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MONTHLY REPORT FOR AUGUST, 1984  
JOHN SNOW PUBLIC HEALTH GROUP  
NATIONAL CONTROL OF DIARRHEAL DISEASES PROJECT

I. Activities of the Chief of Party;

A. Central Administration:

- . Helped prepare 1984-1985 workplans and budgets for research/evaluation sections.
- . Attended staff meetings.
- . Discussed issues with visiting JSI back-up person, Robin Chase.

B. Implementation and Coordination:

- . Met with new UNICEF Director, Ed Larnart, and discussed areas of joint activities (communication, service, data collection). This is an excellent development.
- . Briefed USAID staff.
- . Visited El Amr military hospital to explore site for ORT center.

C. Training:

- . Conducted one-week training sessions each at Ain Shams and Mansoura University Hospitals, and in several locations in Assuit Governorate (trip reports attached).
- . Briefed Dilip Mahalanabis and Mary Lou Clements, ORT trainers on TDY; accompanied latter to start of program at Zahra (Al Azhar) University Hospital.
- . Helped revise training movie script.

D. Production/Distribution:

- . While in Mansoura and Assuit canvassed pharmacies for availability of ORS.
- . Helped prepare new pharmacist brochure with Dr. Hosni Mahrous.
- . Reviewed "Pharmacist Survey" study by Dr. Dia Hammamy.

E. Mass Media/Marketing:

- . Reviewed and revised booklets for doctors and pharmacists prepared by one of our contractors.

Reviewed raw films of television commercials with Dr. Farag El Kamel, Mrs. Susan Klein, Dr. Gamal.

F. Research:

- . Coded data from I.V. Study for computer.
- . Analysed data from Taxonomy Study.
- . Wrote up data (for letter to "Lancet") on Neonatal-ORS study with Dr. Nabil Helmy.
- . Discussed Sohag Study with Dr. Sara Loza of SPAAC.
- . Put near final touches on Ethnographic Summary.

G. Evaluation:

- . Helped rewrite joint WHO/NCDDP/USAID/UNICEF Review of Phase I; now final.

H. Issues and Constraints:

An excellent month as many of the program elements are coming together: ORS is available, commercials ready to go in early September; 20 new major rehydration centers developed, management systems beginning to work; good staff morale, JSI needs to locate a new Chief of Party, and fill (or decide not to fill) the fourth slot.

I. Short-Term Plan:

For the next 3-4 months I will concentrate on evaluation and data analysis. Will discuss candidates and recruit for two JSI positions.

II, Management Advisor

A. Administration:

1. Worked with accounting office and Executive Director to revise the 1984 Budget and make application to AID for an extension from September through December. Because neither AID nor the Project had regularly revised the budget in accordance with the various changes authorized by PIL's or by the Project's transfer of funds between line items, this was a rather laborous process. AID approved the extension.
2. Assisted the accounting office in preparing its voucher for July. Because the former Executive Director, Dr. El Sayyad, had prepared the voucher, himself, the accounting office was unfamiliar with the procedures. Dr. Oldham and I talked several times with the AID Controllers office to make sure the vouchers were prepared correctly.
3. Assisted the accounting office in preparing the Project's request for an advance of funds from AID for August and September. It could not be submitted before the budget was revised and extended, nor until the July voucher was correctly submitted.
4. Worked with AID in preparing the job descriptions and other documents required for AID to hire under Personal Service Contracts Dr. Hosni for the Project's Production Manager and Mr. Bahig to work as the Project's Contract Officer. Both were approved by AID and started work in their new roles.
5. Continued to work on contracting matters, including the contracts for Mothers' Chairs and Tables, the contract for photos to illustrate the Nurses Training Manual, and the contracts with MEAG and SPAAC for evaluation of the media activities.
6. Began interviewing potential contractors for the Project audit. Three companies were selected for presentation of proposals and quotations: Price Waterhouse, Arthur Anderson and Coopers Lybrand.
7. Continued to work of the Project Work Plan for 1984 and 1985.
8. Worked with the Administrative Officer, Mr. Mounir, in various matters, including starting preparation of a Personnel Plan and Personnel Manual.
9. Attended weekly administrative staff meetings with the Executive Director.
10. After several months of effort, the Project finally received its new

Production:

1. Traveled to Assuit and Sohag with Drs. Bert and Hosni to visit the Assuit CID factory and the Sohag Middle East Chemical Company (the distributor of ORS). We also visited approximately 15 private pharmacies. The CID factory was very clean and spacious, with 4 Rovema packaging machines. They had run out of the shipping cartons, so were wrapping seven display cartons together with heavy paper. This only becomes a problem if the ORS must be stacked several high for long storage in a warehouse. Since the ORS is being consumed as quickly as it is manufactured, it is not a problem at this time.

