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TRIP REPORT:

FAMILY PLANNING COMMUNICATION TECHNICAL
ASSISTANCE MISSION TO COSTA RICA AND HONDURAS

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EXECUTIVE SUMMARY

The Johns Hopkins University Population Communications Services' (JHU/PCS) consultant visited Costa Rica from January 6-12 and Honduras from January 12-19, 1985. The purpose of the visit to the Center for Family Orientation (COF) in Costa Rica was to (1) analyze data collected to evaluate the center's revised radio program, (2) provide guidance on using research data to make programmatic decisions, and (3) to begin final project evaluation. The purpose of the visit to the Family Planning Association of Honduras (ASHONPLAFA) and to the Social Security Institute of Honduras (IHSS) was to (1) review their evaluation research methodology, (2) establish monitoring systems for a national communications campaign, and (3) discuss the project's final evaluation and establish evaluation criteria.

COF has successfully completed most of the objectives set for its first year. The analysis of the results from the evaluation of its improved radio program, "Dialogue," demonstrated its educational effectiveness. Its funds need to be extended for a second year in order establish the changes that have been made on an enduring basis. Specifically, efforts should be continued to improve the quality of some of its new radio programs by means of pretesting with members of its audience. An on-going data base of the correspondence with its radio listeners should be established to provide a systematic means to monitor the progress of its communication on a regular basis rather than

sporadically. In cooperation with the Demographic Association of Costa Rica (ADC), COF should begin planning and developing a concentrated communication campaign at least once a year on a limited set of objectives to complement its regular radio program. And finally, COF should renew its efforts during the second year to obtain better local sources of financial support.

The ASHONPLAFA of Honduras has just completed an outstanding year in the development of its Information, Education, Communication Department. A pilot communication campaign using the radio was conducted from October to December, 1984, and plans were made during the visit for its evaluation by means of a quasi-experimental, interrupted time series design. An extension of the campaign nationally will be conducted from March to August, and evaluated using the same methodology developed for the pilot project. The project is well managed and should continue to receive JHU/PCS support during its second year.

The Social Security Institute of Honduras (IHSS) has completed some of its in-house family planning training objectives, but has fallen behind schedule due to a lack of organization and leadership. Plans were made for the evaluation of its communication activities, but they cannot be adequately implemented if the conduct of the project itself is not improved. Turnover in staff has created a need for additional technical training for new project members in the area of mass media production and evaluation. JHU/PCS needs to visit the project again to clarify its lines of

responsibility within the IHSS, to clarify its relationship with other projects (some funded from other international sources), and to reorganize and obtain a renewed level of commitment to the project.

Introduction

D. Lawrence Kincaid, technical assistance consultant for the Johns Hopkins University Population Communication Services (JHU/PCS), visited Costa Rica from January 6-12 and Honduras from January 12-19, 1985. The purpose of the visit to the Center for Family Orientation (COF) in Costa Rica was to: (1) analyze data collected in the evaluation research recommended by the consultant on his August 12-18, 1984, visit, (2) provide guidance on using research data to make programmatic decisions, and (3) to begin final project evaluation. The purpose of the one-week visit to the Family Planning Association of Honduras (ASHONPLAFA) and to the Social Security Institute of Honduras (IHSS) was to (1) review their evaluation research methodology, (2) establish monitoring systems for a nationwide information/education/communication (IEC) campaign, and (3) discuss the project's final evaluation and begin establishing evaluation criteria.

CENTER FOR FAMILY ORIENTATION (COF)

The COF has implemented a JHU/PCS funded project entitled, "An Alternative Educational Radio Program for the Costa Rican Woman" (January-December, 1984). Due to limited financial resources in the past few years COF has been unable to improve in any systematic manner the quality of its radio program, "Dialogue," nor to incorporate new themes that deal with many of the unmet educational needs of the Costa Rican woman, especially those with low income in the rural and urban areas. The purpose of the project was to accomplish

these improvements by combining quality content about human sexuality, responsible parenthood, and family planning with new material to raise the consciousness of women about their conditions and situation within society.

The specific objectives of the project were:

1. to increase the technical quality and content, and the number of stations that transmit the program.
2. to incorporate new themes into the program regarding the conditions and position of women in society. (Goal: 50% of the central radio themes)
3. to conduct a diagnostic study of the educational needs of women with scarce resources, especially rural women.
4. to maintain and improve the other services of "Dialogue," for example, consultation by correspondence, the newspaper column, "Open Dialogue," and the printed educational materials. (Goal: receive at least 600 letters per year--60% from women, publish at least 192 letters in the column, and print 5,000 copies each of pamphlets about ten educational themes),
5. to intensify efforts to self-finance the program by means of the sale of services. (Goal: printed educational materials, cassettes, renting the recording studio, etc.)
6. to maintain the efforts of evaluation and feedback which have characterized "Dialogue," incorporating women more effectively in the process of planning, execution, and evaluation.

This assistance mission focused on the second and sixth objectives, specifically to assist COF's research staff with the analysis of data collected to evaluate some of their newly developed Dialogue radio programs, and on COF's plans for the final evaluation of the project.

Meetings were held with the Director of COF, Sra. Marina de Solano, and the Director of Research, Dr. Rodolfo Osorio, to determine the exact nature of the experimental

tests conducted with the new format and content of the Dialogue radio program. They eventually implemented a modified version of the evaluation design recommended in the first technical assistance mission. The overall nature of the design is described in Table 1 in the Appendix.

