

PD-AAA-173

519-0203/

Project No. 519-0203

PROJECT TITLE: CARITAS Food, Nutrition and Related Health Education Project.

PROJECT LOCATION: El Salvador

PVO NAME AND LOCATION: CARITAS/EL SALVADOR

CENTRAL HEADQUARTERS: la Calle Poniente No. 3412-B  
Seminario San José de la Montaña  
San Salvador, El Salvador

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## INTRODUCTION

CARITAS El Salvador in conjunction with CRS has conducted a PL 480 Title II Maternal Child Health (MCH) food distribution program since 1973. In the past CARITAS has also been involved in school feeding and food-for-work programs. The 1973 decision to concentrate efforts on an MCH program and to phase out other projects reflected the priority given to these nutritionally vulnerable groups in the overall goal to improve the living conditions and health of low income Salvadorans.

In the past five years CARITAS has slowly expanded its MCH program until it is currently reaching 115,000 beneficiaries throughout the country. Approximately 89,000 of these beneficiaries are reached through CARITAS affiliated centers and the rest through cooperating agencies. Aside from projects with each of the five CARITAS semi-autonomous Diocesan organizations the program has cooperating projects with the following government agencies: Ministry of Health, Agricultural Extension (CENTA), The Agrarian Reform Institute (ISTA), and the Organization for Betterment of Marginal Communities (OMCOM).

A. PROJECT PURPOSE AND DESCRIPTION

The purpose of the project is to strengthen CARITAS capabilities to provide a comprehensive nutrition-health education program that improves the overall effectiveness of the PL 480 Title II Maternal/Child Health Program. The education component will be targeted to those women and pre-school children receiving PL 480 commodities from CARITAS centers.

Under the two and a half year project a system will be established to develop community level educators from among volunteers who regularly work in each of the 320 CARITAS food distribution centers. Following a training regime made up of a course series and repeated on the job follow-up training, the education volunteers will be supervised by the regional diocesan and national supervisors currently responsible for the food distribution program. The education program will become a regular part of the food distribution package.

A four phase method will be used to establish the educational system. First, the national level Head of Maternal Child Care will receive grant funded technical assistance in development of educational curriculum, course content, materials and evaluation design packages for each training level.

The second step will provide special third country training for the national supervisors in extension methods and in a specific educational model for low literacy rural populations. This training methodology will then be integrated with the previously developed course packages and the national level personnel will conduct the third phase: the training of five new grant funded Nutrition Education Trainers, the five regional CARITAS PL 480 supervisors and any educators who are part of the regular CARITAS regional staffs.

The final phase will involve training of community volunteers. The Nutrition Education Trainers will work full time in this activity for two years and by the end of the project at least four volunteers from each CARITAS food distribution center will have received both a monthly ten course series and community level follow-up training in the use of preformed course packages in nutrition/health education and the integration of such methods as nutritional screening and monitoring into the feeding programs as an educational tool. The preformed packages will be used to give community level talks and demonstrations to the PL 480 recipients. The screening activities will become a routine part of the education/food distribution program.

In addition to the training system each CARITAS center will receive a set of reusable educational aides which will become center property to be used by the Community Volunteer Educators. Using grant funds the regional and national offices will be provided with audiovisual equipment to be used in the training programs and on a rotating basis for community education.

By the end of the project it is expected that all regular CARITAS supervisory staff will have received training in content, presentation, supervision and evaluation of nutrition/health education. An estimated 1,280 community nutrition/health education volunteers will be trained and functioning in their respective communities, and teaching materials will have been developed and distributed to each center for their use. An evaluation program will have been developed as an integral part of the education system.

## B. PROJECT BACKGROUND

Recent investigations conducted in El Salvador have confirmed that malnutrition is a major problem which affects most strongly the vulnerable groups; pregnant and lactating mothers and children less than five years of age. Data on malnutrition among preschool children from the most recent study by INCAP, "Functional Classification of the Nutritional Problems in El Salvador, 1976", is as follows:

<u>CLASSIFICATION</u>	<u>% OF PRESCHOOL CHILDREN</u>
Normal Weight	25.6%
First Degree Malnutrition	52.3%
Second Degree Malnutrition	19.8%
Third Degree Malnutrition	2.3%

Thus approximately 74% of the preschool children show some signs of malnutrition. When these data are compared with those obtained in 1965 no significant change is apparent in the percentage of malnourished children. However, when these percents are translated into absolute numbers, because of the high rate of population growth, the results show a substantial increase in the total number of malnourished children in the country today.

