

15N2379

PD-AAL-231

9363004/42

AGENCY INTERNATIONAL DEVELOPMENT

**PROJECT DATA SHEET**

1. TRANSACTION CODE: **A** (A = Add, C = Change, D = Delete)

Amendment Number: \_\_\_\_\_

DOCUMENT CODE: **3**

2. COUNTRY/ENTITY: **Interregional**

3. PROJECT NUMBER: **936-3004**

4. BUREAU/OFFICE: **S&T/POP**

5. PROJECT TITLE (maximum 40 characters): **Family Planning IEC Field Support**

6. PROJECT ASSISTANCE COMPLETION DATE (PACD): **36**

7. ESTIMATED DATE OF OBLIGATION (Under "B" below, enter 1, 2, 3, or 4):

MM DD YY: **09 30 87**

A. Initial FY: **82** B. Quarter: **4** C. Final FY: **87**

8. COSTS / \$000 OR EQUIVALENT \$1 =

A. FUNDING SOURCE	FIRST FY			LIFE OF PROJECT		
	2. FX	C. L/C	D. Total	E. FX	F. L/C	G. Total
AD Appropriated Total	800		800	9995		9995
(Grant)	(800)		(800)	(9995)		(9995)
(Loan)						
Other U.S.						
1.						
2.						
Host Country						
Other Donor(s)						
<b>TOTALS</b>	<b>800</b>		<b>800</b>	<b>9995</b>		<b>9995</b>

9. SCHEDULE OF AID FUNDING (\$000)

A. APPROPRIATION	B. PRIMARY PURPOSE CODE	C. PRIMARY TECH. CODE		D. OBLIGATIONS TO DATE		E. AMOUNT APPROVED THIS ACTION		F. LIFE OF PROJECT	
		1. Grant	2. Loan	1. Grant	2. Loan	1. Grant	2. Loan	1. Grant	2. Loan
(1) PN	450	450				9995		9995	
(2)									
(3)									
(4)									
<b>TOTALS</b>						<b>9995</b>		<b>9995</b>	

10. SECONDARY TECHNICAL CODES (maximum 6 codes of 3 positions each)

11. SECONDARY PURPOSE CODE

12. SPECIAL CONCERNS CODES (maximum 7 codes of 4 positions each)

A. Code \_\_\_\_\_ B. Amount \_\_\_\_\_

13. PROJECT PURPOSE (maximum 480 characters)

To assist developing Countries to strengthen their capability to design and conduct effective information and education activities in support of population and family planning programs.

14. SCHEDULED EVALUATIONS

Interim MM YY: **01 85** Final MM YY: **12 86**

15. SOURCE/ORIGIN OF GOODS AND SERVICES

000  941  Local  Other (Specify) \_\_\_\_\_

16. AMENDMENTS/NATURE OF CHANGE PROPOSED (This is page 1 of a \_\_\_\_\_ page PP Amendment)

17. APPROVED BY: **Joseph Speidel**

Title: **Deputy Director Office of Population**

Date Signed: **04 02 82**

18. DATE DOCUMENT RECEIVED IN AID/W, OR FOR AID/W DOCUMENTS, DATE OF DISTRIBUTION

MM DD YY: \_\_\_\_\_

PROJECT AUTHORIZATION

Name of Country: Interregional

Name of Project: Family Planning  
IEC Field Support

Number of Project: 936-3004

1. Pursuant to Section 104 of the Foreign Assistance Act of 1961, as amended, I hereby authorize the centrally funded project entitled "Family Planning IEC Field Support" involving planned obligations of not to exceed \$9,995,000 in grant funds over a five-year period from date of authorization, subject to the availability of funds in accordance with the A.I.D. OYB/allotment process, to help in financing foreign exchange and local currency costs for the project.

2. The project consists of activities to help public and private agencies in developing countries to develop effective population/family planning information, education and communication programs, so as to enable couples to make free and informed choices regarding the use of family planning.

3. The contract, grant, or other agreements which may be negotiated and executed by the officer(s) to whom such authority is delegated in accordance with A.I.D. regulations and Delegations of Authority shall be subject to the following essential terms and covenants and major conditions, together with such other terms and conditions as A.I.D. may deem appropriate.

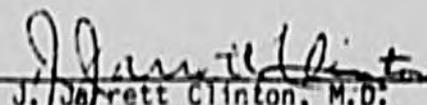
4. Source and Origin of Goods and Services

a. Each developing country where training, technical, or other assistance takes place under this project shall be deemed to be a cooperating country for the purpose of permitting local cost financing.

b. Goods and services, except for ocean shipping, financed by A.I.D. under the project shall have their source and origin in a cooperating country or in the United States except as A.I.D. may otherwise agree in writing.

c. Ocean shipping financed by A.I.D. under the project shall, except as A.I.D. may otherwise agree in writing, be financed only on flag vessels of the United States.

11 June 8 1970  
Date

  
J. Jarrett Clinton, M.D.  
Agency Director for Health  
and Population

ACTION MEMORANDUM FOR THE AGENCY DIRECTOR FOR HEALTH AND POPULATION

FROM: S&T/POP/DIR, J. J. Speidel, M.D. *11/17/82*

SUBJECT: Family Planning IEC Field Support Project Paper

Problem: Your approval is required for a new five-year project for Family Planning IEC Field Support, Project No. 936-3004, at an estimated total cost of \$9,995,000.

Discussion: Information about family planning is an essential element of family planning programs in developing countries, enabling couples to make informed choices as to whether to practice family planning, when, and which method they prefer. However, the information, education and communication (IEC) component of many family planning programs is currently weak, and a number of family planning program managers have requested assistance in this area.

This project is designed to help public and private agencies in selected developing countries to develop effective population/family planning IEC programs. In order to ensure the broadest possible technical base for the development and transfer of effective communication techniques, the project will encourage the use of private sector communication and information organizations in LDCs. Project activities in each country will provide for development of planning and implementation capability in the LDC institutions. In addition to disseminating known technologies in this field, it is also expected that the careful design and assessment of family planning activities conducted under this project will yield new knowledge of how to use different technologies most effectively in a variety of settings.

This project builds on the experience of A.I.D. and other donors with family planning IEC projects. Assistance provided under the project will: focus on IEC needs at the country level; include careful identification of IEC needs and audiences to receive population/family planning messages; be coordinated with existing family planning service delivery systems; involve local organizations in designing and carrying out IEC activities; provide sustained attention and resources to assist country activities; and include systematic assessment of results.

Mission and regional bureau population officers were consulted during the course of project development, and strongly support the project. Comments from each regional bureau, S&T Bureau, GC, CM, and PPC have been incorporated in the project paper. The Population Sector Council reviewed the project on May 26, 1982. Minutes of that meeting are attached. No outstanding issues remain.

The required Advice of Program Change has been drafted and is in the process of clearance.

Recommendation: That you sign the attached Project Authorization.

Attachments:

- A. Project Authorization
- B. Project Paper (No. 935-3004)
- C. Draft Minutes of Sector Council Review Meeting, May 26, 1982

Clearance:

S&T/POP:BCase 6/7/82 Date 6/7/82  
S&T/PO:BChapnick 6/7/82 Date 6/7/82  
S&T/POP:DGillespie 6/7/82 Date 6/7/82

S&T/POP/IE:AAarnes:kb:06/04/82:X59867

## I. PROJECT SUMMARY

This five year project is designed to help public and private agencies in selected developing countries to develop effective information and education programs in direct support of country population and family planning service delivery programs. In order to insure the broadest possible technical base for the development and transfer of effective communication techniques, the project will emphasize the use of both public and private sector organizations in LDCs engaged in information and communication. Project activities in each country will provide for development of planning and implementation capability in the LDC institutions, over the long term, and will include a defined schedule for phase-over of complete responsibility to the LDC institutions. In addition to disseminating known technologies in this field, it is also expected that the careful design and assessment of family planning activities conducted under this project will yield new knowledge of how to use different technologies most effectively in a variety of settings.

## II. PROJECT DESCRIPTION

### A. BACKGROUND

Increasing numbers of developing countries have recognized the socio-economic consequences of high population growth rates and committed themselves to the reduction of population growth as a major development goal. Family planning services within maternal and child health care programs have also expanded rapidly in recognition of the extensive family health benefits of family planning. In the past decade the number of LDCs with official policies supporting family planning has almost doubled. The number of public and private agencies involved with the delivery of family planning services has also increased.

In the past two decades LDC couples have become increasingly aware of and interested in the concept of family planning. Results from surveys such as the World Fertility Survey and country Contraceptive Prevalence Surveys indicate that a large proportion of couples have heard of some method of family planning. Recent survey results indicate that the majority of currently married women have heard of some method (e.g. Kenya (88%), Bangladesh (83%), Jordan (97%), Guyana (96%) and Jamaica (98%).) A large percentage of these women also indicate that they either wish no more children or wish to delay the birth of the next child. Many of these women, however, lack the means to choose freely the number and spacing of their children. First, lack of access to voluntary family planning services is an important factor. Of equal importance is access to information to enable couples to make an informed choice as to whether to practice family planning, when, and which method they prefer. Clients and service providers alike often have inadequate or inappropriate information on family planning choices and practice. The information barrier is particularly significant for the rural and urban poor.

There is a growing body of data which demonstrates that family planning information, education and communication (IEC) programs can be effective in helping LDC couples implement their fertility wishes and effectively use their chosen method of family planning. A recent study using data from Contraceptive Prevalence Surveys in Guatemala, El Salvador and Panama, for example, found that exposure to family planning communications (posters, radio programs, newspapers, television, movies) is strongly correlated with effective contraceptive use. This

correlation held even when other known correlates of contraceptive use were controlled: age, education, number of living children, and employment status. The potentially high impact of IEC activities on LDC family planning programs has also been demonstrated in a number of cases employing a range of IEC approaches--from the use of banjar leaders to provide information in Bali, to mass media campaigns in Thailand and educational radio programs in Jamaica and Costa Rica.

Many family planning administrators recognize that the IEC component of their family planning program is weak. Basic information frequently does not reach poor couples and the information which is available is often not adapted to the potential user's cultural or educational background. Among the reasons cited for the continued weakness of the IEC component of programs are the following:

- o inadequate materials (printed materials, such as leaflets and posters; audiovisual materials; radio spots, etc.)
- o lack of resources (financial, human and technical) to develop improved materials
- o lack of a common framework and adequate data to refine our understanding of what works and does not work in various settings.