During the month of October, 1984, intact groups were formed in eleven different locations. Seven were rural and four were urban. The women in each group (ranging from 8 to 18) were first divided into those who listened to the Dialogue program on the radio regularly, and those who did not. Then half the women each of these subgroups were randomly assigned to the experimental treatment group which listened to the cassette tape of the Dialogue program on family planning, while the other half were randomly assigned to listen to the recording of the new radio program about the minimum salary laws in Costa Rica. Thus, each group of radio listeners and non-listeners served as an experimental group for one program content area and as a control group for the radio program to which its members did not listen. After listening to their assigned radio tape, group members filled out a questionnaire to test the effects of what they had just listened to, followed by a questionnaire over the material in the other program tape to which they did not listen. This type of double, or cross-control, experimental design makes efficient use of the subjects in the experiment.

The original evaluation design called for a baseline survey of intact groups before the new radio programs were

broadcast in April followed by a posttest in October to determine the effects on knowledge and attitudes. The treatment itself--single, ten-minute radio broadcasts once a day on many topics without any repetition over a five-month period--was considered too weak to have significant effects, especially after the baseline survey revealed that only 3 percent of the volunteer subjects actually listened to Dialogue regularly. The controlled, experimental design was recommended as an alternative so that by the end of the project COF would have some reliable data regarding the effects of at least two of its new Dialogue programs, one in its traditional area of family planning, the other in the new area of the social condition of women.

Simply stated, the research was designed to find out how much could be learned from one exposure to a new Dialogue radio program under ideal (group) listening conditions. If the programs had no impact under these conditions, then it could be assumed that nothing could be learned under the less than ideal conditions found in most homes. It was also hypothesized that women in the experimental groups who listened to a particular tape and listened regularly to the Dialogue program in their own homes would score higher on the posttests than women who listened during the experiment but not on a regular basis at home. The purpose of adding this extra test factor was to discover if there would be any cumulative effects of regular listening that would prepare one to perform better in the experiment.

Analysis of the Experimental Results

The initial computer printouts of the experiment were available when the consultant arrived, but they had not yet been analyzed. A frequency analysis of each questionnaire item and a cross-tabulation by experimental group had been conducted for COF by the statistical/computer division of the Demographic Association of Costa Rica (ADC). Because sufficient time was available during the one-week visit, it was possible to make on-the-spot recommendations for further computer analysis and have them implemented before leaving.

The ages of the volunteer subjects ranged from less than 16 (6%) to over 51 (5%). The largest age group was from 16-20 (28%), and the ages of the majority fell between 16 and 34 (61%). Half of the women were still unmarried, 45 percent were married, and the rest were either separated (4%) or widowed (2%). Thirty-eight percent had completed primary school; another 31 percent had some secondary school but only 12 percent had finished high school. Thirty-two percent were housewives, and other 31 percent earned income from artisan/crafts work. Fifteen percent were employed in offices, and six percent said they were unemployed. Sixty-two percent reported family incomes between 2,000 and 11,000 Colones, with eight percent earning less than this amount, and thirteen percent more (18 percent did not answer/know).

The first part of the questionnaire used in the experiment asked open-ended questions about the respondents' opinions about what they heard: What did they like best? Did they learn anything new? If so, what? Then using forced-

choice questions they were asked if they understood the content, if it changed any of their beliefs or myths about family planning and other topics included. In general, the results of these opinion questions were quite good. Eighty-four percent said it was "easy" to understand. Roughly the same proportion replied that they had changed at least "a little" from listening, and around two-thirds reported that they had changed their ideas about the main topics: pregnancy, virginity, and the minimum salary.

Similar questions asked the subjects' opinions regarding the new format of the programs. About 60 percent thought the duration of the program was okay, but the remaining 40 percent thought that the new ten-minute format was short. Eighty-eight percent liked the music and recommended that the programs use the new format. There was a difference of opinion about the best form of dialogue. Thirty-one percent preferred to have the dialogue between a woman like themselves and a professor, 19 percent preferred dialogue between women like themselves, and the remaining respondents split evenly between a conference format, the life story of a woman like themselves, and answers to letters from listeners.

The next section of the questionnaire actually tested the extent of subjects' attitudes and knowledge over material included in the program tape. These questions took the form of true-false questions with a "do not know" response also possible. These questions were analyzed individually, and

then broken down by experimental group. The consultant recommended that these separate items be combined into indices for each of the four main areas which they comprised: myths about family planning, knowledge about family planning, myths about virginity, and knowledge about the minimum salary. The recommended index compositions are shown in Table 2 of the Appendix. Items were recoded and scored as correct (1) or incorrect (0), and simply summed to obtain an overall score for each subject.

It was then recommended that these four indices be submitted to the computer statistical routine for factor analysis by experimental/control group and by the factor of regular radio listening. Such an analysis would make use of the added precision obtained by using summed scores and provide a test of the interaction effects of listening to the program tape (experimental condition) and regular radio listening. It was later discovered that the statistical package available at the ADC did not include an analysis of variance option. The fall-back recommendation was to recode the summed scores on each scale into a low or high category and then conduct another cross-tabulation analysis.