PL 480 Title II guidelines emphasize the necessity of implementing complementary educational activities in maternal child feeding programs with the objective of broadening the program to one of promotion of better nutrition. In addition, through experience the local CRS and CARITAS program managers and some of the community distribution centers have concluded that in order for the feeding program to reach its objective of improving nutritional status it must be accompanied by educational and promotional activities.

Although an effort to develop educational activities has been made by CARITAS National and by some regions and centers on an individual basis, a recent Title II evaluation of distribution centers has shown these activities in general to be weak, sporadic, lacking in organization, and in some areas lacking altogether. During the evaluation many of the centers expressed the need for help in this area. The major constraints to this program component are a lack of sufficient trained personnel in the CARITAS organization, insufficient monetary and personnel resources for the development or purchase of curriculum, materials and teaching aides and the lack

as yet of a well developed central education program which can assist the regional and community levels in the development of this activity.

The Government of El Salvador is in the initial phases of development of a national food and nutrition education program which will include the formal education system, the extension system and mass media. The education program conducted through the health units and posts, will also be combined with maternal child feeding.

In general past government efforts in food and nutrition education have not been adequate. With current focus on the importance of this area this situation is being remedied. The proposed grant will bring CARITAS nutrition education capabilities up to a level where this system can be integrated with the national food and nutrition programs. The CARITAS food distribution program reaches many isolated communities which are not currently reached by the government health, extension or adult education systems.

### C. PROJECT ANALYSIS

CARITAS centers are most often located in small rural communities, often remote and lacking in government services other than a primary school. A very large percentage of the population of most of these communities fall within the low income target group. The project should have a community and target population impact through at least three channels: (1) directly on Community Volunteers; (2) through volunteer's community education activities; and (3) indirectly through the spread effect of social interactions between trained volunteers and other community members.

The volunteers who work with CARITAS food distribution are largely women from low income families. By training these volunteers as community Nutrition/Health Educators their personal living skills will be enhanced and their family's health improved through better sanitation, optimization of available dietary resources and economic savings through better food storage practices.

Since the project plans to train a total of four volunteers from each of 320 communities, two the first year and two the second, the community impact should be significant. The decision to train several people from each community gains the advantages of volunteer reinforcement and cooperation as well as assuring the existence of at least one educator to work with each Center at all times. In their communities the volunteers will not only give talks, demonstrations and films on subjects in food, nutrition, basic health and sanitation, but will also carry out simple nutritional status screening and monitoring activities in conjunction with the food distribution centers.

These educational activities will principally benefit the families

of low income women who are themselves or whose children make up the 89,000 beneficiaries of the Title II MCH Program served annually through CARITAS centers. This group represents approximately 29,700 rural families or about 160,000 low income Salvadoreans annually. Over the life of the project alone it is estimated that 44,700 families and 241,008 people will be reached directly. Films and talks will also be given for the community at large and the project therefore, has the potential of reaching a much larger group. Since the education component is being established as a regular part of the food distribution program the numbers of people benefitting annually can be expected to continue at least as long as the Title II Program is in operation.

Since CARITAS is already cooperating with CENTA extension agents and community development agencies in many parts of the country the Education Volunteers can also in many cases be incorporated into or cooperate with these government programs as community leaders. In the future an effort will be made to increase this type of integration with government efforts.

The educational methods and materials to be used in both training volunteers and in the preformed course packages which will be supplied for Volunteers to use in their communities will be adapted from the most successful methods for low literacy training tried in other developing countries. They will include the repeated use of films, flip charts, slides with taped cassettes, food storage and preparation demonstrations, photo magazines and an adaptation of the Road to Health monitoring system. By providing preformed course packages with guides and materials and by concentrating training as much on delivery as on content the majority of the Volunteers should be able to successfully carryout the expected educational activities.