A number of family planning program managers have requested assistance in strengthening this component of their programs. In the past year, A.I.D. Missions have transmitted requests from Morocco, Sudan, Tanzania, Brazil, the Caribbean eastern region, Guatemala, Jamaica, Panama and other countries for a range of assistance. Assistance requested includes, for example: assessment of IEC needs and resources, both public and private; design and implementation of a country-wide population/family planning IEC

program; design, pre-testing and production of simple family planning information materials; development of family life education programs; evaluation of a family planning radio program and a family life education program; and samples of prototype family planning materials.

In the past decade, experience with IEC projects, including those funded by A.I.D. as well as other donors, has provided a considerable base of understanding of the most promising directions for future efforts. Field experience and intensive evaluations of recent A.I.D. centrally funded projects have produced at least six general guidelines that have influenced the development of this new Family Planning IEC Field Support project. The guidelines listed below also reflect changes over time in population and family planning program needs.

1. Focus on IEC needs at the country level. IEC strategies and materials developed under earlier projects have sometimes taken a too-general "global" approach that is not easily applicable to specific country problems.

2. Careful identification of IEC needs and audiences to receive population/family planning messages. Resources have occasionally been wasted in the past in the delivery of too-general or inappropriate messages. A major IEC need in many family planning programs at present is to reach particular groups who have not been reached with earlier, more general messages--because of factors such as physical isolation, cultural or linguistic differences, etc.

\*including the Population Information Program-II; Strengthening International Population Communication and Training (with the University of Chicago); and Family Planning Assistance through Home Economics

3. Coordination with existing family planning service delivery systems. Such coordination is essential to avoid duplicate or conflicting efforts, or creation of a demand for services where services are unavailable.

4. Involvement of local organizations in designing and carrying out IEC activities. Where such involvement has not occurred (as in short-term materials development activities), local capability for continuing family planning IEC programs has not been established.

5. Provision of sustained attention and resources to assist country activities. One-time training sessions or technical assistance in the past have not been adequate to establish effective IEC programs. Similarly, projects in the past have assisted in producing a few prototype materials, but have often been unable to fund the production of enough copies to be useful to the program.

6. Systematic assessment of results. While anecdotal evidence and some research studies on IEC programs are available, programs should be evaluated more regularly and systematically to increase our understanding of the ingredients of effective IEC programs.

#### B. PURPOSE

This project is designed to strengthen the IEC component of family planning programs in developing countries so that individual couples will have the information they need to make informed choices about their desired family size and to carry out their decisions. It has three

important components:

- o the provision of technical expertise and resources and the transfer of the technology to adapt these resources to specific country program needs. This would include assistance in planning, organizing and implementing family planning IEC activities--to meet immediate needs of LDC family planning service delivery programs.
- o the development of an in-country capacity to design, maintain and evaluate IEC activities. This would be achieved through the identification of approaches which can be implemented within existing resource levels; the involvement of a variety of local public and private sector agencies and institutions; the provision of on-the-job and short-term training; and the sharing of materials, techniques and findings through workshops, conferences and publications.
- o the careful, systematic design of projects in order to increase understanding of the impact of a range of IEC activities. There

is a need for additional information on the effects of application of reasonably well-known techniques as well as the impact of new approaches. It is expected that one important benefit of this project will be the increased understanding of how to mount an effective IEC program, that will be gained from the careful assessment of experience in a variety of settings.

In all cases project resources will only be made available upon the request of LDC family planning officials or administrators. Assistance may be provided to private family planning agencies and other private organizations when such assistance has the requisite host country clearance.

This project represents the principal inter-regional field resource in IEC. It provides much needed on-site technical assistance and materials support to family planning administrators and their staffs, many of whom received training under earlier centrally-funded IEC projects with the University of Chicago, East-West Communication Institute, and others. The project will draw as needed upon technical resources and information reviews conducted under other IEC initiatives such as the Population Information Program. Project activities will be coordinated with bilateral and centrally-funded family planning and health training programs such as INTRAH and Development Associates to ensure that service providers contribute to and benefit from the materials and programs developed. Where feasible, coordination will also occur with other S&T/POP projects such as RAPID, in order that country activities reinforce each other.

The end result of assistance provided through this project will be that LDC family planning programs have the ability to plan and implement their own IEC programs. Project activities will include specific plans for developing local institutional capability and resources for carrying,

cut IEC activities without external support. Many countries will be able to do this after three years of assistance or less. In some countries, however, it is recognized that the development and institutionalization of family planning IEC programs will take longer.

C. PRINCIPAL ACTIVITIES

This project will be carried out through a cooperative agreement with a recipient U.S. organization. The recipient organization will enter into sub-recipient agreements and subcontracts with other U.S. and host country organizations and educational institutions as necessary to obtain technical expertise in specific areas and conduct in-country programs.

The project will offer a full range of technical resources to respond to requests from LDC government and private family planning and health agencies for assistance with IEC program design, implementation and evaluation. The emphasis in all of these activities will be on improving the information available to individual couples to enable them to decide on their desired family size and to implement their health decisions.

It is also expected that IEC training and/or materials may be needed for family planning service providers. The importance of interpersonal communications in the provision of family planning information has been demonstrated repeatedly. Thus it is critical that service providers be well informed, free from prejudice and able to respond to particular concerns of couples considering alternative approaches to family planning.

Project activities will be divided into five main areas. These are:

1. Needs Assessment and Planning: provided to participating countries as a first step in setting goals and developing IEC action programs and to assist in planning or improving on-going IEC programs.

2. **Country Projects:** action programs designed and implemented, in collaboration with local population/family planning program staff, host country governments and private sector organizations, to address specific IEC problems or needs in the population/family planning programs. Country projects will constitute the largest component of the overall project.
3. **Workshops/Meetings:** regional and interregional meetings held periodically to foster coordination of activities in different countries and bring together project staff and local staff in order to exchange information on ideas, problems and successes in implementing population/family planning IEC programs.
4. **Technical Assistance:** periodic technical assistance available through project staff, consultants and, where they exist, regional subcontractors, to help with specific problems in design, implementation or evaluation of IEC programs.
5. **Materials and Films:** films, slide sets, tapes and other visual materials produced under previous grants and contracts with the Office of Population and available on request to LDC population/family planning programs. Some funds will also be available for analysis, translation and reproduction of materials which have country specific and/or regional utility.

Consistent with these activities resources will be available through this project to assist in the following specific technical areas:

- a. **Identification and evaluation of existing IEC activities and resources** in the country. As requested, project assistance will be provided to help LDC program administrators survey and assess on-going IEC activities in support of population/family planning and to identify and assess existing IEC resources in the country, both public and private.

- b. Identification of IEC barriers to family planning acceptance and development of appropriate IEC strategies. Approaches may range from standard social science research methods such as interviews or anthropological field work, which would explore individual and community knowledge about family planning; to focus-group interviews and other techniques used in marketing and opinion surveys of target audiences and information themes.
- c. Message design and testing and production of materials. Assistance will be provided to country programs in developing specific messages and dissemination strategies to reach target audiences to counter communication barriers identified by local studies. IEC activities might include, among others, media campaigns to inform the public, especially opinion leaders, about population problems and family planning, and encourage their support for family planning programs; and information for couples about where services are available--commercially or through public sources, what methods of contraception are available, and the advantages and disadvantages of particular methods. The project will include funds for full implementation and evaluation of pilot projects in selected countries.
- d. Pretesting, adaptation and evaluation of materials, methods, and campaigns. Baseline socioeconomic data (principally from existing sources) and data from marketing and opinion surveys, to evaluate the success of the IEC activities. Particular care will be taken to ensure that whenever possible, existing data will be used for these analyses, instead of undertaking new surveys.

- e. Short term in-country training of IEC and other family planning program personnel in new skills immediately required to implement the strategies and programs developed.
- f. Exchange and adaptation of information and education methods and materials between countries or within countries. Collection and periodic distribution of successful IEC prototype materials to LDC organizations participating in the project and to A.I.D. population officers.
- g. Translation and dissemination of existing films and print materials for use in country population and family planning programs. This activity will continue the services that are currently covered under a short-term contract with the George Washington University (for films), or through ad hoc arrangements with a variety of organizations (for materials).

The specific amount and type of resources required from the project will vary depending on the situation in each country. In countries where a strong family planning effort, a bilateral A.I.D. population program and population support by other donors are lacking, the resources of this project may be required to support most elements of the IEC activity--from initial strategy development and planning through production and dissemination of materials, to assessment of impact. In other countries, other sources--host governments, bilateral A.I.D.-funded projects, other donors--may be available to support large portions of the activity. Missions may add bilateral and ESF funds to the project if their requirements for project assistance exceed the project's resources.

Since the project is intended both to strengthen IEC program implementation in specific countries and to increase understanding of IEC efforts worldwide, at least two components must be present in all activities in which this project is involved. These two components are: (1) technical assistance in designing and/or implementing an IEC activity that is intended to improve family planning knowledge of a selected audience; (2) an evaluation of the success of the activity in achieving its particular objective.

Particular attention will also be given in this project to stimulating private sector involvement in population/family planning IEC activities. The cooperative agreement recipient will subcontract as necessary with U.S. private sector organizations (such as marketing and advertising firms, and others) to obtain specific technical expertise and services. Special emphasis will be given to involving LDC private sector organizations wherever possible in carrying out country and regional activities. Further discussion of plans for involving the private sector is included on pp. 26-27 below.

Project activities will be planned so as to meet a carefully defined IEC need of the family planning service delivery program, with the intention that such activities may be continued and expanded, as necessary, beyond the life of this project. A condition of supporting each activity will thus be a careful specification, and agreement by relevant program officials, on how the results of the project activity will be incorporated into the total family planning IEC program, and on what resources will be used to support it. The intent of this condition is to avoid using project resources for activities which may be peripheral to the major IEC needs of the program, and/or too expensive or elaborate to be continued without project support.

D. Rationale for project design

In the course of project development, other project designs were considered to determine which would best meet the family planning IEC needs described earlier. For example:

- (1) A project designed principally as a research effort might help to

increase understanding of the impact of a range of IEC activities. A research project, however, would be unlikely to respond fully to the need for quantities of materials and other assistance in on-going IEC programs. Application of well-known techniques is needed as much as breaking new ground through research.