Fortunately, because of my visit, the ADC was able to complete this reanalysis while we waited rather than the usual two to three weeks. The results are shown in Tables 2-6 in the Appendix. It was hypothesized that those who listened to the family planning program cassette and were also regular Dialogue listeners would have the best scores on the family planning myths index, followed by those who

heard the cassette tape, but were not regular Dialogue listeners (the treatment groups). The next best group would be regular Dialogue listeners who heard the other experimental cassette on the minimum salary, followed by non-listeners who heard the minimum salary program (the control groups).

The results of the experiment supported this hypothesis: 80% > 66% > 59% > 11% in the high scoring category. It was not surprising to find that the majority of those who listened to the program had high scores, but it was a surprise to find that as many as 59 percent of the regular Dialogue listeners who did not hear the cassette on family planning had high scores. The proportion drops off dramatically to only 11 percent for those who do not listen regularly to Dialogue on the radio.

The same basic hypothesis was supported as well for the family planning knowledge index (Table 4), except that the differences are not as great: 77% > 76% > 68% > 57%. These results suggest that the majority of "these types of intact womens groups" already have high levels of knowledge about family planning as tested in this experiment or as taught by the new radio program cassette. Assuming that the test items matched the program content well, this implies that different or more comprehensive content about family planning be presented in COF's new radio programs, or that other content areas be given priority in the future.

Table 5 shows the results for the other experimental

treatment. The group which listened to the content about the myths of virginity had a greater percentage of members in the high scoring category (1-2 items correct). Ninety-five percent of the regular Dialogue listeners were in the high category, and 82 percent of the non-listeners. For the group which did not listen to this program cassette, only 41 percent of the listeners and 25 percent of the non-listeners had correct scores.

Table 6 shows the results of the cross-tabulation of the minimum salary knowledge index. The group with the highest percentage of correct answers (70%) was the group who listened to the program tape, but who were not regular listeners of the Dialgue radio program. The next highest percentage was for the regular listeners who heard the program (57%). There was no apparent reason for this reversal from what was hypothesized. The regular Dialogue listener (20%) and non-listener (18%) groups who listened to the family planning program rather than the minimum salary program were low as expected.

Although the results of the evaluation experiment demonstrated that the new programs can have considerable effects under ideal listening conditions and that the new format is generally acceptable, the evaluation process itself had two unexpected conclusions. First, for some content areas (e.g., general family planning knowledge) the audience in general may already have considerable knowledge. This suggests that the initial, perhaps easier, content about family planning may no longer be as necessary for COF to

broadcast as it once was. If this is the case, then COF should consider expanding and raising the level of content about family planning to match the audience's advanced needs.

The second important lesson resulted from the process of formulating questions about the minimum salary topic. The issue itself is apparently much more difficult and complicated than the four questions which were finally used in this experiment. The COF research staff reported great difficulty in framing good, simple enough questions about the content of this tape. The content itself was provided and written by volunteer lawyers who were not trained to communicate with disadvantaged rural and urban women. In fact, even before testing this tape, the COF staff knew that very little would probably be learned by their test groups considering the amount and complexity of the content included in the program as it was taped. After discussing this point the COF research staff acknowledged that the content of future programs on the social situation of women would have to be broken down in to smaller, less complex segments and presented in a form that would facilitate listening and learning. In general, the evaluation process confirmed the basic principle that if you cannot frame good, simple questions about the content of a radio program, then something is already wrong with that content.

The Analysis of Dialogue Correspondence

As part of the overall evaluation of the project, one of COF's research staff members, Rebeca Quiros, was asked to

conduct an analysis of the letters sent to the Dialogue program from 1978 to 1984. Similar studies had been done earlier by Jose Oliva (Columbia University) for the period from 1968 to 1974, and by Felipe Risopatron (Stanford University) for the period from 1975 to 1978. The amount of letters received declined from 1980 to 1984 when there was no promotion over the radio, especially since 1982 when stamped envelopes were requested. The activity was renewed in August of 1984 with a new promotion over the radio and an offer by Dialogue/CDF to provide postage.

Ms. Quiros planned to analyze the letters from women out of a random sample of 3,595 letters (60% female x 3,595= 2,157 final sample). Her original plan called for a content analysis of the sample of women's letters similar to studies conducted earlier, plus an analysis of the handwriting of each woman ("grafologia"). Following discussions about the difficulty of determining the reliability of handwriting analysis, this component of the study was dropped. After describing how she could draw a representative, systematic sample of letters with a random start, we discussed how her category scheme could be improved.

It was recommended that if time and resources were available that the letters from male listeners should also be analyzed for purposes of comparison, as well as to determine which type of problems male listeners have and/or to which aspect of the Dialogue program they are responding. It was also recommended that the correspondent's occupation

should be coded if it is mentioned in the letter. It was also recommended that the coding of the source of information or referral to the Dialogue program be expanded to separate combined categories: make "friends" a separate category, separate "parents" into "mother" and "father." Include "brothers" and "sisters" as separate categories, and add "other family." It was also recommended that the coding of problems with family planning be separated into physical and emotional problems, because of the social/psychological nature of the study.

For the purpose of data analysis, it was recommended that the exact date that each letter was received be coded as well. This would allow the COF research team to analyze the nature of the letters over time, possibly on a month by month or quarterly basis. Many changes occurred in the Dialogue program during the period to be analyzed, and, of course, during the project year itself from March to November, 1984. It would contribute to the evaluation of the project to know how the nature of the letters received during this period changed as the format and content changed. The new themes regarding the social conditions of women should have stimulated letters from the audience if the concern for these types of problems was great enough.