The Middle East Chemical Company reports (and has records to support it) that they have visited all five hundred pharmacies in Upper Egypt and have sold ORS to over 350, the others still having supplies of Rehydran. They have been unable to supply enough cups to pharmacies since the Project has not been able to produce enough.

All of the pharmacies we visited had either ORS or Rehydran. Of the pharmacists questioned, only one did not know how much water to add per packet. Most of them were very interested in knowing about the product, its proper use and effectiveness.

2. Telexed Hans Faust of WHO to expedite our receipt of the new WHO/UNICEF recommendation on the use of citrate in place of bicarbonate.
3. Worked on the El Khahira contract for 1985 with Bahig and Hosni. Bahig will finish the draft by mid September.
4. Visited CID twice to discuss their 1985 production contract. They are ready to produce 30 million packets on the same terms as in this year's contract.
5. With Bert and Hosni, went to UNICEF to meet the new Representative, Mr. Leonard. Very useful and cordial meeting. UNICEF is willing convert to 5.5 gram packets if that is the policy of Egypt. They can also consider helping CID with obtaining production machinery other than the packaging machines. They have received a letter to this effect from CID, but have not yet followed up on it.

B. Coordination and Implementation:

1. My major work in this area was the continuation of work on the baby scales bids. Nearly sixty bids were received. I analyzed these bids and prepared a selection memorandum for Dr. Sharawi and a letter to AID with the analysis and selection memorandum. Sent telexes to all of the unsuccessful bidders.

C. Mass Media:

1. Prepared letter to AID for approval to pay the television station for broadcasting our commercials. Approval was received.
2. Helped Farag select a video camera, recorder and T.V. for the Media and Training Sections. Additional bids must be received.

D. Issues and Constraints:

1. A major problem this period has been the lack of a Contract Officer. Since the Project was unable to pay competitive salaries, they were unable to continue Mr. Bahig after his contract with JSI expired. Fortunately, AID agreed to pick up his contract on a Pernuosw Lfgbvifn Contract. Hopefully, I will have to spend less time on contract matters in the future.
2. Another problem continues to be the absence of a person in the Project qualified as a financial manager. That is, there is still no one who exercises budget control, comprehensive sub-grant financial management and expenditure analysis by program areas. The part-time controller appears to have made progress in organizing the accounting system, but her presence daily of only one to two hours is inadequate for the job.
3. A continuing problem for the Project is its inability to pay salaries adequate to attract qualified personnel in certain areas, such as typists, secretaries, accountants, procurement specialists and customs clearance agents. Contract employees can receive from the private sector double to triple the salaries offered by the Project in most of these areas. For example, although we were able to quickly buy an excellent word processor, we have been unable to hire a typist with sufficient skill or speed to operate it.
4. A similar problem is the extremely low per diems approved by AID for the Project (and other projects). For Project staff to travel to most cities in Egypt, they must be willing and able to pay an additional LE 10 to LE 25 per day for lodging and food. Given their already low salaries, this is grossly unfair and certainly reduces the amount of field travel of Project staff.

E. Plans for September:

1. Complete analysis of audit firms' proposals and submit recommendation for Project and AID approval.
2. Complete 1985 Work Plan and start work of 1985 budget.
3. Start work of personnel plan for Project to submit to AID.

### III. Activities of the Training Advisor

#### A. Central Administration

- . Worked on the 1984-5 work plan for the Training Division
- . Attended staff meetings

#### B. Training

- . Rewrote script for the ORS promotional film for physicians and identified most of the visuals that will accompany the narrative.
- . Conducted a pretest of the script including arranging for pretest subjects, preparing the visuals to be used in the pretest, conducting the pretest and doing an informal analysis of the pretest results.
- . Met individually with Drs. Gabr, Kassem and El Araby to discuss their participation in the ORS promotional film and their final comments on the script
- . Assembled training materials for rehydration center trainings in Mansoura and Beni Suef.
- . Met with Dr. Nahed Kamel to discuss her participation in preparing the Rehydration Center Guidelines, the competency-based training curriculum for physicians, learning styles research and the self-instructional manual for nurses.
- . Spoke to Dr. Anthony Gregorc in Connecticut via telephone to discuss possible consultation from him on the learning styles research project.

#### C. Implementation and Coordination

- . Arranged for a photographer for the illustration for the Rehydration Center Guidelines.

#### D. Mass Media

- . Participated in the discussions with Linda Oldham about the pretests of three television commercials
- . Reviewed the rushes of the six television commercials along with Dr. Farag, Dr. Bert and Dr. Gama!.

#### E. Issues and Constraints

- . Ten days were spent in the U.S. visiting my family and JSI.

#### F. Short-term Plans

- . The next few months will be spent finishing up the ORS promotional film and working on the internal proposal for the learning styles research.