The regular CARITAS MCH supervisory system will assure continued Volunteer follow-up, after the scheduled year of intensive follow-up training by the Education Trainers has been completed. This will insure continued educational activities after the two year project implementation period has ended. CARITAS also anticipates the eventual expansion of some or all of its regional PL 480 Title II supervisory staffs to include a second supervisor for educational activities.

D. PROJECT DESIGN AND IMPLEMENTATION

1. Implementation Plan

a. Activities Schedule

The project activities will cover approximately a two and one half year span from September 1978 to March 1981 with the following implementation schedule:

- |     |   |                               |
|-----|---|-------------------------------|
| 1)  | Project Agreement signed.   | September 1978                |
| 2)  | Technical Assistant in nutrition education contracted to help National Office design teaching packages, educational materials, and evaluations (2 person/months). | October -<br>December 1978    |
| 3)  | Artist contracted for educational materials development (1 month).  | November -<br>December 1978   |
| 4)  | CARITAS-Head Maternal Child Care to Costa Rica to complete design of training courses for National Supervisors (2 weeks).   | January 1979                  |
| 5)  | Third Country training course for National Supervisors (1 month).   | January -<br>February 1979    |
| 6)  | Contract 5 Education Trainers (2 years).  | March 1979                    |
| 7)  | Training course for Education Trainers and Regional Supervisors and Educators (2 months).   | March -<br>April 1979         |
| 8)  | First Project evaluation  | May 1979                      |
| 9)  | Begin 1st set of training courses and follow-up for Community Education Volunteers (10 months).   | June 1979 to<br>March 1980    |
| 10) | Second project evaluation.  | February 1980                 |
| 11) | Begin second set of training courses and follow-up for Community Education Volunteers (10 months).  | April 1980 to<br>January 1981 |
| 12) | Final Project Evaluation.   | February 1981                 |

b. Administrative and Financial Arrangements

(1) CARITAS Organizational Structure

CARITAS El Salvador is under the jurisdiction of the National Conference of Bishops of the Catholic Church. It is made up of five semi-autonomous regional Diocesan Organizations which at the National level are directed by a National Board of Directors and a National Executive Committee. In addition,

each regional organization has a Diocesan Board of Directors. There is a National CARITAS Office in San Salvador and Diocesan offices in Santa Ana, San Vicente, San Salvador, Santiago de Maria and San Miguel.

The Presidency of the National Board of Directors rotates among the five Diocesan Bishops. In addition, there are three lay officers and a representative from each of the Dioceses who sit on this board. The National Executive Committee is made up of the President and Secretary of the National Board of Directors as well as a National General Manager. The Diocesan Bishop is president of each Diocesan Board and prominent lay citizens fill the rest of these boards.

The National CARITAS Office is staffed by the CARITAS General Manager, three department heads, two program managers, two PL 480 national supervisors, two community development supervisors and administrative staff. The Diocesan Offices are each staffed by a regional manager, a regional PL 480 supervisor, accountant, secretary, warehouseman and in some cases additional administrative staff.

The CARITAS organization receives support for its programs from the Salvadoran Government, Catholic Relief Service, private donations, fund raising, beneficiary donations and PL 480 Title II.

## (2) Project Administration

The CARITAS National Office will be principally responsible for project implementation. All contracting for technical assistance, employment of Education Trainers, commodity procurement, staff training and curricula and materials development activities will be carried out through the National Office.

One of the Education Trainers will be assigned to each of the five Regional Dioceses cooperating with the PL 480 Title II Program. They will be supervised by both the National and Regional Diocesan Supervisors. Courses for Community Education Volunteers will be conducted on a regional basis in conjunction with Diocesan offices. Administrative and organizational support for Volunteer courses will be the responsibility of the Diocesan Offices. Transportation and administrative support including per diem and benefits for the Education Trainers during their two years of work as well as salaries for Diocesan staff during training courses will also be provided by the Diocesan offices. Agreements outlining the respective responsibilities of the National and Diocesan offices pertaining to the education project will be signed between CARITAS National organization and each of the cooperating Diocesan offices.