The second part of this study included a mailed survey of a random subsample of the letter writers during this same period. In addition to the questions already posed by the research team it was recommended that a series of questions be added to measure the diffusion effects of correspondence

with Dialogue. For example, do those who receive replies from the Dialogue staff share the answers to their questions with others? If so, whom? Friends, brothers and sisters, mother or father, and so forth. Is it too costly or inconvenient to correspond with Dialogue? Under what conditions does the writer usually listen to the Dialogue radio program? In one's own home? Alone or with others? Who else listens? Is there often competition in the home at that time to listen to other radio programs? Which ones? Is the time of broadcast convenient? If not, what time would be better? And finally, who else do you know who listens to the Dialogue program? Do you talk to them about it?

Recommendations for the Project's Final Evaluation

In the final meeting with the COF staff the objectives of the project and the criteria used to measure their outcome were discussed in preparation for the final evaluation. The status of each objective was assessed and recommendations for further analysis were made.

1. Maintain the Dialogue radio program, improving its technical quality and content and the number of radio transmissions.

Goals: transmit daily by commercial radio and three per week over cultural and regional radio stations, for a total of 1,018 program transmissions during the year.

Status: From July to September, 1984, 298 transmissions or 107 percent of the goal were achieved for that quarter. \$ 75,000 in improved recording equipment was donated to the agency by Family Planning International

Assistance (FPIA).

Recommendations: Include appendices in the final report which breakdown transmissions by number from each radio station by month or quarter. If possible, show a graph of the number of broadcasts month by month over the course of the project to illustrate the increase. If available, show evidence from program monitors in the field that the scheduled broadcasts actually occurred. Describe the new recording equipment use and provide a subjective estimate of the extent to which the technical quality was actually improved. Did the radio station managers, for example, notice any improvement in the quality of the programs received at the end of the project?

2. Incorporate new program themes about the problems of women.

Goals: 50 percent of the Dialogue themes about women, diffusion and exchange of experiences of nation's women's self-development groups.

Status: It is estimated that at least half the themes being broadcast deal with women's problems. Interviews with self-development groups were initiated in the third quarter for editing and broadcast in the fourth quarter.

Recommendation: Since the monthly broadcast schedules are available listing the main theme for each day, conduct an actual count of the number of each type broadcast per month. Indicate changes or trends over the twelve months of the project, showing the relative weight of women's themes by the end of the project.

3. Conduct a diagnostic study of the the educational needs of women and prioritize content areas.

Goals: Complete a study in the first quarter and provide the radio production team with a documented set of guidelines to apply the results of the study in their programs.

Status: The study was completed and submitted as planned.

Recommendations: For the final evaluation obtain the subjective assessment of the radio production staff as to the quality and clarity of the report, and the extent to which it was actually utilized during the second half of the project.

4. Maintain and improve whatever additional services that Dialogue provides.

Goals: reach a level of 600 consultations by mail per year by the end of the project. Publish 192 letters in the newspaper column "Open Dialogue," which appears every Thursday in "La Prensa Libre" newspaper, and publish educational pamphlets to accompany the main themes.

Status: In the July-September quarter 101 letters were received which amounted to only 67 percent of the stated goal ($600/4=150$ per quarter). Only 15 letters were actually published in the newspaper, or 31 percent of the goal. Four educational pamphlets were prepared for publication, one on condoms, ovulation, the working woman, and sexual relations.

Recommendations: The promotion of correspondence within the Dialogue program and offer to pay for postage had not had any impact by the third quarter. Compare the results

of the fourth quarter to the first three to assess the degree of impact of this policy change. Publishing four letters and replies in the newspaper each week appeared to have been too difficult to accomplish because of the length of the letters themselves. Reduce the goal to at least one letter per week. Provide a summary of the results of the pretests of the four pamphlets in the final report of the project along with an account of their initial distribution, use, demand, and user feedback if available.

5. Increase the efforts for self-financing.

Goals: Sale of educational printed materials, cassette copies of the radio educational themes, and rental of the recording studio.

Status: Income of 37,746 Colones from July-September from individual consultations, sale of printed material, and fees for talks given to various community groups.

Recommendations: Develop a marketing plan and channels for promotion and distribution; assign one staff member with the responsibility for this effort. Continue to elaborate and implement other plans for self-financing in the second year of the project. Try to establish a "Friends of the COF" sponsor group from among the memberships other community groups, especially urban groups of women from higher socio-economic levels. Let this new "Friend" groups organize fund raising activities for COF.

6. Maintain an effort for self-evaluation and feedback.

Goal: Evaluate the progress of the project each

quarter with individual radio listeners and womens groups.

Status: Quarterly reports prepared and submitted to JHU. A double controlled experiment of two radio themes was conducted with eleven intact women's groups in October, and the results were analyzed in the month after the project ended for inclusion in the final evaluation report.

Recommendations: In addition to the activities already undertaken, establish a computerized data base of the letters received so that monthly analyses of the programs correspondence can be conducted rather than relying on special studies once every 4-5 years. Such a system would require the acquisition of a microcomputer and necessary software for which no funds are currently available. Several types are available in Costa Rica as well as companies which provide "vertical" (special programming) software tailored for their problem.

