	
<input type="checkbox"/> Logical Framework	<input type="checkbox"/> PIO/C	<input type="checkbox"/> Other (Specify) _____	<input type="checkbox"/> Change Implementation Plan	
<input type="checkbox"/> Project Agreement	<input type="checkbox"/> PIO/P	_____	C. <input type="checkbox"/> Discontinue Project	
			D. <input checked="" type="checkbox"/> Project Expired	

11. PROJECT OFFICER AND HOST COUNTRY OR OTHER RANKING PARTICIPANTS AS APPROPRIATE (Name and Title)

Marschal D. Rothe, Project Officer *MOR*

12. Mission/AID/W Office Director Approval

Signature: *R. T. Ravenholt*

Typed Name: R. T. Ravenholt

Date: _____

PROJECT EVALUATION SUMMARY REPORT (Cont'd)

13. Summary:

Project was undertaken in July of 1972 under a contract with the George Washington University and from that time until January 1977 was monitored by Dr. J. Joseph Speidel, currently Acting Deputy Director of the Office of Population as well as its Associate Director/TECH. Ms. Miriam Labbok served as co-monitor of the project between August 1976 and February 1977. Ms. Elizabeth Maguire was monitor from February 1977 until July 1977. Marschal Rothe has been project monitor since July 1977.

During the life of the project a computerized data base (POPINFORM) was established and continuously augmented; a series of POPULATION REPORTS was published (including some 70 issues in English many of which were translated and printed also in French, Spanish, Portuguese and Arabic); and a service of responses to data inquiries-- primarily from LDCs-- was maintained.

The report of the Project Evaluation Review Committee dated April 3, 1975, and a 1975 memorandum by Dr. Speidel and Mr. Robert Carpenter (then attached to the Research Division, Office of Population) were both critical of the project's administration by the Contractor, although the 4/3/75 report also found the project's materials "to be of high quality, useful to scholars and professionals and program managers in this field and most likely to be useful in underdeveloped nations". The Committee Report further observed that the project's procedures for preparation and production of materials and the operation of the project office itself were "efficient"; its costs "not likely to be excessive"; and the project "most useful and deserving of continued support".

The Committee, however, made two major recommendations; (1) That A.I.D. make a serious and determined effort to bring the host institution and the project's directorship into a common agreement on objectives and procedures, and (2) That a full and complete financial and management audit of the program be made at the earliest opportunity. The former was accomplished only in part, but the question has now, in effect, become moot with the award of a succeeding contract to another institution where, this office believes, there exists an administrative setting in which the new project can be managed with more efficiency and impact. The latter recommendation was fully and satisfactorily accomplished.

Several extensions of this contract were granted during the period in which competitive bids for a new contract were sought and analyzed. However, on April 30, 1978, the contract was allowed to expire, and a new contract (with The Johns Hopkins University) was awarded on June 30, 1978.

13. Summary (cont'd)

It should be noted that from December 31, 1977 (when the project was scheduled to end) until--after no-cost two extensions--it did in fact expire on April 30, 1978, the project was functioning under considerable stress. Without additional AID funding inputs the project management continued publication of Population Report (17 issues in English or other languages) per the work plans embodied in the contract amendments that authorized extensions; information services of the POPINFORM data base were continued within the limits of a dwindling budget pipeline. During this period project activities were carried out so as to implement Assistant Administrator Sander Levin's mandate "to avoid any major gap between the old and new contract". (Memorandum, Levin to Rothe, dated Feb. 28, 1978).

Much staff time was consumed in rewriting subcontracts with compositors, printers, mailers, etc. to conform to the short-term prime contract extensions accorded the project. The periods of these sub-contracts (e.g., three months, one month) militated against favorable terms of agreement and triggered several service costs increases disadvantageous to the Contractor. In the last weeks of the project staff reductions were effected to conform to the diminishing residual budget pipeline.

Considerable effort and some expense were spent due to the publication and subsequent disapproval by the Assistant Administrator of an issue of Population Report (Issue No. A-5) entitled "Oral Contraceptive Use and Circulatory Disease Mortality" authored by Ward Rinehart, Drs. R. T. Ravenholt and J. Joseph Speidel. This controversial issue was ordered destroyed by Mr. Levin. A revised version was prepared and readied for distribution but it was also embargoed. While it is not the purpose of this summary to assess blame for these delays it is pertinent to judge the project's built-in difficulties of disseminating sensitive medical information.

As can be seen from the contractor's final report (attached) the final year of the project saw a number of innovations and noteworthy accomplishments, among them:

- Commencement of an Arabic edition of the Population Report
- Reactivation of the Advisory Committee
- Thorough evaluation of the mailing list resulting in deletion of 10,000 names, addition of 17,000 names (in the developing world alone), and 1,200 name/address corrections.
- Response to POPINFORM search requests which doubled in the second half of CY 1977.

13. Summary (cont'd)

- Initiation of an international population media network of 1800 designated "reporters"
- Execution of a worldwide impact study (Jan. 1978)
- Development of a collaborative network in 64 countries of population professionals volunteering assistance to the project's program.