- (2) A project that provided short-term assistance in certain types of IEC activities--e.g. planning and conducting large-scale media campaigns to encourage adoption of family planning--would provide needed expertise in these areas, but would not in most cases strengthen the capability within the country to carry out IEC programs over the longer term. Such a project might also not provide the full range of IEC-assistance (planning, training of program workers, evaluation) that is often needed.
- (3) A project that simply provided a variety of assistance, including technical assistance and materials, would respond to field requests for assistance in developing and carrying out IEC activities. Activities funded under such a project, however (similar to the current ADSS project with APHA, but focused on IEC), would not necessarily include an evaluation of results of each IEC activity. Thus the project would not help fill the gaps in our understanding in the IEC field.

The project design described in this paper is more suitable than the alternatives described above because it would more readily strike an appropriate balance between and encompass both:

- assistance in planning, organizing and implementing family planning IEC activities--to meet an immediate need of family planning service delivery programs; and

--careful, systematic evaluation of results.

E. Focus of project activities

Population IEC programs generally direct messages concerning population and family planning toward five major audiences, broadly defined:

1. Prospective parents - married or otherwise sexually active adults or adolescents of reproductive age.
2. Policy makers or decision makers: public officials at the national, provincial, and local level and community leaders in the fields of business, education, medicine, health, religion and social welfare.
3. Adolescents or pre-adolescents, both in school and out of school, who are not yet sexually active.
4. Deliverers of family planning information and services: workers in all fields of social development, as well as workers who are directly involved in family planning.
5. The general public.

Since the central intention is to strengthen the IEC component of family planning service delivery programs, project assistance will be directed in the main toward reaching the specific audience--the sexually active reproductive-age population--that is the principal target of family planning programs.

Consistent with the promotion of informed choice by prospective clients, project-funded activities are likely to include technical assistance to LDC family planning efforts to inform target audiences about where and when services are available, provide factual information and counteract false rumors about contraceptive side-effects; and build support for

family planning as an important health measure among men and other influential family and community members.

While it is thus expected that the largest portion of project funds will be devoted to reaching the two groups listed above (prospective parents and program workers), it is recognized that country circumstances may require efforts to reach other audiences as well. For example, in countries where population/family planning programs are just being developed (e.g., in some African countries), support will be available for IEC activities aimed at education for leadership groups and the general public. Similarly, there is a need in some countries (also generally in Africa) to provide basic information about family planning methods to a large proportion of the sexually active population of reproductive age. In other countries (e.g. Panama), where family planning programs are more advanced, the greatest need for IEC assistance may be for developing education materials for programs with adolescents to prepare them for responsible parenthood, including birth planning.

As countries request, project assistance will be provided to ensure that couples have accurate information on all contraceptive technologies available to them, including clinical methods, non-prescription contraceptives and natural family planning.

Many of the activities undertaken in this project will provide family planning information and education in the context of improving family health and well-being. In many countries, especially in the Africa region, family planning is most appropriately presented through health channels. Information and education about health issues, particularly

those pertaining to women and children, may be included in the project where they are an appropriate complement to family planning IEC.

F. Regional Differences in Project Involvement

Project resources will be available to all geographic regions. As the strengths and weaknesses of population IEC programs vary greatly in different regions and countries, however, needs for project assistance of the types outlined above vary also.

The project will emphasize activities in Africa, since the need for IEC assistance is greatest in Africa. In many African countries, family planning programs do not exist or are in the earliest stages of development. In others, IEC support for existing contraceptive services is virtually absent. There are also few AID population officers and few bilateral A.I.D. population programs in the region. Therefore, it is planned that most of the types of assistance listed above will be provided to African countries that participate in the project. In some cases, there will be support for basic educational activities to generate initial awareness of contraceptives. In line with these needs, it is also planned that levels of project assistance to countries in this region will be high and extend over the full five years of the project. The heavy project involvement in Africa, as well as the need for frequent and continuous assistance to African country programs throughout the life of the project, may necessitate the establishment of a regional project office.

In Latin America, on the other hand, many countries have formulated and are carrying out IEC strategies in their family planning programs. In addition, assistance for IEC is often included in bilateral programs in the

region. As a result, it is expected that in LAC the project will provide mainly two types of assistance involving relatively modest levels of funding within limited time frames: 1) developing and refining IEC activities addressed toward specific channels of communication (e.g. radio, television) or specific audiences in cases where previous IEC efforts have not succeeded; and 2) drawing together the IEC expertise already existing in LAC countries, to enable it to be utilized more widely throughout the region. In addition, some assistance may be requested for developing IEC programs directed toward different audiences than those for whom the family planning services messages are intended (e.g. adolescents in Panama).

It is expected that the involvement of this project in the Asia region will not be extensive, and will not exceed 15 percent of project resources or staff time. The majority of AID-assisted countries in Asia have well established family planning programs which include a substantial IEC component. At least two of these programs (in Indonesia and Thailand) are among the most successful family planning programs in the world. Nearly every AID-assisted country in this region also has a large bilateral AID-funded population project and provision for supporting IEC activities through that project or by other means. It is therefore planned that project involvement in Asia will consist mainly of short-term technical assistance in areas such as assessing the quality and appropriateness of existing IEC materials; assisting in planning an evaluation of specific IEC activities; and perhaps advising on important IEC needs in the future. Project activities in Asian countries will generally involve a short period of time (perhaps two years, including

evaluation) and limited funding. Careful attention will be given to learning from successful IEC activities in the region and using the information gained where applicable in other parts of the world.

In the Near East Region, project activities will be largely focused on those countries with existing but not fully developed family planning programs, such as Morocco and Turkey. During the life of the project, opportunities may also arise to assist in the development of IEC activities in Jordan and Yemen, where population/family planning programs are at an early stage. It is anticipated that much of the project support provided in this region will be for the adaptation and translation of family planning materials. Assistance in assessing needs and developing strategies, short term technical assistance, and assistance in the transfer and adaptation of IEC approaches which are being developed in programs in Egypt and Tunisia, will also be emphasized.

During the course of project development, a number of Mission and Regional Bureau population officers have made suggestions as to the countries where assistance from this project might be useful. Below is an illustrative list of countries, drawn from these suggestions, in which project assistance of varying types and levels may be provided over the five-year life of this project:

<u>Africa</u>	<u>Near East</u>	<u>Latin America</u>	<u>Asia</u>
Nigeria	Morocco	Brazil	Pakistan
Tanzania	Turkey	Ecuador	Bangladesh
Sudan	Jordan	Peru	Nepal

Senegal	Yemen	Panama
Ghana		Honduras
Zaire		Jamaica
Liberia		Caribbean
Sierra Leone		

Cameroon

Mali

Mauritania

Zimbabwe

Kenya

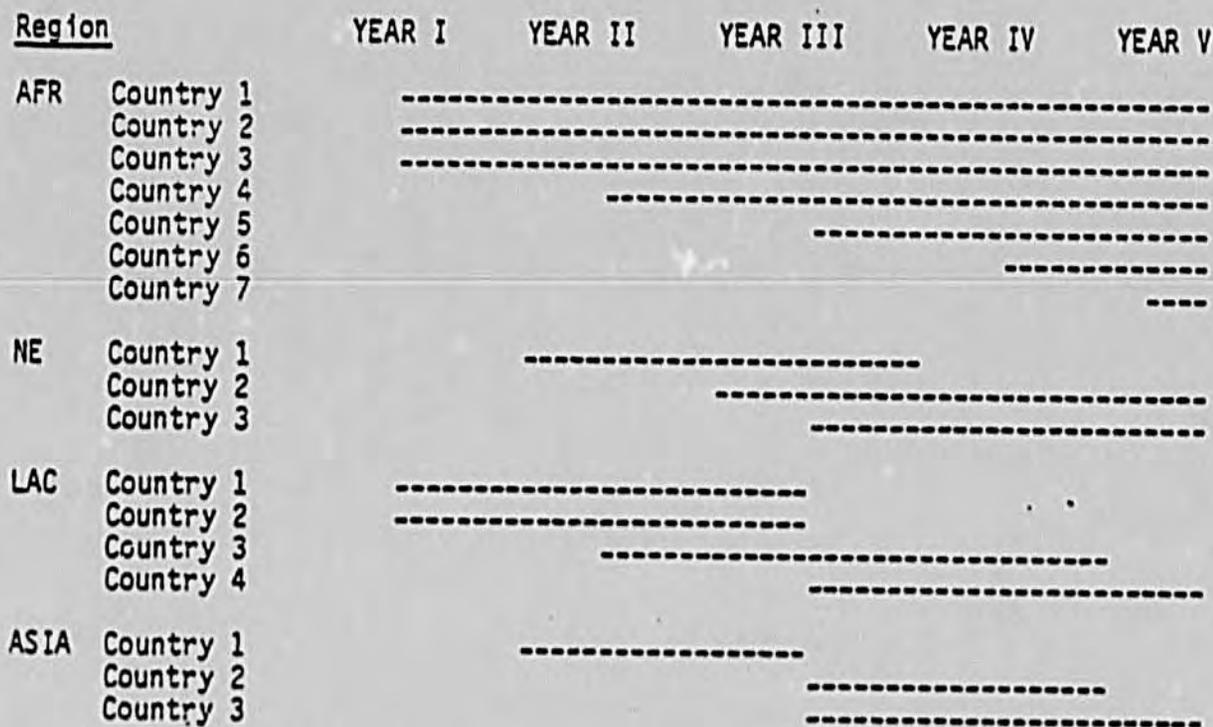
It is expected that project involvement in each region will proceed by stages. In the first year of the project, contacts will be made and activities will begin in at least three countries in Africa and two countries in Latin America. In the second year, activities begun in the first year will be continued; project involvement will begin in one more country in Latin America and in Africa. Project activities will also begin in one country in the Near East and one country in Asia. In the third year of the project, it is expected that new activities will be started in one or two more countries in each region. In the fourth and fifth years of the project, involvement of new countries may occur only in the Africa region. Figures 1 and 2 below illustrate the scheduling of these activities:

Figure 1 - Illustrative Project Activities by Region

Number of Countries

	YEAR I	YEAR II	YEAR III	YEAR IV	YEAR V
<u>AFR</u>					
New	3	1	1	1	1
Continuing	-	3	4	5	6
(Completed)	-	-	-	-	-
<u>NE</u>					
New	-	1	2	-	-
Continuing	-	-	1	2	1 (Final Year of Activity)
(Completed)	-	-	-	(1)	(2)
<u>LAC</u>					
New	2	1	1	-	-
Continuing	-	2	3	2	1 (Final Year of Activity)
(Completed)	-	-	-	(2)	(3)
<u>ASIA</u>					
New	-	1	2	-	-
Continuing	-	-	1	2	1 (Final Year of Activity)
(Completed)	-	-	-	(1)	(2)

Figure 2 - Illustrative Time line of Project Activities



As Figures 1 and 2 indicate, project activities in countries in the Near East, LAC and Asia are scheduled to be completed by the end of the project. It is expected that at least five years of assistance will be required to adequately strengthen family planning IEC activities in African countries. New activities in Africa have been planned to begin each year, however, since it is anticipated that a follow-on project will be developed beginning in FY 87 to continue assistance as needed.