THE FAMILY PLANNING ASSOCIATION OF HONDURAS

The purpose of ASHONPLAFA's "Radio and Print Materials Campaign for the Rural Community Based Distribution (CBD) Program" is to develop the capacity of its IEC department by means of on-the-job training in the techniques of producing and disseminating radio programs for the purpose of informing and educating users about the contraceptives and services provided to them by the Community Based Distribution of Contraceptives program. The visit took place at the end of the first year of this two year project.

Before visiting ASHONPLAFA the consultant visited the local A.I.D. office for a general orientation to the JHU projects by the Population Advisor, Maria del Carmen Miranda, and the coordinator for the projects, Oscar Vigano. Then after a courtesy introduction to the Executive Director of the Project, Alejandro Flores Aguilar, and an initial meeting with Juanita Martinez, Chief of the IEC Department, the consultant spent most of his time working with the coordinator of the project, Lenin Flores Anduray, Social Communicator within the IEC Department. The main focus of the visit was on their procedures and methods for evaluating the radio and print campaign conducted in Choluteca and Copan from late September through December.

Pretesting Methods and Procedures

Initially, some time was devoted to the progress that the the project had already made in its first year. From discussions with Sr. Flores and the examination of the radio

spots, print materials, instruments and procedures for pretesting it was readily apparent that the department had succeeded admirably in the first phase of the project. The materials were all very well conceived and executed, and the quality high.

The instruments and procedures for pretesting their new materials were sound and appropriately applied. The only recommendations were to use more open-ended (unstructured) questions at the beginning of the pretest instrument, and to move the background, demographic questions from the beginning to the end of the instruments. The department appeared to have applied the results of their pretests to the improvement of the materials. They fully understood and appreciated the value of pretesting new materials with representative members of the audience. Such an objective is not very easy to achieve.

Evaluation of the Pilot IEC Project in Choluteca and Copan

The baseline survey of 150 residents of Copan and 147 residents of Choluteca supported the need for a mass media campaign to promote the contraceptive distributors established in local neighborhoods as part of the CBD program. Virtually all of the respondents had heard of family planning, and about half mentioned the radio as a source of information, the most frequently mentioned single source. Almost everyone knew about the oral pill, but only half knew about condoms. And most importantly for the campaign itself, only 24 percent of the respondents in Choluteca and 35 percent in Copan knew that they could obtain

contraceptives from the local CBD distributors in their own neighborhoods. The most frequently reported sources were the Health Centers (45% in Choloteca and 73% in Copan). These baseline data will be used to evaluate the radio campaign conducted from October through December, 1984.

The radio spots prepared for the campaign consisted of short jingles designed to catch the audience's attention and help them to remember the main messages: family planning is a right of everyone, a couple can live a life of planned happiness, various contraceptive methods are available, and ask for information at your local family planning distributor. Others continued with the same theme but emphasized, "you make the decision and we will help you," "family planning is having only the children you can provide for and educate," and "not to have them so close together."

After much discussion of the alternatives and resources available, an evaluation design was recommended which had two complementary components. The most important component was the collection of existing data from the local distributors themselves in every community. For every person who visits the place a record is kept of when they visited and the services provided. Since the ultimate objective of the radio campaign was to promote the use of the distributors, any change as a result of the broadcast would appear in the records of the distributors themselves. This situation naturally called for a quasi-experimental, interrupted time series design. The only requirement was to

collect the appropriate data from the records of the distributors. For this purpose a long period of data collection was recommended, from August of 1983 to March of 1985, aggregated on a monthly basis.

Having data from the distributors for each of these months (where available) allows ASHONPLAFA to compare the level of service at the distribution points for the same three-month period in 1983 (October-December) in which the campaign was conducted in 1984 in order to check for seasonal effects (the impact of the Christmas season, for example). Secondly, having data from the months before the campaign in 1984 allows them to see the amount of change which occurred during the campaign itself. And finally, continuing the data collection for three months after the campaign period allows them to see if the expected increase in users continued afterwards or declined back to the precampaign level.

In the data collection itself, an effort will be made to separate the new users who have visited for the first time from the regular or former users. The data will be collected from these records by members of the ASHONPLAFA research team.

If time and funds are available, similar data will be collected from a random sample of 25%-50% of the local distributors in two matching departments which were not exposed to the radio campaign: Olancho for comparison with Choluteca, and Comayagua for Copan, from July to March, 1984-- three months before, during, and three months after the radio campaign in the pilot areas. This comparison will check for

any natural change in the number of users which would have occurred regardless of the mass media campaign.

The second component of the evaluation will consist of a short follow-up survey of approximately 200 women from randomly selected households (systematic sample with random starting point) in each location. The data will be collected in February for comparison with the baseline survey in these same areas. In addition, new data will be collected regarding attitudes expected to be affected by the radio jingles and regarding the extent to which the jingles were actually heard on the radio (recall and recognition). The difference between listeners and non-listeners can then be adequately assessed. New questions will also be asked about local rumors regarding family planning and contraceptives to help plan the content of the next radio information campaign.

The National Radio Campaign for 1985

For the national radio campaign which is planned for 1985 a similar evaluation design was recommended. Instead of visiting each distributor to collect the data, however, an effort will be made to train the family planning promoters who visit them on a regular basis to collect the necessary data from their records. If possible, the same promoters will train the 1,050 local distributors nationwide to add one to three additional items to their normal record-keeping for each user: where did you hear about the services of the local family planning distributor, and, specifically, did you hear about them on the radio or not? Any more questions than

these was considered to be too difficult to set up ahead of time with any degree of reliability.

