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May 23, 1986

RE: Cooperative Agreement:  
DPE-3004-A-00-2018-00

Mr. Anselmo Bernal  
Information and Training Division  
Office of Population  
U.S. Agency for International Development  
Washington, D.C. 20523

Dear Al,

Attached is a copy of my report covering my trip to Mexico from April 27 - May 1, 1986.

Please indicate your approval of this report on the line below and return a copy of this letter to me for our project files. Once we have received your approval, we will distribute copies of the report to the AID Mission in Mexico and to other AID officials, as you request.

Thank you for your assistance.

Sincerely,



Patrick L. Coleman  
Project Director  
Population Communication Services

APPROVED:

Anselmo E Bernal  
signature

May 27, 1986  
date

**TRIP REPORT:**  
**MEXICO**  
**COUNTRY PROJECT MONITORING**

Prepared by:  
Patrick L. Coleman  
Project Director

Dates of In-Country Work:  
April 27 - May 1, 1986

Population Communication Services  
Population Information Program  
The Johns Hopkins University  
624 North Broadway  
Baltimore, Maryland 21205  
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## EXECUTIVE SUMMARY

The Johns Hopkins University/Population Communication Services (JHU/PCS) Project Director, Patrick L. Coleman, visited Mexico from April 27 to May 1, 1986. The scope of work included: 1) monitoring the progress of the Academia Mexicana de Investigación en Demografía Médica (AMIDEM) project; and 2) monitoring the progress of the Communication for Young People Project with Fuentes y Fomento Intercontinentales (FFI).

The AMIDEM project is moving along at a steady pace. One didactic guide is now in semi-final form, having gone through four different pretests. The other 19 guides are in various stages of development. AMIDEM/Instituto Mexicano del Seguro Social (IMSS) has worked very closely with the authors in developing the materials and the pretest methodology designed by Ann B. Jimerson, JHU/PCS Media Materials Coordinator. AMIDEM/IMSS requested that Ann return to assist them with the visuals for the didactic guides. I suggested they should pretest the materials outside the valley of Mexico during their scheduled trips to the different regions of the country. I also emphasized the need to carefully document the steps of the development of these materials to demonstrate that communication is not a product but a process.

The Communication for Young People project has been an overwhelming social and commercial success in Mexico. Publicity has been favorable and record sales have exceeded the expectations, not only of FFI and JHU/PCS but also of EMI Capitol, Tatiana's record company. Young people have responded favorably to the songs and its message as evidenced by the volume of letters they have sent to the Centro de Orientación para Adolescentes (CORA) and other

groups in Mexico. Several follow-up activities were discussed during this visit. They are in the development stage.

It is recommended that JHU/PCS:

1. Continue developing materials, such as video tapes, to support the momentum gathered by this successful endeavor with Tatiana and Johnny; and
2. Continue providing AMIDEM/IMSS with technical assistance to develop the didactic guides.

## ABBREVIATIONS

- FFI - Fuentes y Fomento Intercontinentales, S.A.
- AMIDEM - Academia Mexicana de Investigación en Demografía Médica, A.C.
- IMSS - Instituto Mexicano del Seguro Social
- CORA - Centro de Orientación para Adolescentes
- JHU/PCS - The Johns Hopkins University/Population Communication Services

## INTRODUCTION

The Johns Hopkins University/Population Communication Services (JHU/PCS) Project Director, Patrick L. Coleman, visited Mexico from April 27 to May 1, 1986. The purpose of the trip was to: 1) monitor the progress of the project with the Academia Mexicana de Investigación en Demografía Médica (AMIDEM); and 2) monitor the Communication for the Young People project with Fuentes y Fomento Intercontinentales (FFI).

## AMIDEM

Several meetings were held with Dr. Jorge Martinez-Manautou, Chief of Family Planning Services of the Mexican Social Securities Institute (IMSS) and President of AMIDEM. We explored the progress made during the first few months of the JHU/PCS-sponsored project to develop a series of didactic guides for use by the IMSS family planning training teams.

Dr. Martinez-Manautou was delighted with the progress that had been made by his staff in the development of these materials. He also expressed his satisfaction with the visit by JHU/PCS staff member, Ann B. Jimerson. His staff made two presentations on the status of the materials, updating me on their progress since Ann's visit in March.

In general, the materials seem to be well designed. Of the 20 modules, one was near completion and the other 19 were in various stages of development.

I made two suggestions to the team that was preparing and pretesting the materials. The first was that the materials be pretested in other areas of the country, not only in the valley of Mexico. The budget for the project does not

include travel expenses, but IMSS staff members frequently travel to other parts of the country for other projects. During these trips, the didactic guides could be taken along and pretested. My second suggestion was that the materials development process should be documented in two ways: 1) through an audio-visual slide presentation and 2) through an academic journal report. Both suggestions were accepted by the AMIDEM/IMSS team which is expected to implement them immediately.