It is expected that considerable attention may be needed in the first two years of the project to develop contacts with family planning agencies and IEC resources in host countries in order to lay the basis for developing sound programs. This ground work is especially necessary because of the general weakness of IEC components of population/family planning programs, and the frequent absence of strong IEC staff in health ministries. The need for this assistance will probably vary by region--being greater in Africa and the Near East than in Latin American or Asia, where there is considerably more experience with family planning IEC programs.

### III. Implementation

This project is designed to directly address the major thrust of one component of A.I.D.'s population strategy: to help public and private family planning programs develop strong IEC activities in support of their population and family planning service delivery systems. The project will:

- respond to varying program needs in developing countries in each region;
- develop IEC projects and design materials which are culturally, socially and economically appropriate to the target audiences and
- create an institutional capability in IEC within LDCs that will continue after the project ends.

The cultural and social differences between geographic areas, as well as their varying program demands, will require substantial regional flexibility in both program design and implementation. Prospective recipients of the cooperative agreement will be required to submit separate workplans for each region, and to demonstrate IEC technical expertise specific to the region. The recipient organization must in particular demonstrate IEC expertise specific to Africa and Latin America, which will receive the largest share of project funding. Project activities for Africa and the Latin America/Caribbean regions will be initiated in the latter part of 1982. Those in Asia and the Near East will begin early in 1983.

#### A. Contractor Capabilities

The recipient organization must make available a broad range of IEC skills and services. In addition, it must also demonstrate strong management capabilities and experience in the administration of multi-faceted, worldwide projects.

While it is possible that no single organization will have the in-house capability to respond to the full range of requests for program assistance in all regions, strong technical expertise is required in several key areas.

Expertise in all the required areas could be fully met by or supplemented through subcontracts or subagreements developed by the recipient with other organizations, both in the United States and in the region.

1. Contractor Services

Potential recipients will be expected to demonstrate the capability of providing assistance in the following areas:

- a. Defining IEC program goals;
- b. Collecting existing background data relating to family planning programs (e.g. WFS, CPS, other KAP studies, etc.) for use in program planning and evaluation.
- c. Assessing the capacity of existing IEC resources in the country (including newspapers and other print media, radio, television, films, folk media, etc.) to be used in family planning IEC programs;
- d. Conducting audience analyses; identifying communication barriers;
- e. Planning IEC strategies and activities;
- f. Designing messages, and developing, adapting, pretesting and producing materials.
- g. Training program and other workers to design, develop and produce materials;
- h. Carrying out the IEC activities;
- i. Evaluating the effectiveness of the activities in producing increased knowledge of family planning.

2. Contractor Skills

The recipient will be competitively selected on the basis of the following:

- a. extensive knowledge and practical background in population/ family planning IEC programs in developing countries;
- b. demonstrated understanding of contraceptive methods, including alternative technologies and management of side effects.
- c. commitment to offering information and education on the full range of family planning methods approved by A.I.D. for assistance to developing countries, including clinical methods, non-clinical methods, and natural family planning.
- d. demonstrated experience in identifying and supplying technical assistance to LDC projects;
- e. qualified professional and support personnel available for this project;
- f. understanding of A.I.D. procedures for program development and the areas of need for field technical support in family planning IEC;
- g. logistical facilities and experience for support of travel, communication with A.I.D. Missions, and production and dissemination of project outputs;
- h. willingness and experience in working collaboratively with LDC organizations in supplying technical assistance and developing programs;
- i. demonstrated management capability in administering a large scale multi-faceted program.
- j. staff/consultant language capability sufficient to carry out programs in target countries.

3. Regional Knowledge and Expertise

The recipient must demonstrate an understanding of the individual needs of each region and propose programs which are responsive to them. Specific and detailed knowledge of a geographic region and existing family planning programs, government population policies and international donor activity in at least two regions is considered a desirable skill. It is recognized, however, that in Africa, where most family planning programs are still in their infancy, detailed information on needs and resources is not available.

B. Relationship with existing family planning programs

As the principal thrust of this project is to assist existing family planning programs, the recipient of the cooperative agreement must be able to develop working relationships and interface directly with local and national family planning programs to identify their IEC needs, develop appropriate strategies and implement planned activities. Where possible, the contractor will also coordinate activities with other A.I.D. population projects and international donors working in the region. This will help guard against duplication and ensure that project activities are carried out in conjunction with the availability of family planning services. In particular, the recipient will be directed to contact and review the activities of other agencies and donors in a country during the country needs assessment and planning phase. It is expected that this coordination will continue throughout the project's involvement in the country.

There are a number of ways in which IEC activities developed under this project are expected to be closely coordinated with and directly supportive of the specific family planning efforts in each country. For example, where services are just beginning to be extended beyond the clinic level, it may be appropriate to develop radio and newspaper messages explaining the program, (to run in advance and concurrently,) to inform community leaders. Other radio programs and simple brochures (handouts by field workers) could also be developed for potential acceptors, explaining what services are available, where and when, how to choose and use different contraceptive methods, and how to manage potential side effects. Where appropriate this project will also seek to expand existing knowledge about alternative family planning technologies including natural family planning. In countries where leaders are trying to

increase understanding of a particular method, IEC activities could be aimed to coincide with the service delivery efforts, to guide and reinforce the verbal messages of program clinic and field workers and to provide users with information about the management of side effects.

Messages (most likely including radio spots and simple printed handouts for fieldworkers) would concentrate on directing information to reach the eligible population who are not yet knowledgeable.

The method of operation in each country will depend upon local situations as they relate to the availability of contraceptive methods, levels of awareness and contraceptive use among key target audiences, media infrastructure, degree of government or other control factors, and the strength of local IEC resources.

#### C. Relationships with the Private Sector

An important aspect of this project is the involvement and development of private sector organizations involved in information and communication. The project will wherever possible seek to supplement the in-house IEC capacity of population/family planning programs—both government and private—with the creative talents of professional communicators in the private sector. These might include advertising agencies, public relations agencies, marketing research firms, commercial artists, etc. In the LAC region, for example, private sector IEC firms of various types exist in a number of countries; project activities would seek to bring these regional resources to bear in other countries in the region as well. In Africa, where the IEC capacity of existing family planning programs is especially weak, there may also be opportunities to use

private sector IEC resources. Project activities in some countries are thus expected to strengthen family planning IEC programs while at the same time promoting private enterprise. (It is recognized, however, that individual country circumstances--in particular the laws and preferences of host governments--may on other occasions limit private sector involvement.)

#### D. Definition of Project Activities

Five types of activities will occur under this project.

The selection of these five activities is based on requests S&T/POP has received from A.I.D. Missions and regional bureau population staff. All services under this project will be supplied in response to specific requests from Missions and bureaus. Allocation of project resources and funds for each of the five types of activities, which are described below, will vary according to needs in each region.

##### 1. Needs assessment and planning

Assistance in needs assessment and planning will be provided either as a first step in setting goals and strategies for an IEC action program; or as a discrete activity, with no follow-on assistance anticipated from this project. In the latter case, it is expected that project assistance will help A.I.D. Missions, host country governments or other family planning organizations to develop or improve strategies for IEC programs that will be funded through bilateral A.I.D. programs or other sources. Recognizing that some countries have had substantial amounts of IEC development and work, the recipient is expected to make an appropriate diagnosis of the utility of this exercise for each country and propose workplans which are consistent with the existing levels of expertise in the region.

2. Country projects

Country projects will constitute the largest component of the overall project. They will be designed by the recipient organization, in collaboration with local population/family planning program staff, host governments and private sector organizations, to address one or more specific IEC problems or needs in the population/family planning programs.

Examples of possible country projects might be: programs to develop the use of radio, television or other mass communication media and directed toward one or more particular audiences; development of print materials for new or potential acceptors, or clinic and field workers, etc. Country projects will include assistance for: conducting audience analyses as necessary; designing/adapting, pretesting, producing and distributing materials and programs; providing short-term on-the-job training to LDC staff as necessary; and evaluating the results. The recipient organization may subcontract with local or regional organizations for the design, implementation and evaluation of these activities.

Country projects will be planned to achieve specified results within a fairly short time frame (in most cases, one to three years). Each country project will include an evaluation component (described more fully in Section IV below) to provide periodic checks on progress, and an assessment of effectiveness at completion.

Strengthening LDC family planning program IEC capabilities is a principal objective of this program and country projects are the basic

mechanism through which family planning IEC capability will be institutionalized in countries in which the project is involved. Through careful evaluation, the country projects will also provide data on the effectiveness of particular IEC approaches.

In some instances these activities will be completely financed by project funds. In others they may be cooperative efforts with bilateral country programs, regional programs or international donors. Specific mechanisms will be developed in the cooperative agreement to enable Missions to add bilateral resources to the project when country requirements for project assistance exceed AID/W resources.

Regardless of funding structure, however, all technical and financial supports necessary for this project will be identified, whether funded through project resources or not, and all tasks necessary for successful project completion will be specified.

3. Regional Workshops/Meetings:

Regional and interregional meetings will be held periodically throughout the project to foster coordination of activities in different countries. Regional meetings will be held in the first, third and fourth years of the project, while interregional meetings will be scheduled late in the second project year and early in the fifth year. In most cases, regional and interregional meetings will occur in countries with ongoing country projects, for the purpose of bringing together subcontractors and local staff responsible for carrying out country project activities to exchange information on ideas, problems and successes in implementing

population/family planning IEC programs. Occasionally, however, such meetings may also be held in other countries for the purpose of bringing together more general IEC expertise in a region and for exchanging information, research results, and program materials. Host country family planning officials and other outside experts will also be invited to participate in the meetings. The interregional meetings will have an important benefit in enabling regions in which programs are at an early stage (Africa and Near East) to learn from the experience of countries in Asia and Latin American where programs are more advanced.