Once again, data will be collected for the year preceding the national radio campaign and for three months afterwards. Furthermore, the radio broadcasts were tentatively planned to begin in March, 1985, and then run for only two months (March and April). After a suspension of two months (May and June), the campaign would then be renewed during July and August. Two months was considered to be long enough for most listeners to be adequately exposed to the messages at one time. The suspension and then renewal will contribute additional information to the interrupted time-series design to assess the impact of the campaign on potential users.

The same musical radio spots developed for the pilot project will be used in the national campaign along with new ones developed to counteract the most common, damaging rumors regarding family planning and contraceptives. Work was underway on these new messages during the consultant's visit. And finally, if funds are available a nation-wide survey will be conducted similar to the one planned for the pilot project in Copan and Choluteca.

All of these plans were discussed with Sra. Margarita Suazo, Evaluation Chief of ASHONPLAFA. She offered several useful suggestions to improve the study and said that her department would do everything possible to support the research.

THE SOCIAL SECURITY INSTITUTE OF HONDURAS

The purpose of the project is to assist the IHSS in establishing and implementing an in-house system of communication in order to inform the different levels of personnel about family planning. Once internal training is complete, the system will be extended to reach out to the 160,000 insured workers with information about family planning and the family planning services provided by the IHSS. The project is thus designed as a "train-the-trainer" program. The IHSS operates two health clinics, one in Tegucigalpa to serve members there and in San Pedro Sula, and a new one established in Comayagua with assistance from the Pathfinder Fund to serve members and the general public.

Four specific objectives were proposed: (1) train personnel in the Departments of Public Relations and Human Resources in specific communication techniques to enable them to promote family planning to different audiences, (2) elaborate print materials to be used in house, (3) develop audio-visual materials to help them with their own promotion, and (4) create radio spots and programs to inform and educate the general public about family planning services provided by the IHSS health units.

After being introduced to Dr. Oscar Alvarenga, the Chief of the Medical Services Division, the consultant held an initial fact-finding meeting with the members of the IHSS team responsible for implementing the project: Irma Santos, Chief of Public Relations and coordinator of the project,

Gloria Mondragon, Supervisor of the Santa Fe Clinic, Alicia Paz Meza, Public Relations, and Maria Angela Pineda P. and Consuelo Rios de Laines of Human Resources.

Project Status It became readily apparent in the first meeting that the project is behind its original schedule and that it suffers from a lack of leadership within the IHSS. With unusual candor, some members of the team privately blamed the problem on the lack of attention and responsibility of the project's designated coordinator, Irma Santos. From the general discussion of the group it seemed that the project itself is just one of many (too many?) on-going activities of the IHSS, and not one with very high priority.

Some of the planned activities had been completed, however, so the problem appeared to be a general lack of initiative and follow-through. A baseline survey of employees had been completed. The questions included in this survey, however, asked for opinions about the importance of the IHSS implementing a family planning project and whether it should offer family planning services. Doctors were asked to report what family planning services they were already offering (almost none). Thus, most of the baseline survey would not be very useful later for the purpose of evaluating the effectiveness of the project.

Three five-day courses and two workshops had also been held from October through December with the technical assistance of ASHONPLAFA. A total of 117 persons had participated. An evaluation was done by the participants themselves at the end of each activity. Print materials had

been designed, but were being held up because of pricing and scheduling problems with the printer. It turned out, however, that these print materials were "also" produced as part of the IHSS's project funded by the Pathfinder Fund. Coordinator for that project, Gloria Mondragon, asked whether or not these print materials would also be used to satisfy the requirements of the JHU project.

Audio-visual materials were not being produced for use by the trained IHSS personnel to conduct their own promotion and training activities as planned. In fact, none of the trained personnel had any plans or schedule to conduct their own second-stage training which suggested that it might never take place. Certainly no objectives had been proposed which could be used to monitor or evaluate its progress. And finally, the radio programs which were to be designed in December of 1984 and produced and pretested from January to March of 1985, showed no progress at all. The coordinator of the project did produce a one-page description of a radio spot which expressed in very general terms the glory of the country and the duty of everyone to take care of their family. The IHSS clinics were not mentioned at all.

In spite of these problems, ideas for the evaluation of the project were discussed with the team, and the consultant presented his recommendations at a concluding meeting at IHSS convened by Oscar Vigano. The meeting was chaired by Maria del Carmen Miranda and attended by representatives of the IHSS (without the participation of the Director, Dr.

Alvarenga or the coordinator, Irma Santos), Lenin Flores from ASHONPLAFA, and Luis F. Sarmiento from the Ministry of Public Health along with a consultant to his project, Jose Ignacio Mata.

The following recommendations were made by the consultant and discussed at the meeting. Because of the turnover in personnel who participated in JHU's technical assistance mission in 1984 for the production of communication materials, new members of the project team requested that another adviser be sent by JHU to repeat the training with special emphasis on the production of radio programs for family planning. The consultant agreed to pass along this request to JHU, but recommended that the already trained personnel of ASHONPLAFA provide technical assistance to the IHSS in this area. This suggested that possibility that ASHONPLAFA simply take over the radio portion of the IHSS project themselves, or at least help them implement it. Although not mentioned during the meeting, this idea raised serious questions about why ASHONPLAFA would be involved so heavily in the training sessions and perhaps the radio production of the IHSS without any remuneration when the IHSS was funded by JHU for this purpose.