## (3) Disbursement and Procurement Procedures

The Grant funds will be dispersed over a two and a half year implementation period. Disbursements for local costs will be made directly to CARITAS National in order to reimburse it for expenditures made to cover project

costs in accordance with the illustrative budget and prior USAID approvals for goods and services procured. In order to obtain reimbursement for project related expenditures CARITAS will submit to USAID a request for reimbursement, copies of invoices, copies of vouchers and certification as to the authenticity of the documents presented.

An advance of \$2,500 U.S. dollars, will be requested by CARITAS in order to set up a revolving fund to be used exclusively for project related costs. Alternative disbursements may be authorized as agreed to in writing between AID and CARITAS.

Procurement of Technical Assistance, and audio visual equipment with grant funds will be made in the U.S. Geographic Code 000. Other costs will have their source and origin in the U.S. and El Salvador (including Central American Common Market countries). All procurement will be made in accordance with AID's standard procedures as well as being approved by AID in writing prior to actual implementation.

## 2. Measurement and Evaluation of Project Accomplishments

### a. Evaluation Plan

Evaluations will be carried out by CARITAS National in conjunction with each of the cooperating Dioceses/and the USAID Project Manager. The following evaluation schedule and major accomplishments at each evaluation is contemplated.

- a. The first evaluation will be seven months after Project initiation. At this time all curricula, course content, evaluation designs, educational materials development, commodity procurement, CARITAS staff training as well as contracting and training of Nutrition Education Trainers should be completed. Progress will be reviewed at this point to determine preparedness for initiation of Training courses for the Community Education Volunteers. Baseline data for evaluating project impact will be collected at this time. CARITAS administrative, operational and transportation support for the project will also be reviewed and if found inadequate adjustments will be made before continuing with project implementation.
- b. The second evaluation will take place at the end of training for the 1st set of Community Education Volunteers; approximately 18 months into project implementation. At this point at least two Volunteer Educators from each CARITAS center should be trained and be giving talks and demonstrations in their communities. The first measurement of education program impact will be made during this evaluation. In addition, the training methods used in the preparation of the Community Volunteer Educators will be reviewed and adjustments made before the second training series is begun. Project administrative, operational and

transportation support will again be reviewed and measures taken as described in a.

- c. The final Project evaluation will be performed during the last month of Project implementation, two and half years after project initiation and almost two years after the first Volunteer Educators have begun working in their communities. At this time the second set of Volunteer Educators (two more from each center) will have completed training and will be functioning in their communities. This evaluation will include a final review of training methodology, the education supervisory and evaluation systems, the incentive system and functioning of Volunteer Educators. The evaluation will concentrate on education program impact in the community in terms of changing dietary knowledge, patterns, and nutritional status of children under six.

b. Logical Framework

PROGRAM GOAL	MEASURES OF GOAL ACHIEVEMENT	MEANS OF VERIFICATION	ASSUMPTIONS FOR ACHIEVING GOAL TARGETS
<p>To contribute to the improvement of the health and nutritional status of the children of El Salvador as a means to help stimulate social and economic development.</p>	<ul style="list-style-type: none"> <li>- Decrease in the incidence of severe pre-school malnutrition in villages with CARITAS PL 480 MCH program centers.</li> <li>- An improvement in the nutritional status of over 50% of the children who are beneficiaries in the CARITAS MCH program.</li> <li>- Completion of complementary community development projects in 10% of the villages with food distribution centers annually.</li> </ul>	<ul style="list-style-type: none"> <li>- Regular height, weight, age or arm band surveys in villages.</li> <li>- Nutritional screening and monitoring at centers.</li> <li>- Evaluations of complementary community development projects.</li> </ul>	<ul style="list-style-type: none"> <li>- CARITAS MCH Program will continue to be supported by AID and the Government of El Salvador.</li> <li>- The Socio-Economic changes in the country are not so strongly negative that any positive effect of the program is diluted.</li> </ul>