4. Technical Assistance

Periodic technical assistance will be available through project staff, consultants and, where they exist, regional subcontractors. Most of this assistance will be short term (expected range will be from several weeks to two or three months) and available to both country projects and local family planning institutions with specific technical needs, e.g. message design, message delivery, evaluation of materials and activities, etc. The demand for this type of assistance is expected to be higher where IEC activities and organizational units have already been developed. In Latin America and Asia, for example, short-term technical support to on-going projects has been cited as a major need.

In carrying out this component of the project the recipient organization may find it desirable to sub-contract with firms in the region to carry out particular tasks. In Latin America, for example, it is expected that sub-contractors may frequently be Latin American firms that are called upon to work in countries in the region.

5. Materials and Films

The recipient organization for this project will collect population/family planning materials, analyze them and disseminate selected materials judged to be of value to A.I.D. Missions, A.I.D./Washington offices dealing with family planning IEC, and LDC organizations which express an interest in or need for prototype materials. At the beginning of the project the recipient will survey existing materials and films which have been previously produced through family planning programs (e.g. with the Office of Population, A.I.D. bilateral country programs and other sources) and, building on earlier efforts by the University of Chicago and the East-West Center Communications Institute, will develop an inventory of those which have demonstrated effectiveness.

The recipient will continue to make available to relevant population organizations audio visual material, including films, slide sets and tapes, produced under previous grants and contracts with A.I.D., which may have continuing value but may no longer be generally available. This service for films is currently being supplied through a separate contract in S&T/POP. Beginning in November 1982, however, the recipient organization for this project will be responsible for the storage and distribution of these films, as well as the production of release prints as necessary.

Country-specific materials, either new or adapted from existing materials, will be produced as necessary to provide information specifically needed in local program situations.

In order to ensure that the materials developed under the project continue to be widely available for reproduction and adaptation in different settings, no single organization (governmental or private) will have exclusive rights to their production, reprinting or distribution. The recipient will be specifically directed to ensure that all print materials, audio visual materials, and any other materials created under the project remain in the public domain.

E. Implementation Responsibilities

The recipient organization will have overall responsibility for the planning, implementation, evaluation and coordination of projects for countries involved in the project in each region. Under the guidance of S&T/POP, in close collaboration with the A.I.D. Regional Bureaus and A.I.D. missions where they exist, the recipient will develop annual plans for allocation of project resources within each region. Specific plans are expected to vary according to differing needs, but the following chart illustrates the approximate emphasis which should be given to the five types of activities which will occur.

Needs assessment/planning	15%
Country projects	50%
Regional workshops/meetings	7%
Technical assistance	15%
Materials and films	13%

The criteria for project involvement in a particular country will also vary within and across geographic regions. As noted above, specific plans and strategies for each country will be developed each year. However, the following general guidelines will be used:

1. Activities will be carried out in response to requests from A.I.D. Missions, regional bureaus, and host country organizations.
2. Where possible, activities will be related to the delivery of family planning services.
3. Country projects will include identified goals, strategies and assessment of effectiveness.

4. Activities will be designed to build in-country capability, in terms of both personnel and programs.
5. IEC technology and materials which are introduced will be compatible with existing country resources and of a type which eventually may be continued without external funding or technical assistance.
6. Private sector resources will be encouraged and utilized where they exist.
7. Efforts will be non-duplicative of existing programs.

F. Implementation Procedures

Detailed implementation procedures will be designed as needed by the project manager and the recipient, working in close collaboration to respond to needs of A.I.D. Missions and LDC programs. Procedures will, however, follow this general outline:

Year 1

1. Recipient organization is selected through the competitive cooperative agreement process.
2. S&T/POP advises Missions of project approval and disseminates information regarding recipient organization and types of assistance available under the project.
3. S&T/POP advises recipient which developing countries are eligible to receive assistance under the project. S&T/POP receives requests for assistance from Missions and regional bureaus, and reviews and forwards them to recipient.
4. Recipient develops plans for project activities for the year.
5. In consultation with Missions and regional bureaus, S&T/POP approves the list of countries recipient plans to work in and the recipient's plans to assist in providing technical assistance, conducting needs assessments and developing IEC country projects.

6. Recipient carries out approved activities, entering into sub-contracts and subagreements with other U.S. and LDC institutions as necessary.
7. Recipient collects and disseminates materials to Missions, AID/W offices, and LDC organizations.
8. Regional meetings are conducted toward the end of the first project year.
9. Recipient submits semi-annual and annual reports to S&T/POP.

Years 2, 3, 4, 5

Steps 3, 4, 5, 6, 7 and 9 continue. Regional meetings are held in years 3 and 4, and interregional meetings are conducted in years 2 and 5. External project evaluations, described in Section V below, are conducted in years 3 and 5. Recipient submits final project reports to S&T/POP at the end of year 5.

G. Relationship to Regional Bureaus, PPC and other S&T Offices

This project will be administered and monitored by S&T/POP staff. They will solicit Regional Bureau guidance on country requests for project assistance in population/family planning IEC, and will work collaboratively with Regional Bureaus in selecting and ranking countries to be assisted. Regional Bureau personnel will also be invited to participate in the selection of the recipient organization, in the on-going assessment of the recipient's performance, and in periodic reviews and evaluations. Because of the potential of this project for providing increased understanding of how to organize and implement effective IEC programs, it is especially important that progress be closely monitored. In the first two years of the project, at least,

S&T/POP plans to organize meetings approximately twice a year of representatives from S&T/POP, Regional Bureaus, PPC, the S&T Program Office and other S&T offices, as appropriate. The purpose of these meetings will be to discuss progress, problems and needs for assistance. If, as expected, requests for assistance exceed the resources of the project, these meetings may be used as a forum for deciding priorities for assistance among the requests.

#### IV. Evaluation

Two kinds of evaluation are planned in this project.

First, each country IEC activity funded by the project will include an evaluation of the success of the activity in reaching its particular goal.

This evaluation will begin with a thorough baseline analysis of current family planning attitudes and practices among the audience to be reached. The analysis will identify the specific constraints to the acquisition or knowledge of family planning that can be influenced by a communications program. A comprehensive recording of personal behavior patterns and fears, religious beliefs and practices, social customs and norms will not only determine the content and design of the messages but will also provide the basis for constructing practical measures for evaluating progress in achieving the project's objectives.

It is recognized that determining exactly the impact of any communication is an extremely difficult and expensive task. However, it is hoped that the variety of approaches that are expected to be used in evaluating the activities of this project will contribute to understanding both the process and the effectiveness of IEC programs. Among the evaluation

techniques that are likely to be used are, for example: mini-surveys of the target audience to test contraceptive knowledge and practice, before and after the IEC activities take place; interviews with family planning clinic visitors to determine the source of their information about family planning; focus-group interviews--to be used both to assist in the design of informational materials and programs, and to evaluate the effectiveness of the materials/programs in conveying clear, accurate information that addresses the concerns of the intended recipients; and process evaluations to examine the efficiency with which activities are designed and implemented. The recipient organization is expected to make heavy use of private sector skills in conducting these evaluations, since much of the expertise in testing consumer knowledge and attitudes has been developed by private sector marketing groups.

There will be an effort to coordinate the development of the evaluation instruments that are used, between as well as within regions, to increase the chances that results will be comparable. A collection of reports will thus be generated over the life of the project concerning the effectiveness of a variety of family planning IEC efforts in a variety of settings. For example, these evaluations will provide information on the use of different media and different messages in changing knowledge of contraceptives among particular groups in the population; and in changing knowledge of leadership groups about population and family planning programs. Progress reports and results of each country activity will be prepared every year and distributed by the cooperative agreement recipient to A.I.D./W and Missions, and other countries in the region which are involved in the project. This will help to ensure that country family planning IEC

programs benefit from experience in other countries. The regional and worldwide meetings planned for this project will also serve as occasions to exchange experiences and discuss results.

Second, there will be two major external evaluations of the overall project by outside experts and A.I.D. staff. The first external evaluation will be a formative evaluation. It will take place approximately mid-way through the project, during the third year of activities. It will be conducted by an evaluation team composed of outside experts selected by S&T/POP and funded through monies set aside under this project. The evaluators will assess project achievements at every level (goal, purpose, outputs, inputs). They will also consider questions such as the usefulness of each component of the project; coordination between regions; the usefulness of the cooperative agreement and sub-contracting mechanisms; the desirability of continuing, expanding or decreasing both the number and the type of activities being undertaken; and how this project can contribute to filling some of the remaining gaps in understanding of family planning IEC programs.

The second external evaluation will take place early in the final year of the project. It will be similar to the mid-project evaluation in both organization and focus. In addition, it will include an assessment of the need for family planning IEC program assistance, and recommendations as to how that need might be met. It is expected that the results of this final evaluation will be used in the development of a follow-on project, and in planning other centrally-funded and/or bilateral IEC projects.

V. Social Analysis/Beneficiaries

Family planning is one of the most important public health measures potentially available in developing countries to improve maternal and child health. Too often, however, simple access to family planning services or even awareness of a contraceptive method is not sufficient to promote use and better family health. Data from the World Fertility Survey (WFS)<sup>1/</sup> and the Contraceptive Prevalence Survey (CPS)<sup>2/</sup> on women of reproductive age currently living in union offer dramatic evidence of this.

Currently Married Women

Country and date of WFS survey	% Aware of any Methods	% Ever Use Any Method	% Currently Use Any Method	% Aware & Not Use
Kenya (WFS 1977-78)	88	32	7	81
Bangladesh (WFS (1975-76)	83	15	8	75
Indonesia (WFS 1976)	80	38	28	54
Jordan (WFS 1976)	97	46	25	72
Korea (CPS 1979)	98	59	35	63
Philippines (WFS 1978)	94	58	38	58
Thailand (CPS 1978)	97	48	53	64
Colombia (CPS 1978)	96	62	48	53
Costa Rica (CPS 1978)	100	84	65	36

<sup>1/</sup> Larson, Anne. "Patterns of Contraceptive Usage Around the World." Population Reference Bureau. July, 1981.

<sup>2/</sup> "Contraceptive Prevalence Surveys: A New Source of Family Planning Data." Special Topics Population Reports. Series M, No. 5, May-June 1981.