Next it was recommended that the train-the-trainer program be reorganized in a manner which would produce some positive outcomes, or, at least, provide some criteria for evaluation. Specifically, it was recommended that the formerly trained personnel be either contacted or reconvened to prepare their own work plans, realistic objectives, and

schedules for follow-up activities in 1985. Such plans would be voluntary, but would at least serve to motivate them to do some follow-up work, get them personally committed, and provide some criteria to assess their ultimate effectiveness as promoters/trainers within the IHSS and to the general public. Audio-visual aids would be prepared by the IHSS team as originally planned and made available to them to conduct their own activities. These recommendations were well received by the group.

Since the purposes of the radio programs is to inform members and the general public about the IHSS clinics and to promote their services, the regular records kept by the clinics themselves could be used to evaluate the programs. The collaboration of the clinic personnel needs to be obtained beforehand, however, and additional questions asked of each clinic visitor to determine their source of information about the clinic and the influence of the radio on their coming to the clinic. The general evaluation design recommended was a quasi-experimental interrupted time-series design very similar to the one to be used by ASHONPLAFA. It is the simplest and least expensive evaluation design for use in a situation such as IHSS's where potential audience members are expected to make greater use of an existing service such as a clinic as a result of exposure to new communication.

The final recommendation was that the regional coordinator of the project for JHU, Patrick Coleman, visit

the IHSS again to clarify the nature of the project with respect to other IHSS projects, such as the Pathfinder projects, to re-assess the level of funding for the project which many members felt to be inadequate for the job, and to clarify the lines of responsibility within IHSS for the project.

CONCLUSIONS AND RECOMMENDATIONS

Two of the three JHU/PCS sponsored communication projects visited are progressing quite well, the third is in need of reorganization and recommitment.

Overall the COF project in Costa Rica was well implemented and evaluated along the way. The staff has learned greatly from the year-long project. The length and format of their successful family planning radio program, "Dialogue," has been completely refurbished, and new content has been added which deals with the social problems of Costa Rican women. Experimental testing of two of these new programs with eleven intact groups of rural and urban women has demonstrated that the main points can be learned under ideal listening conditions. The new format changes were also found to be quite acceptable, and their plan to increase the use of actual dialogue within the program itself was well supported. Several recommendations for data analysis and evaluation were made during the visit and reported in the main body of this report. Several additional recommendations follow.

The evaluation process revealed a serious potential problem in the new content area. The material provided by volunteer lawyers, although technically correct, may be too long and too complex for most of their radio listeners. Before using this material for broadcasting, it is recommended that simple test questions of the type used to evaluate the impact of the program be constructed, and, where warranted, the program itself should be broken down

into two or more programs with less material presented in a simpler, easier to comprehend form.

The COF radio program is operated like a "radio program" should be operated--a new program is prepared for broadcasting on a daily schedule. The pressure to keep up such a heavy pace of broadcasting with limited personnel means that less time and preparation can go into the instructional development of each program. It also means that little redundancy is built into the program. In summary, it remains an interesting and informative radio program but not a well designed communication program for planned change. Therefore, it is recommended that the best Dialogue programs be retained for repeat broadcasting to free up resources to develop a coordinated, communication campaign for a set of specific, limited objectives once or twice a year.

The ADC is about to expand its own IEC activities, so it would seem reasonable for COF to collaborate with the ADC in the planning and development of a coordinated national campaign for some high priority objective in the family planning program. COF would be responsible for adapting its ongoing radio program and regular transmission to such a program, while the ADC would prepare messages for dissemination through other mass media and local institutions. The JHU/PCS should encourage such an activity and consider providing additional technical assistance for that purpose.

Because of the importance of listener correspondence, the dialogue nature of the radio program, and the utility of

the correspondence for keeping in touch with the needs of its listeners it is recommended that COF obtain the funding to acquire a micro-computer with which to maintain a computerized data base of their correspondence with listeners. Such a system would allow them to prepare up-to-date summary reports on the overall characteristics of their correspondence for the purpose of evaluation and the development of alternative programs to meet new needs.

Such an on-going monitoring system of the Dialogue radio program has been recommended for some time but not realized because of the manpower costs involved. The availability of a micro-computer would solve this problem while at the same time providing word-processing equipment with which to handle the correspondence itself. Suitable equipment is available in Costa Rica for approximately US \$ 7,500.00, and for considerably less if purchased in the U.S. or donated and imported duty free.

The COF cannot maintain its new level of activity, nor finish some of the objectives of its original project without the continuation of its funding at the higher level of the project year (1984). Supplementary funding has already been requested from the local USAID mission, and according to Betsy Murray, would be forthcoming through its grant to ADC, though not at the level originally requested by COF. The JHU/PCS should follow up on this decision and, if necessary, provide sufficient funding itself for completion of the project during a second year. One of COF's main activities

during this second year should be the renewal of its efforts to increase its local funding base from the regular contributions of voluntary associations in Costa Rica.

ASHONPLAFA's communication project is well managed by Lenin Flores. Every effort should be made to keep him in charge of that project. The project should be refunded for its second year and continue with the plans that it has developed for 1985. Tom Park, the USAID officer, concurred with that assessment and said that his office would continue to provide whatever support it could for that project. As the project nears completion it will have generated a considerable amount of evaluative research for which the IEC Department will need assistance from the Evaluation Department to analyze. If ASHONPLAFA requests it, JHU/PCS should consider providing additional technical assistance for the analysis of its evaluation data.