PROJECT PURPOSE	CONDITIONS THAT WILL INDICATE PURPOSE HAS BEEN ACHIEVED: END OF PROJECT STATUS	MEANS OF VERIFICATION	ASSUMPTIONS
<p>To strengthen CARITAS capability to provide a comprehensive nutrition-health education component as part of their MCH program.</p> <p>Specific purposes:</p> <ol style="list-style-type: none"> <li>1. To develop the capacity in volunteers to direct food distribution centers and to impart nutrition/health education.</li> <li>2. To improve beneficiary knowledge on basic health and sanitation, the selection of foods and consumption of an adequate diet using those resources available in the community.</li> </ol>	<ul style="list-style-type: none"> <li>- A functioning nutrition-education component to the MCH program in every CARITAS center in the country.</li> <li>- Volunteer educators giving regular nutrition-health lectures and demonstrations in their communities.</li> <li>- Nutritional status screening and monitoring incorporated as a regular activity in all CARITAS MCH centers.</li> <li>- The existense of an educational materials package in each CARITAS center.</li> <li>- Change in community food knowledge and habits, home production, consumption, preparation, sanitation or storage.</li> </ul>	<ul style="list-style-type: none"> <li>- Project's special implementation and impact evaluations.</li> <li>- Regular national and regional supervisory reports.</li> <li>- Volunteer special community evaluations.</li> </ul>	<p>The current incentives for volunteers working in CARITAS centers will be sufficiently strong to serve for Education Volunteers as well.</p>

PROJECT OUTPUTS	MAGNITUDE OF OUTPUTS	MEANS OF VERIFICATION	ASSUMPTIONS
<p>1. Curricula, course content, evaluation and materials packages developed for each personnel training level: National, Regional, Volunteer, and Community.</p> <p>2. National and Regional CARITAS Staff trained in preparation, presentation, supervision and evaluation of nutrition health education program.</p> <p>3. Community Nutrition/Health Education Volunteers trained in center management, the use of course packages for nutrition health education and the use of nutritional screening techniques for educational and evaluative purposes.</p> <p>4. A local resource of educational materials and a regular schedule of nutrition/health education talks , demonstrations and films established in each community with CARITAS affiliated food distribution centers.</p>	<p>1. Four levels of course packages: National Regional Volunteer Community</p> <p>2. Three national and 15-20 regional staff.</p> <p>3. 1,200 Community Volunteers</p> <p>4. 320 Communities.</p>	<p>Project implementation evaluations.</p>	

PROJECT INPUTS	IMPLEMENTATION TARGET ( Type and Quantity)	MEANS OF VERIFICATION	ASSUMPTIONS
<p style="text-align: center;"><u>CARITAS</u></p> <p>1. Personnel</p> <p>2. Administrative Support</p> <p style="padding-left: 20px;">a. Local Transportation</p> <p style="padding-left: 20px;">b. Other</p> <p>3. Commodities</p> <p style="padding-left: 20px;">Educational Materials</p> <p>4. Other</p>	<ul style="list-style-type: none"> <li>- Salaries and per diems of the national and regional CARITAS staff and supervisors working full or part time on project.</li> <li>- Per diem and Benefits for Education Trainers.</li>   <li>- For national and regional supervisors and Education Trainers.</li> <li>- Offices, supplies, etc.</li> <li>- All training course locations and organization costs.</li>   <li>- Printing costs for educational guides and pamphlets.</li>   <li>- 15 minute Nutrition Education Radio spots 3 times per week.</li> </ul>		

PROJECT INPUTS	IMPLEMENTATION TARGET (Type and Quantity)	MEANS OF VERIFICATION	ASSUMPTIONS
<p style="text-align: center;"><u>USAID</u></p> <p>1. Technical Assistance</p> <p>2. Local Contracts</p> <p>3. Training</p> <p>4. Invitational Travel</p> <p>5. Commodities</p> <p style="padding-left: 20px;">a. Educational Material</p> <p style="padding-left: 20px;">b. Audio Visual Equipment</p> <p>6. Other Costs</p>	<ul style="list-style-type: none"> <li>- 2 person months of a Food and Nutrition Education Specialist</li> <li>- 5 Education Trainers for 2 years.</li> <li>- 1 Artist 1 month.</li> <li>- Short term third country for National Supervisors</li> <li>- 1 local course for Regional Staff and Education Trainers (2 months).</li> <li>- 80 local 10 month course series and community follow-up for Education Volunteers.</li> <li>- 3 trips.</li> <li>- Flip charts, films, posters, pamphlets, arm circumference bands, printing costs.</li> <li>- 1 Overhead projector</li> <li>- 1 Slide projector</li> <li>- 6 Movie projectors and covers</li> </ul>		