Jamaica (CPS 1979)	98	66	54	60
Mexico (CPS 1978)	90	47	40	60
Peru (CPS 1977-78)	82	50	34	51

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The reasons for these large discrepancies between awareness and practice of family planning vary widely but include such factors as service availability, inadequate or inappropriate information on the part of both users and service providers, lack of information about how to manage side effects, and insufficient public education. This project is designed to address these communication and education problems by helping close the gaps between awareness and use in existing family planning programs and preventing their development when new services are introduced.

The primary and immediate beneficiaries of this project are men and women of reproductive age, particularly the rural and urban poor. These groups, which comprise about 80% of the developing world's population, are most adversely affected by high fertility and urgently need information about how to space their children and achieve the health and economic benefits associated with smaller family size.

At present, basic information frequently does not reach poor couples about what family planning methods are available, how they work and where they can be obtained. In addition, much of the existing IEC material is not adapted to a potential user's cultural background or educational level

and seldom addresses the fears of men and women about any possible danger of contraceptives. The development of simple, accurate and culturally appropriate IEC programs will open family planning services to poor rural and urban couples and will have a range of beneficial implications in improving women's opportunities for education and employment.

Family planning program staff, particularly IEC staff, and field and clinic workers, will also receive substantial benefits from the project. The IEC workers, in both the public and the private sectors, will benefit from assistance and short-term training in planning and carrying out IEC programs. For field and clinic workers, the availability of good IEC messages and materials will assist them greatly by helping to answer their clients' questions, allay fears, and reinforce the workers' verbal instructions.

VI. BUDGET SUMMARY	YEAR I	YEAR II	YEAR III	YEAR IV	YEAR V	TOTAL
<b>Core Costs*</b>						
1. Salaries	225,000	358,500	409,350	450,285	495,310	1,938,448
2. Overhead	225,000	358,500	409,350	450,285	495,310	1,938,448
3. Other Direct Costs	60,000	96,000	99,000	99,000	99,000	453,000
<b>Subprojects &amp; LDC Program Costs</b>						
1. Needs Assessment & Planning	95,700	205,755	157,970	157,970	52,635	670,030
2. Country Projects	-	600,000	900,000	885,000	830,000	3,215,000
3. Technical Assistance	35,000	81,000	108,900	105,930	78,210	409,040
4. Regional and Inter-regional Meetings	55,000	66,000	110,000	115,500	115,500	462,000
5. Materials/Films	65,000	174,000	193,500	193,500	182,500	773,500
6. External Evaluation	-	-	45,000	-	55,000	100,000
	760,700	1,939,700	2,433,070	2,457,470	2,403,460	9,995,400

- Salaries calculated at \$35,000 per year for professional staff and \$18,000 year for clerical staff.
- Overhead estimated at 100% of salaries.
- Salaries include technical assistance and other staff services by full-time staff for subprojects and LDC programs.

\* The core project staff is expected to include approximately eight full-time professionals, including a Director and Deputy Director, IEC experts with particular knowledge of each region, and materials development expertise. A core staff of this size will be needed to provide sustained technical expertise and backstopping for country programs. The design of this project balances the need in some countries for continuity and sustained attention (provided by the core staff), against the need in others for short-term infrequent assistance (provided by consultants) in specific technical areas.

PROJECT DESIGN SUMMARY  
LOGICAL FRAMEWORK

Title of Project: \_\_\_\_\_  
 Country: 1982 to FY 1986 \_\_\_\_\_  
 Total U.S. Funding: 1370  
 Date Prepared: March 12, 1987

Project Title & Number: Family Planning IIC Field Support (Project No. 916-0001)

NARRATIVE SUMMARY	OBJECTIVELY VERIFIABLE INDICATORS	MEANS OF VERIFICATION	KEY RISK FACTORS																		
<p>Program in Selected Countries: The primary objective is to help these people understand the possible individual complexities with the information and advise to decide upon their desired family size and to implement their decisions.</p>	<p>Measures of Goal Achievement:</p> <ul style="list-style-type: none"> <li>• Higher correlation between desired and actual family size</li> <li>• Higher correlation between expressed fertility wishes and family planning behavior</li> <li>• Greater knowledge of family planning options</li> </ul>	<ol style="list-style-type: none"> <li>1. World Fertility Survey data National Family Planning Program data United Nations, Population Council, Population Reference Bureau and Bureau of Census data, A.I.D.</li> <li>2. Baseline and follow-up surveys of users and services</li> <li>3. Demonstration of materials and information usage in country programs.</li> </ol>	<p>Assumptions for achieving outputs:</p> <ol style="list-style-type: none"> <li>1. Family planning knowledge can be provided through IIC programs when designed with country specificity and cultural compatibility.</li> <li>2. Selected developing countries can sustain effective IIC campaigns with initial external assistance.</li> </ol>																		
<p>Program Purpose:</p> <ol style="list-style-type: none"> <li>1. Strengthen the IIC components of IBC family planning programs and assist them to create and disseminate country-specific, culturally sensitive information about family planning services for sexually active couples.</li> <li>2. Assist country programs to institutionalize IIC capability.</li> </ol>	<p>Conditions that will indicate purpose has been achieved - End of project status:</p> <ol style="list-style-type: none"> <li>1. IIC programs using locally developed or adapted materials.</li> <li>2. Evidence that funded activities have reached and were understood by target audiences.</li> <li>3. Identification and use of locally available IIC resources.</li> </ol>	<p>Site visits          Media analysis and materials evaluation          Current data on fertility rates of target audiences and sub-audiences, acceptance indices, clinic visit reports, country census or inter-censal data.</p>	<p>Assumptions for achieving purpose:</p> <ol style="list-style-type: none"> <li>1. Sufficient program commitment, talent and production/dissemination capabilities exist or are created in both government and private family planning organizations to carry on such a program.</li> <li>2. Political stability and minimal social/political resistance to family planning.</li> </ol>																		
<p>Outputs:</p> <p>Appropriate IIC materials, research and survey findings on IIC needs, techniques and effectiveness, (e.g. Marketing and Audience Analyses, Design/Production of Materials, Advertising and Informational Programs, Copies of films and other supporting materials)</p> <p>Trained personnel and institutional capacity</p>	<p>Measures of Outputs:</p> <p>Approximately 15 IBCs will be included in this project. Magnitude of outputs will vary with geographic region and identified needs.</p>	<p>Site visits          Correspondence          Reports          Consultant Reports          Host Country Publications          Conference Proceedings</p>	<p>Assumptions for achieving outputs:          The recipient organization will have:</p> <ol style="list-style-type: none"> <li>a. substantial experience in carrying out IIC activities in developing countries.</li> <li>b. extensive contacts with local, national and international population/family planning organizations in each region and ties to media, advertising and research facilities.</li> </ol>																		
<p>Inputs:</p> <p>A.I.D.: Necessary financial resources, donor technical officer coordination of cooperative agreement, equipment and sub-contracts, survey results, utilization, and agreements with the selected IBCs.</p> <p>Other Donors: Collaboration in production of IIC program data feedback and country specific audiences profiles, sample materials, distribution experience, etc.</p>	<p>Implementation Budget (Type and Quantity)          A.I.D. Financed Inputs:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th>(\$ thousands)</th> </tr> </thead> <tbody> <tr> <td>Salaries, other costs</td> <td>4,327</td> </tr> <tr> <td>Needs Assessment/Planning</td> <td>670</td> </tr> <tr> <td>Country Projects</td> <td>3,215</td> </tr> <tr> <td>Technical Assistance</td> <td>410</td> </tr> <tr> <td>Regional Workshops</td> <td>463</td> </tr> <tr> <td>Materials &amp; Film</td> <td>709</td> </tr> <tr> <td>External Evaluation</td> <td>100</td> </tr> <tr> <td><b>Total</b></td> <td><b>9,903</b></td> </tr> </tbody> </table>		(\$ thousands)	Salaries, other costs	4,327	Needs Assessment/Planning	670	Country Projects	3,215	Technical Assistance	410	Regional Workshops	463	Materials & Film	709	External Evaluation	100	<b>Total</b>	<b>9,903</b>	<ol style="list-style-type: none"> <li>1. AID documentation</li> <li>2. Records and reports of recipient organization</li> <li>3. Program reviews and site visits</li> </ol>	<p>Assumptions for providing inputs:          A.I.D. will continue to assign high priority to the funding of this project.</p> <p>The countries selected for project activity will cooperate in the gathering of those data which are prerequisite to the successful launching of field production and dissemination and materials.</p>
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PROJECT STAFFING

YEAR	Professional	Clerical
I	12 Proj. Dir.	12 Sec'y.
	12 Dep. Proj. Dir.	12 Sec'y.
	12 Prog. Spec.	12 Admin. Asst.
	12 Prog. Spec.	
	12 Prog. Spec.	
	60 Person Mos.	36 Person Mos.
II.	12 Proj. Dir.	12 Sec'y.
	12 Dep. Proj. Dir.	12 Sec'y.
	12 Prog. Spec.	12 Sec'y.
	12 Prog. Spec.	6 Sec'y.
	12 Prog. Spec.	12 Adm. Asst.
	12 Prog. Spec.	
	12 Prog. Spec.	
	6 Reg. Dir.	
	90 Person Mos.	54 Person Mos.
III.	12 Proj. Dir.	12 Sec'y.
	12 Dep. Proj. Dir.	12 Sec'y.
	12 Prog. Spec.	12 Sec'y.
	12 Prog. Spec.	12 Sec'y.
	12 Prog. Spec.	12 Sec'y.
	12 Prog. Spec.	12 Adm. Asst.
	12 Prog. Spec.	
	12 Reg. Dir.	
	96 Person Mos.	60 Person Mos.
IV.	12 Proj. Dir.	12 Sec'y.
	12 Dep. Proj. Dir.	12 Sec'y.
	12 Prog. Spec.	12 Sec'y.
	12 Prog. Spec.	12 Sec'y.
	12 Prog. Spec.	12 Sec'y.
	12 Prog. Spec.	12 Adm. Asst.
	12 Prog. Spec.	
	12 Reg. Dir.	
	96 Person Mos.	60 Person Mos.
V.	12 Proj. Dir.	12 Sec'y.
	12 Dep. Proj. Dir.	12 Sec'y.
	12 Prog. Spec.	12 Sec'y.
	12 Prog. Spec.	12 Sec'y.
	12 Prog. Spec.	12 Sec'y.
	12 Prog. Spec.	12 Adm. Asst.
	12 Prog. Spec.	
	12 Reg. Dir.	
	96 Person Mos.	60 Person Mos.