The IHSS project still has considerable potential, but suffered greatly from a lack of organization and leadership. The regional coordinator of the project from JHU/PCS should return to the IHSS to clarify the lines of responsibility and reassess its level of funding in relation to its objectives as well as its relationship with ASHONPLAFA. If ASHONPLAFA cannot provide enough technical support for IHSS's project, then JHU/PCS should consider sending additional technical assistance for media production and development.

LIST OF CONTACTS

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ANNEX B

Table 1. Distribution of Experimental Groups by Location

Location (R/U)*	S I Z E	Groups			
		F.P. Program		Min. Salary Program	
		Listeners	Non-List.	Listeners	Non-List.
		1	2	3	4
Palmares (R)	17	4	6	1	6
Consulta Psicologica (U)	13	4	2	4	3
Recepcion Calderon (R)	17	4	4	5	4
Proviscal (R)	18	3	6	3	6
15 de Sept. (U)	19	3	6	4	6
Limon (U)	17	5	4	5	3
Zona Fluca (R)	17	6	3	3	5
San Ramon y San Isidro	19 15	4	13	6	11
San Ingacio Acosta (R)	8	5	0	3	0
Cobaro (R)	<u>16</u>	<u>6</u>	<u>0</u>	<u>10</u>	<u>0</u>
TOTALS:	176	44	44	44	44

* R=Rural U=Urban

Assignment to Groups: Volunteer subjects from existing intact groups were first divided into those who listened regularly to COF's "Dialogo" radio program and those who did not listen regularly. Half the members of each group were then randomly assigned to the experimental group to listen to the taped-recorded "Dialogue" radio program on the topic of family planning (first experimental treatment) or to the experimental group to listen to the "Dialogue" radio program on minimum salaries. Following the listening session each group completed a test over the content of the radio program which it listened to (experimental condition) followed by a test over the content of the radio program which it did not listen to (control condition). Thus, every subject served as both an experimental and control subject.

Table 2. List of Items Included in the Construction of Each Composite Index

1. Myths about Family Planning:

Var. No.:	Item Description:
12	Tubal ligation effects
13	Oral pills and cancer
14	Ease with which condoms rupture
15	Woman's need for semen
16	Condoms and male impotence
17	Condoms making males weak and lose weight
18	Condoms causing cancer of the uterus
19	Condoms and loss of sensitivity
20	I.U.D. and pregnancy

2. Knowledge about Family Planning:

Var. No.:	Item Description:
21	When does a woman become pregnant?
22	How many times does a woman ovulate/month?
23	Can a woman tell when she ovulates?

3. Myths about Virginity:

Var. No.:	Item Description:
28	Woman should bleed and feel pain.
29	There is a way to tell if she is virgin.

4. Knowledge about Minimum Salaries:

Var. No.:	Item Description:
24	What is the minimum salary?
25	How are overtime hours supposed to be paid?
26	For the same work how should women and men be paid?
27	Is the value of women's work more, less, or equal to that of men?

Scoring: Items were recoded to a score of 1 for the correct answer and 0 for not knowing or an incorrect answer. The items of each index were then summed to obtain each total score which ranged from zero to 9, 3, 2, and 4, respectively.

Table 3. Cross Tabulation of the Family Planning Myths Index by Experimental Groups

Score	Groups			
	F.P. Program		Min. Salary Program	
	Listeners	Non-List.	Listeners	Non-List.
	1	2	3	4
LOW (0-4)	20%	34%	41%	89%
HIGH (5-9)	80%	66%	59%	11%
	N=44	N=44	N=44	N=44

Degrees of Freedom = 3 Chi Square = 46.84; $p < .01$

Hypothesis: 1 > 2 > 3 > 4

Results: 1 > 2 > 3 > 4

Table 4. Cross Tabulation of the Family Planning Knowledge Index by Experimental Groups

Score	Groups			
	F.P. Program		Min. Salary Program	
	Listeners	Non-List.	Listeners	Non-List.
	1	2	3	4
LOW (0-1)	23%	25%	32%	43%
HIGH (2-3)	77%	76%	68%	57%
	N=44	N=44	N=44	N=44

Degrees of Freedom = 3 Chi Square = 5.24; $p < .05$

Hypothesis: 1 > 2 > 3 > 4

Results: 1 > 2 > 3 > 4

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Table 5. Cross Tabulation of the Myths about Virginity Index by Experimental Groups

Score	Groups			
	F.P. Program		Min. Salary Program	
	Listeners	Non-List.	Listeners	Non-List.
	1	2	3	4
LOW (0)	59%	75%	5%	18%
HIGH (1-2)	41%	25%	95%	82%
	N=44	N=44	N=44	N=44

Hypothesis: 3 > 4 > 1 > 2

Results: 3 > 4 > 1 > 2

Table 6. Cross Tabulation of the Minimum Salary Knowledge Index by Experimental Groups

Score	Groups			
	F.P. Program		Min. Salary Program	
	Listeners	Non-List.	Listeners	Non-List.
	1	2	3	4
LOW (0-2)	80%	82%	43%	30%
HIGH (2-3)	20%	18%	57%	70%
	N=44	N=44	N=44	N=44

Hypothesis: 3 > 4 > 1 > 2

Results: 4 > 3 > 1 > 2