14. Evaluation Methodology

This evaluation has been undertaken in view of the current project's expiration. Observations are based upon numerous project site visits; review of previous evaluations and audits; reports and memoranda of previous project monitors; data contained in the Population Reports Worldwide Impact Study issued in January 1978; the Contractor Performance Evaluation Report completed May 9, 1978; the Contractor's Final Report for the Period July 1972-April 30, 1978; and correspondence, memos, and reports in DS/POP/IE files.

15. External Factors

Many governments have assigned high priority to accessing information of the type the project provides. The project's basic assumptions about achievement of purpose have proven sound in all respects. If any assumption deviated from its premise it was an understated prediction that "potential users (of the project output) will welcome a reliable flow of current information and will as a result increase their own knowledge of and willingness to use technologies, distribution methods, and policies that have been effective elsewhere".

16. Inputs

Ever accelerating developments the last five years in contraceptive technology, population program management, fertility data feedback, linkages of family planning to maternal and child health, etc. have considerably broadened the scope of this project's research inquiries and the content of its publication/information output. In the future it will require larger inputs of funding to support additional staff, perhaps more intensive search for and identification of data, and -- to the limits practical--expansion of mailing lists and publication circulation, as well as computerized data base input and retrieval.

17. Outputs

The project exceeded many of the outputs projected in the original design and implementation plan. For example, 12 categories of

17. Outputs (Cont'd)

subject content are now addressed in the Population Report as against 10 originally outlined in 1972. Press runs of the Population Report were forecast (in the PROP Revision of 1975) in terms of 30,000 individual mailings plus 20,000 for bulk distribution. By January of 1978 they had been increased to 53,000 individual mailings and approximately 30,000 in bulk, i.e., totals of 50,000 predicted and 83,000 achieved. The magnitude of entries into the POPINFORM Data Base was augmented at a rate of 880 per month during the period January through April 20, 1978, according to a special report from the Project Director. This is slightly less than the 1000-per-month rate intended, but the input rate was slowed because the sub-contract with the computer base maintenance organization expired and its service facilities were not available to the prime contractor during this period.

In view of the most successful acceptance of the project's output throughout the world, no major changes in the output are perceived at this time to achieve purpose, although the project management should strive to improve upon the numbers of individuals and institutions served by offering innovative approaches and improved quality to its product.

18. Purpose

The program has fulfilled—and continues to carry out—approved project purpose which was "to organize an input of current data, an appropriate analysis and format, and a systematic output to potential users of information on contraceptive technology, distribution programs, and population laws and policies".

19. Goal

The goal of the project was and is "to assist less developed aid-receiving countries in selecting and utilizing suitable fertility control methods, distribution systems, and policy and legal options to achieve their population and development objectives. This objective requires that accurate, timely, and relevant data and information in these areas be readily available to program administrators, policy advocates, and national decision-makers". That the project is attaining this goal is attested to by the returns from its Worldwide Impact Study, January 1978 which showed that the following percentages in two categories of respondents (Government and Family Planning and Private Voluntary Organization affiliated persons) found Population Report to be "excellent", "good" or "fair":

19. Goal (Cont'd)

		<u>"Excellent"</u>	<u>"Good"</u>	<u>"Fair"</u>
GOVERNMENT RESPONDENTS	Africa	36%	53%	8%
	Asia & Oceania	34	53	6
	Latin America	55	33	10
	Near East & North Africa	48	33	15
FAMILY PLANNING ASSOCIATION and PRIVATE VOLUNTARY ORGANIZATN.	Africa	46	47	5
	Asia & Oceania	46	46	2
	Latin America	56	37	1
	Near East & North Africa	60	30	10

While the results tell us little about "utilizing suitable fertility control methods" they strongly suggest that the project has provided "readily available" data and information to key LDC persons who can and do make policy and decisions. The study was not concerned with the impact of POPINFORM services which are more specialized and have benefited a narrower audience.

20. Beneficiaries

The ultimate beneficiaries of this project have been the individuals introduced to, now familiar with, and practising family planning on the basis of information, services, and supplies provided by programs or professional/non-professional practitioners received their guidance and motivation from Population Reports or POPINFORM servicing.

21. Unplanned Effects

A number of unplanned effects have been observed as results of the project:

- a. Utilization of Population Reports and other outputs as course texts in medical schools and paramedical training institutions.
- b. Conversion of the project output into popularized form for multi-media materials development (such as that now being produced within the Population Field Information Services project).
- c. Broad utilization of project information by general and popular media.

22. Lessons Learned

Information systems pose special problems when they are centered in fields that are swiftly expanding in scope and utilization. The framework for this project has served it well, and most of the stress points were allowed for in the original design. Thus, to date,

22. Lessons Learned (Cont'd)

the provisions for a growing mailing list, broader topical coverage, additional language versions of publications, additional data network linkages, tighter production schedules, and the requirements for advisory expertise in new technical areas have been adequate.

One lesson has been brought home, however, to the monitorship of the project: the continuing requirement for the highest qualities of technical scholarship, medical writing, and seasoned familiarity of the project leadership with the several disciplines involved and with the operating problems of population programs all over the world.