<u>Impact Areas &amp; Sub-areas</u>	<u>Impact*</u>	<u>Impact Areas &amp; Sub-areas</u>	<u>Impact*</u>
A. LAND USE		E. CULTURAL	
1. Changing the character of the land thru:		1. Altering physical symbols.....	<u>N</u>
a. Increasing the population.....	<u>N</u>	2. Dilution of cultural traditions..	<u>N</u>
b. Extracting natural resources...	<u>N</u>	F. SOCIOECONOMIC	
c. Land clearing.....	<u>N</u>	1. Changes in economic/employment patterns.....	<u>N</u>
d. Changing soil character.....	<u>N</u>	2. Changes in population.....	<u>M</u>
2. Altering natural defenses.....	<u>N</u>	3. Changes in cultural patterns....	<u>N</u>
3. Foreclosing important uses.....	<u>N</u>	G. HEALTH	
4. Jeopardizing man or his works..	<u>N</u>	1. Changing a natural environment..	<u>N</u>
B. WATER QUALITY		2. Eliminating an ecosystem element	<u>N</u>
1. Physical state of water.....	<u>N</u>	H. GENERAL	
2. Chemical and biological states..	<u>N</u>	1. International impacts.....	<u>N</u>
3. Ecological balance.....	<u>N</u>	2. Controversial impacts.....	<u>N</u>
C. ATMOSPHERIC		3. Larger program impacts.....	<u>N</u>
1. Air additives.....	<u>N</u>	I. OTHER POSSIBLE IMPACTS (not listed above)	
2. Air pollution.....	<u>N</u>	_____	_____
3. Noise pollution.....	<u>N</u>	_____	_____
D. NATURAL RESOURCES		_____	_____
1. Diversion, altered use of water	<u>N</u>	_____	_____
2. Irreversible, inefficient commitments.....	<u>N</u>	_____	_____

\* Use the following abbreviations: N - none; L - little; M - moderate; H - high; U - unknown

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**ADDITIONAL COMMENTS:**

This is an information and education project that involves no physical works of any kind. It consists of the processing and distribution of new information and concepts about population and family planning to less developed countries. It will result in the increased understanding, acceptance and practice of family planning in both rural and urban areas. Its primary result will be to contribute to the slowing of population growth and the improvement of the health and well-being of individuals and families. Its principal and environmental impact will be positive as it helps reduce population growth and thus helps to lessen the demands of rapidly growing populations upon the environment.

### Technical Feasibility

There is a growing body of data which demonstrate that IEC programs are technically feasible and can be effective in stimulating family planning acceptor and continuation rates. A recent study using data from Contraceptive Prevalence Surveys in Guatemala, El Salvador and Panama, for example, found that exposure to family planning communications (posters, radio programs, newspapers, television, movies) is strongly correlated with contraceptive use. This correlation held even when other known correlates of contraceptive use were controlled: age, education, number of living children, and employment status.<sup>1/</sup> The potentially high impact of IEC activities on LDC family planning programs has previously been demonstrated in a number of cases employing a range of IEC approaches--from the use of banjar leaders to provide information and motivation in Bali, to mass media campaigns in Thailand and educational radio programs in Jamaica and Costa Rica.

The communications technology to be utilized in this project--including person-to-person communications, print media, radio, and possibly television and film--is well understood and has been widely adapted for use in development efforts in many developing countries.

Further, the project is designed to address a critical area for family planning programs--communications between clients and service deliverers. IEC programs can assist and reinforce the efforts of clinic

<sup>1/</sup> Jane T. Bertrand, Roberto G. Santiso, Rosa Judith Cisneros, Felix Mascarín and Leo Morris, "Family Planning Communications and Contraceptive Use in Guatemala, El Salvador, and Panama," Studies in Family Planning, forthcoming issue.

and field workers, who often do not have adequate training and skills in communication, by improving the accuracy, consistency and reach of information about family planning methods and services. For example, IEC programs can improve and increase the family planning messages that potential clients receive through mass media channels, as well as provide information brochures and other materials that program workers can use in their interactions with potential clients. Wherever possible, IEC assistance to host country programs will be closely coordinated with training programs for family planning program workers. As noted earlier, particular care will be taken to coordinate activities of this project with those supported by the Office of Population's contract for Paramedical/Auxiliary/Community Worker training. This will insure that basic community education concepts, techniques and materials are built into the training of fieldworkers, as well as clinic personnel.

Adequate funding is earmarked in the project for needs assessment, planning and technical assistance. This will assure that the IEC strategies selected and implemented are appropriate to local resources and program levels, and that IEC personnel will receive adequate assistance in mastering any new technology.

Economic Feasibility

The economic feasibility of family planning IEC projects is extremely difficult to estimate, as it is tied to programs whose economic worth must be calculated in such illusive concepts as "numbers of births averted" and improvements in the "quality of life." There is agreement, however, that social and economic development within a country depends on the health and well being of its population, and that effective family planning programs directly address this economic development imperative.

The emphasis of this project on (a.) raising the numbers of couples who are knowledgeable about existing family planning services, (b.) promoting higher continuation rates by making programs culturally and socially responsive to their clients and (c.) strengthening IEC resources in the public and private sector is a cost effective approach. In particular, effective IEC programs can partially reduce the necessity for intensive person-to-person contacts, which are extremely costly, by using less expensive mass media approaches which can reach a far greater number of people. In addition, by encouraging the use of private sector organizations, the project will relieve the burden on LDC governments while at the same time promoting private enterprise.

Improving the quality and utilization of family planning services in developing countries will produce economic dividends for the people and the country in improved family health and well being. It will also have long term beneficial returns at higher economic levels as slower population growth reduces pressures to increase social services, employment and food production.

5C(2) - PROJECT CHECKLIST

Listed below are statutory criteria applicable generally to projects with FAA funds and project criteria applicable to individual fund sources: Development Assistance (with a subcategory for criteria applicable only to loans); and Economic Support Fund.

CROSS REFERENCES: IS COUNTRY CHECKLIST UP TO DATE?  
HAS STANDARD ITEM CHECKLIST BEEN REVIEWED FOR THIS PROJECT?

A. GENERAL CRITERIA FOR PROJECT

- 1. FY 79 App. Act Unnumbered; FAA Sec. 653 (b); Sec. 632A. (a) Describe how Committees on Appropriations of Senate and House have been or will be notified concerning the project; (b) Is assistance within (Operational Year Budget) country or international organization allocation reported to Congress (or not more than \$1 million over that figure)?
  - 1.a - Project described in AID FY 82 CP, p. 39, Annex V
  - b - Yes
- 2. FAA Sec. 611(a)(1). Prior to obligation in excess of \$100,000, will there be (a) engineering, financial, and other plans necessary to carry out the assistance and (b) a reasonably firm estimate of the cost to the U.S. of the assistance?
  - 2. a & b - all U.S. government obligations associated with project fully described in project paper (attached)
- 3. FAA Sec. 611(a)(2). If further legislative action is required within recipient country, what is basis for reasonable expectation that such action will be completed in time to permit orderly accomplishment of purpose of the assistance?
  - 3. N/A
- 4. FAA Sec. 611(b); FY 79 App. Act Sec. 101. If for water or water-related land resource construction, has project met the standards and criteria as per the Principles and Standards for Planning Water and Related Land Resources dated October 25, 1973?
  - 4. N/A
- 5. FAA Sec. 611(e). If project is capital assistance (e.g., construction), and all U.S. assistance for it will exceed \$1 million, has Mission Director certified and Regional Assistant Administrator taken into consideration the country's capability effectively to maintain and utilize the project?
  - 5. N/A
- 6. FAA Sec. 209. Is project susceptible of execution as part of regional or multilateral project? If so why is project not so executed? Information and conclusion whether assistance will encourage regional development programs.
  - 6. No - to provide limited amounts of short term flexible funding to supplement bilateral and multilateral programs which are already in place

7. FAA Sec. 601(a). Information and conclusions whether project will encourage efforts of the country to: (a) increase the flow of international trade; (b) foster private initiative and competition; (c) encourage development and use of cooperatives, credit unions, and savings and loan associations; (d) discourage monopolistic practices; (e) improve technical efficiency of industry, agriculture and commerce; and (f) strengthen free labor unions.

8. FAA Sec. 601(b). information and conclusion on how project will encourage U.S. private trade and investment abroad and encourage private U.S. participation in foreign assistance programs (including use of private trade channels and the services of U.S. private enterprise).

9. FAA Sec. 612(b); Sec. 636(h). Describe steps taken to assure that, to the maximum extent possible, the country is contributing local currencies to meet the cost of contractual and other services, and foreign currencies owned by the U.S. are utilized to meet the cost of contractual and other services.

10. FAA Sec. 612(d). Does the U.S. own excess foreign currency of the country and, if so, what arrangements have been made for its release?

11. FAA Sec. 601(e). Will the project utilize competitive selection procedures for the awarding of contracts, except where applicable procurement rules allow otherwise?

12. FY 79 App. Act Sec. 608. If assistance is for the production of any commodity for export, is the commodity likely to be in surplus on world markets at the time the resulting productive capacity becomes operative, and is such assistance likely to cause substantial injury to U.S. producers of the same, similar, or competing commodity?

B. FUNDING CRITERIA FOR PROJECT

1. Development Assistance Project Criteria

a. FAA Sec. 102(b); 111; 113; 281a. Extent to which activity will (a) effectively involve the poor in development, by extending access to economy at local level, increasing labor-intensive production and the use of appropriate technology, spreading investment-out from cities to small towns and rural areas, and insuring wide participation of the poor in the benefits of development on a sustained

7. a - N/A  
b - Yes - project is specifically designed to incorporate private enterprise/business resources in each area, such as mass media, advertising and marketing where they exist.

c, d - N/A; e-Yes - where they exist, project will strengthen private IECC resources within each country; f-N/A

8. Project will be managed by a U.S.-based organization under a cooperative agreement. Where appropriate, this organization will utilize U.S. technological resources through subcontracts.

9. Project designed to allow USAID missions to contribute to total project cost with use of U.S. owned foreign currency.

10. Full range of target countries not yet specified. At present, no excess currency countries have been identified for participation.