### FFI

Several long meetings were held with FFI staff members Roberto Valladares, Rogelio Villarreal and Frank Segura to discuss the progress of the Tatiana and Johnny materials.

The initial meeting informed me of the status of the project in Mexico and some of the feedback FFI had received from other countries. All indications are there has been wide acceptance to the materials. In fact, there is a much greater demand for the materials than we had anticipated. Radio stations are requesting copies of the radio spots in order to broadcast them free of charge! Young people are calling the radio stations asking for copies of the record. I was also informed that sales of Tatiana's album had surpassed 130,000 in approximately two months. The song Cuandos Estemos Juntos was number one on the radio hit parade in Mexico for March and April.

Discussions with FFI also centered on follow-up activities of the Tatiana and Johnny project. Contracts were signed for the development of two video tapes, one educational and one entertainment. A script outline was developed for the entertainment video tape by FFI and myself.

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Local funding was assured for an additional follow-up activity. This will include the reproduction of 3,000 records and posters which will be distributed in Mexico only. In addition, 1,000 records which include the songs with their radio spots will also be reproduced and sent to the key 1,000 radio stations around the region. The final activity will be to produce 60 copies of the video tape, 40 for use in Mexico and 20 outside of Mexico. As previously stated, this will be funded by a source other than JHU/PCS.

During several conversations with Dr. Anameli Monroy de Velasco, Director of the Centre de Orientación para Adolescentes (CORA), I was made aware of a need for additional records and staff. The production of 1,000 of the previously mentioned 3,000 records will go to CORA. Funds were also acquired during this visit (again, not from JHU/PCS) to cover some of CORA's additional costs for shipping and handling responses to adolescent inquiries. At the same time, the outside funding source will pay for two part-time staff members to handle the overwhelming number of requests that CORA has received. CORA's Director showed me one week's mail in a large bag that must have contained more than 500 letters from young people throughout the Republic.

A discussion was held with a representative of Novedades Editores, Mr. Bastián, about the possibility of developing a comic book based on the Tatiana and Johnny materials. Mr. Bastián is experienced in developing comic books in Mexico and expressed strong interest in the project. He was sure that with the proper story the comic book could be a commercial and social success in Mexico. It was determined that Mr. Bastián would write a pre-proposal specifying the level of investment needed from JHU/PCS to develop this project. He stated that Novedades' comic book editor, while very interested in this type of social project,

would only enter Novedades into this venture with JHU/PCS if they could be assured of not losing money. It is anticipated that, if this project concept becomes a reality, JHU/PCS will need only a minimum (under \$50,000) investment for a large return. The comic book would probably be published twice a month with anywhere from 200-thousand to one-million copies per issue.

A meeting was held with EMI Capitol's General Manager, Luis Moyano, FFI representatives, Rogelio Villarreal and Frank Segura, and myself. Mr. Moyano expressed his extreme pleasure in working with JHU/PCS and FFI on this project. He provided details of the record sales in Mexico and stated that initial reports from the other countries indicated that sales from Tatiana's album were overwhelming. He also informed me that Tatiana had officially signed over her royalties for the two songs to JHU/PCS and that EMI Capitol was discussing what they could do to fiscally contribute to this worthy endeavor. Mr. Moyano further stated that he would do everything possible to make sure the video tapes we produce are widely distributed and that he would collaborate with JHU/PCS and FFI in any way possible.

#### CONCLUSIONS AND RECOMMENDATIONS

The AMIDEM/IMSS project is developing well. One of the 20 manuals is in semi-final form; the visuals are nearing completion. The AMIDEM/IMSS team is very professional and seems to have grasped the suggestions that Ann Jimerson and I have made to them. AMIDEM/IMSS requested that Ann return in late May to assist them in the visualization of several of the manuals which will be in semi-final form by that time.

The Tatiana and Johnny project is exceeding expectations in Mexico and in the other 10 countries. The song has been a commercial and social success up to

this point as evidenced by the number of records sold in Mexico, the air-time the songs are receiving, and the positive publicity the materials are receiving. Success can also be gleaned by the overwhelming response by the young people in terms of the letters, visits and telephone calls to CORA and other institutions that offer youth services.

It is recommended that JHU/PCS:

1. Continue developing materials, such as the video tapes, to support the momentum gathered by this successful endeavor with Tatiana and Johnny; and
2. Continue providing AMIDEM/IMSS with technical assistance to develop the didactic guides.

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