E. FINANCIAL PLAN

ILLUSTRATIVE BUDGET

PART I

<u>PROJECT INPUTS</u>	<u>First</u>	<u>Second</u>	<u>TOTAL</u>
<u>AID APPROPRIATED</u>	<u>Year</u>	<u>Year</u>	
	(In U.S. Dollars)		
<u>Personnel</u>			
1. Technical Assistance: U.S. Technician (2-3 months)	11,000	----	11,000
2. Local Personnel:			
Education Trainers (5 x\$166/month)	10,000	10,000	20,000
Artist (1 month)	400	---	400
<u>Training</u>			
1. Third country short term; (National Supervisors)	1,800	---	1,800
2. Local courses:			
a. Educators and Supervisors	1,925	1,925	3,850
b. Education Volunteers	15,500	15,500	31,000
<u>Travel/Transportation</u>			
Invitational and International Travel	1,750	---	1,750
<u>Commodities</u>			
1. U.S. Procured			
a. Educational Materials: Visual aides, models	8,000	---	8,000
b. Audio Visual Equipment:			
One overhead projector	500	---	500
Two slide projectors	500		500
Six movie projectors and covers	4,200	---	4,200
2. Locally Procured			
Educational Materials	15,000	---	15,000
Evaluation and Contingency Costs	-----	2,000	2,000
AID SUB-TOTAL	70,575	29,425	100,000
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ILLUSTRATIVE BUDGETPART II

<u>PROJECT INPUTS</u>	<u>First</u> <u>Year</u>	<u>Second</u> <u>Year</u>	<u>TOTAL</u>
<u>CARITAS APPROPRIATED</u>	(In U.S. Dollars)		
<u>Personnel</u>			
1. Local Staff and Supervisor Salaries: Head-Dept. of Education and Nutrition - 25% Head Maternal Child Care Program - 50% 2 National Supervisors - 50% 5 Diocesan Managers - 25% 5 Diocesan Supervisors - 25%	10,260	10,260	20,520
2. Benefits, Social Security (5 Education Trainers)	571	571	1,142
<u>Administrative Support</u>			
1. General Administration and Operating Costs	9,000	9,000	18,000
2. Local Transportation	6,720	6,720	13,440
3. Perdiems	2,448	2,448	4,896
<u>Commodities</u>			
Educational Materials	510	510	1,020
<u>Educational Costs</u>			
Educational Radio Spots	<u>2,073</u>	<u>2,073</u>	<u>4,146</u>
CARITAS SUB-TOTAL	<u>31,582</u> =====	<u>31,582</u> =====	<u>63,164</u> =====
<u>PROJECT TOTALS</u>			
AID Sub-Total	70,575	29,425	100,000
CARITAS Sub-Total	<u>31,582</u>	<u>31,582</u>	<u>63,164</u>
PROJECT TOTAL	<u>102,157</u>	<u>61,007</u>	<u>163,164</u>

F. CONDITIONS

1. The National CARITAS organization and National Offices will agree to supply the following project support requirements: (a) general administrative, organizational and transportation support for overall project implementation and national and regional staff training; (b) counterpart personnel, office space and supplies, local transportation and administrative support for outside technical assistance; (c) Printing costs of some educational materials; (d) National staff salaries and benefits.
2. In order to participate in the education project each of the Diocesan organizations will agree to supply: (a) per diems, benefits, transportation, and administrative support for the Nutrition Trainers assigned to their region for the two years of project implementation, (b) administrative, organizational and location costs or support for all Volunteer courses to be held in their regions (average of 160 courses); (c) Printing costs for some educational materials.
3. Individual agreements outlining respective project responsibilities will be signed between the National CARITAS organization and each of the participating Diocesan organizations.

G. STATUTORY CONSIDERATIONS

Statutory requirements Section 611, 101 and 105 are not applicable to this project.