11. Yes - (project is designed as a cooperative agreement)

12. Project may produce IECC materials for inter-regional use. These are not considered export materials and will be distributed without cost.

B. 1. a.

a - Project is not involved in econ. development, but will directly assist poor in target countries by providing information on various methods by which they may space children and implement their decisions about desired family size.

b - N/A

c - Project provides families with information about desired family size and child spacing.

d - Project assists womens' participation in national economies by providing information about means to manage family size/child spacing and allow more active participation in the work force.

basis, using the appropriate U.S. institutions; (b) help develop cooperatives, especially by technical assistance, to assist rural and urban poor to help themselves toward better life, and otherwise encourage democratic private and local governmental institutions; (c) support the self-help efforts of developing countries; (d) promote the participation of women in the national economies of developing countries and the improvement of women's status; and (e) utilize and encourage regional cooperation by developing countries?

B.1.a.

e - N/A

b. FAA Sec. 103, 103A, 104, 105, 106, 107. Is assistance being made available: (include only applicable paragraph which corresponds to source of funds used. If more than one fund source is used for project, include relevant paragraph for each fund source.)

B.1.b.

(1) [103] for agriculture, rural development or nutrition; if so, extent to which activity is specifically designed to increase productivity and income of rural poor; [103A] if for agricultural research, is full account taken of needs of small farmers;

(2) [104] for population planning under sec. 104(b) or health under sec. 104(c); if so, extent to which activity emphasizes low-cost, integrated delivery systems for health, nutrition and family planning for the poorest people, with particular attention to the needs of mothers and young children, using paramedical and auxiliary medical personnel, clinics and health posts, commercial distribution systems and other modes of community research.

2. Project will increase effectiveness of existing family planning services which are directed towards the poor in rural areas, and work closely with existing AID programs which utilize PAC personnel, CBD systems, and other low cost integrated delivery systems.

(3) [105] for education, public administration, or human resources development; if so, extent to which activity strengthens nonformal education, makes formal education more relevant, especially for rural families and urban poor, or strengthens management capability of institutions enabling the poor to participate in development;

(4) [106] for technical assistance, energy, research, reconstruction, and selected development problems; if so, extent activity is:

(i) technical cooperation and development, especially with U.S. private and voluntary, or regional and international development organizations;

(ii) to help alleviate energy problems;

(iii) research into, and evaluation of, economic development processes and techniques;

(iv) reconstruction after natural or manmade disaster;

(v) for special development problem, and to enable proper utilization of earlier U.S. infrastructure, etc., assistance;

(vi) for programs of urban development, especially small labor-intensive enterprises, marketing systems, and financial or other institutions to help urban poor participate in economic and social development.

c. [107] Is appropriate effort placed on use of appropriate technology?

d. FAA Sec. 110(a). Will the recipient country provide at least 25% of the costs of the program, project, or activity with respect to which the assistance is to be furnished (or has the latter cost-sharing requirement been waived for a "relatively least-developed" country)?

e. FAA Sec. 110(b). Will grant capital assistance be disbursed for project over more than 3 years? If so, has justification satisfactory to the Congress been made, and efforts for other financing, or is the recipient country "relatively least developed"?

f. FAA Sec. 251(b). Describe extent to which program recognizes the particular needs, desires, and capacities of the people of the country; utilizes the country's intellectual resources to encourage institutional development; and supports civil education and training in skills required for effective participation in governmental and political processes essential to self-government.

g. FAA Sec. 122(b). Does the activity give reasonable promise of contributing to the development of economic resources, or to the increase or productive capacities and self-sustaining economic growth?

2. Development Assistance Project Criteria  
(Loans Only)

a. FAA Sec. 122(b). Information and conclusion on capacity of the country to repay the loan, including reasonableness of repayment prospects.

b. FAA Sec. 620(d). If assistance is for any productive enterprise which will compete in the U.S. with U.S. enterprise, is there an agreement by the recipient country to prevent export to the U.S. of more than 20% of the enterprise's annual production during the life of the loan?

B.1.c.  
Yes - project specifically designed to encourage IECC strategies which may be implemented with existing technologies or which may be effectively developed with local resources.

d - centrally funded project designed to assist existing bilateral programs.

e - N/A

f - project designed to respond to requests from local govts. for more effective use of IECC strategies as they relate to local FP programs. Project will strengthen local IECC resources so that they can continue programs without assistance when project activities in that country are completed.

g - Yes, see above

2. N/A

3. Project Criteria Solely for Economic Support Fund

3. N/A

a. FAA Sec. 531(a). Will this assistance support promote economic or political stability? To the extent possible, does it reflect the policy directions of section 102?

b. FAA Sec. 533. Will assistance under this chapter be used for military, or paramilitary activities?

5C(3) - STANDARD ITEM CHECKLIST

Listed below are statutory items which normally will be covered routinely in those provisions of an assistance agreement dealing with its implementation, or covered in the agreement by imposing limits on certain uses of funds.

These items are arranged under the general headings of (A) Procurement, (B) Construction, and (C) Other Restrictions.

A. Procurement

1. FAA Sec. 602. Are there arrangements to permit U.S. small business to participate equitably in the furnishing of goods and services financed?

1. Yes, where appropriate through cooperative agreement recipient

2. FAA Sec. 604(a). Will all commodity procurement financed be from the U.S. except as otherwise determined by the President or under delegation from him?

2. N/A

3. FAA Sec. 604(d). If the cooperating country discriminates against U.S. marine insurance companies, will agreement require that marine insurance be placed in the United States on commodities financed?

3. N/A

4. FAA Sec. 604(e). If offshore procurement of agricultural commodity or product is to be financed, is there provision against such procurement when the domestic price of such commodity is less than parity?

4. N/A

5. FAA Sec. 608(a). Will U.S. Government excess personal property be utilized wherever practicable in lieu of the procurement of new items?

5. N/A

6. FAA Sec. 603. (a) Compliance with requirement in section 901(b) of the Merchant Marine Act of 1936, as amended, that at least 50 per centum of the gross tonnage of commodities (computed separately for dry bulk carriers, dry cargo liners, and tankers) financed shall be transported on privately owned U.S.-flag commercial vessels to the extent that such vessels are available at fair and reasonable rates.

6. N/A

7. FAA Sec. 621. If technical assistance is financed, will such assistance be furnished to the fullest extent practicable as goods and professional and other services from private enterprise on a contract basis? If the

7. Yes, cooperative agreement recipient will be a U.S. organization

A.7.

facilities of other Federal agencies will be utilized, are they particularly suitable, not competitive with private enterprise, and made available without undue interference with domestic programs?

8. International Air Transport, Fair Competitive Practices Act, 1974. If air transportation of persons or property is financed on grant basis, will provision be made that U.S.-flag carriers will be utilized to the extent such service is available?

8. Yes

9. FY 79 App. Act Sec. 105. Does the contract for procurement contain a provision authorizing the termination of such contract for the convenience of the United States?

9. Yes

B. Construction

B. N/A

1. FAA Sec. 601(d). If a capital (e.g., construction) project, are engineering and professional services of U.S. firms and their affiliates to be used to the maximum extent consistent with the national interest?

2. FAA Sec. 611(c). If contracts for construction are to be financed, will they be let on a competitive basis to maximum extent practicable?

3. FAA Sec. 620(k). If for construction of productive enterprise, will aggregate value of assistance to be furnished by the United States not exceed \$100 million?

C. Other Restrictions

C.

1. FAA Sec. 122 (e). If development loan, is interest rate at least 2% per annum during grace period and at least 3% per annum thereafter?

1. N/A

2. FAA Sec. 301(d). If fund is established solely by U.S. contributions and administered by an international organization, does Comptroller General have audit rights?

2. N/A

3. FAA Sec. 620(h). Do arrangements preclude promoting or assisting the foreign aid projects or activities of Communist-bloc countries, contrary to the best interests of the United States?

3. N/A

4. FAA Sec. 636(i). Is financing not permitted to be used, without waiver, for purchase, long-term lease, or exchange of motor vehicle manufactured outside the United States, or guaranty of such transaction?

4. Financing not permitted for purchase of any motor vehicles

5. Will arrangements preclude use of financing:

- a. FAA Sec. 104(f). To pay for performance of abortions or to motivate or coerce persons to practice abortions, to pay for performance of involuntary sterilization, or to coerce or provide financial incentive to any person to undergo sterilization? a. Yes
- b. FAA Sec. 620(c). To compensate owners for expropriated nationalized property? b. N/A
- c. FAA Sec. 660. To finance police training or other law enforcement assistance, except for narcotics programs? c. N/A
- d. FAA Sec. 662. For CIA activities? d. N/A
- e. FY 79 App. Act Sec. 104. To pay pensions, etc., for military personnel? e. N/A
- f. FY 79 App. Act Sec. 106. To pay U.N. assessments? f. N/A
- g. FY 79 App. Act Sec. 107. To carry out provisions of FAA sections 205(d) and 251(h)? (Transfer of FAA funds to multilateral organizations for lending.) g. N/A
- h. FY 79 App. Act Sec. 112. To finance the export of nuclear equipment, fuel, or technology or to train foreign nations in nuclear fields? h. N/A
- i. FY 79 App. Act Sec. 601. To be used for publicity on propaganda purposes within United States not authorized by the Congress? i. Yes

Condition, Covenants, and Negotiating Status

1. Women's Impact Statement

Women will be recruited to serve in key roles associated with this project's activities. Applicants will be judged solely upon their professional qualifications.

2. "Abortion-Related Activities; Involuntary Sterilization; Biomedical Research"

This project is consistent with A.I.D. policies, and with sections 104 of the Foreign Assistance Act and 525 of the Appropriations Act, 1982 which provide that funds will not be used to pay for the performance of abortions as a method of family planning or to motivate or coerce any person to practice abortions or to pay for the performance of involuntary sterilizations as a method of family planning or to coerce or provide any financial incentive to any person to undergo sterilizations or to pay for any biomedical research which relates, in whole or in part, to methods of, or the performance of, abortions or involuntary sterilization as a means of family planning; or to lobby for abortion."

3. Subcontracting

The contractor may subcontract with domestic or foreign researchers or research organizations for activities relating to project objectives. All subcontracts will be reviewed by the Office of Population.

4. Negotiating Status

There are no host country actions to be taken prior to executing this project.