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TRIP REPORT:
MONITORING THE INITIAL PROGRESS OF THE COUNTRY PROJECT
WITH THE FEDERACION MEXICANA DE ASOCIACIONES
PRIVADAS DE PLANIFICACION FAMILIAR (FEMAP)

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July 31 - August 8, 1983

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Executive Summary

The main objectives of the trip to Ciudad Juarez were: (1) to discuss the subagreement between The Johns Hopkins University (JHU) and the Federación Mexicana de Asociaciones Privadas de Planificación Familiar (FEMAP) to develop communication activities; and (2) to observe the selection process of a Director of Communication by FEMAP. These objectives were accomplished successfully during the trip. Except for questions concerning financial arrangements, which must be resolved with the U.S. Agency for International Development (AID), all other issues were clarified, and the President of FEMAP signed the subagreement. FEMAP is conducting a thorough evaluation of four qualified candidates for the position of Director of Communication. The JHU/PCS program coordinator participated in the interviews with all the candidates. FEMAP will inform JHU/PCS when it has made its selection.

Although FEMAP has not yet received any funds, it already has begun the activities planned for the first month of the project. In addition to ~~recruiting~~ ^{interviewing} candidates for the position of Director of Communication, the FEMAP staff has started collecting existing materials on family planning for review and has defined the target audience in more specific terms than those described in the subagreement. Further progress cannot be achieved until FEMAP hires a Director of Communication.

It is strongly recommended that:

- (1) As soon as FEMAP informs JHU/PCS of its selection of a Director of Communication among the four qualified candidates, JHU/PCS approve the choice;

- (2) FEMAP be permitted to use a separate non-interest-bearing account in an American bank to avoid extended delays until a Mexican bank would make funds available for withdrawal; and
- (3) Funds be sent to FEMAP in U.S. dollars because of anticipated devaluation of the Mexican peso and drawn down on a regular monthly basis by FEMAP as needed to meet current expenditures.

ABBREVIATIONS

- AID - United States Agency for International Development
- CBD - Community-based distribution
- CMI/PF - Centros Materno Infantil y de Planeación Familiar, A.C.
- CONAPO - Consejo Nacional de Población
- FEMAP - Federación Mexicana de Asociaciones Privadas de Planificación Familiar, A.C.
- FPA - Family planning association
- IEC - Information, education, and communication
- JHU/PCS - Johns Hopkins University/Population Communication Services

Trip Objectives

The purpose of the trip to Ciudad Juárez, Mexico, was three-fold:

- (1) To develop first-hand contact with the Federación Mexicana de Asociaciones Privadas de Planificación Familiar (FEMAP), its staff and activities;
- (2) To clarify any questions of the FEMAP staff concerning the subagreement with Johns Hopkins University (JHU); and
- (3) To monitor the selection of a candidate to fill the new position of Director of Communication at FEMAP.

These objectives all were accomplished successfully during the trip.

The Federación Mexicana de Asociaciones Privadas de Planificación Familiar (FEMAP)

Introduction

Continued efforts by private organizations and the Mexican Government are necessary in order to make family planning services available to people of reproductive ages throughout Mexico. At the time of the 1979 contraceptive prevalence survey, conducted by the Coordinación del Program Nacional de Planificación Familiar in collaboration with Westinghouse Health Systems, 26 percent of women aged 15-49 were using contraceptive methods. For married women 15-49, the figure was 39 percent. Level of education plays an important role in family planning. Married women of reproductive age, with no formal education were far less likely to practice family planning than were those with secondary education or more: only 20 percent of the former used contraception, compared to 60 percent of the latter.

Efforts by government and private organizations have contributed to a decline in the annual rate of natural increase in the population size from 3.0 percent in 1976. According to the Consejo Nacional de Poblacion (CONAPO), the goal of the government of lowering the annual growth rate to 2.5 percent was accomplished by 1982. The official goal for the year 2000 is to lower the rate to 1.0 percent.

The Role of FEMAP

The Federación Mexicana de Asociaciones Privadas de Planificación Familiar (FEMAP), founded in 1981, is a private, non-profit family planning agency with member organizations in nine Mexican cities (listed in Appendix B). FEMAP provides coordination and continuity for family planning activities in Mexico. Through FEMAP, effective programs can be shared and IEC materials made available for organizations nationwide. Moreover, FEMAP, as a private federation, can provide services and materials with greater stability and continuity than individual government and private agencies, which may change sponsorship or actually close, causing their services and IEC materials to become unavailable.

FEMAP activities can be described within the following five categories:

- (1) Assistance in creating and maintaining private family planning organizations. So far, FEMAP has helped to create family planning associations in five cities: Chamapa, Mexico; León, Guanajuato; Irapuato, Guanajuato; Saltillo, Coahuila; and Villahermosa, Tabasco. These new FPAs are expected to open by early 1984. Initial FEMAP assistance includes stimulating interest in family planning, identifying and motivating local

people to become instrumental in organizing the FPAs, and providing administrative and technical support. Sustained FEMAP support to keep the local organizations active is described under activities #2 through #5.

- (2) Training for fieldworkers, social workers, and medical personnel. Training covers the roles of the workers and medical personnel, family planning methods, and the use of any IEC materials. FEMAP assists with initial training to prepare qualified personnel as well as periodic follow-up training sessions.
- (3) Development, testing, and production of IEC materials. With JHU/PCS assistance, FEMAP will develop, test, and produce IEC materials to support the family planning programs, which rely largely on interpersonal communication at the present time. Member associations generally do not have the financial resources nor the necessary skills to develop and test IEC materials themselves. FEMAP already has begun some IEC work. It has produced several videotapes to promote its activities and motivate fieldworkers. In addition, FEMAP has developed and produced for fieldworkers a guide in booklet form on contraceptive methods: Guía Básica de Anticoncepción.
- (4) Operation of a film lending library. Already FEMAP has acquired one or more copies of 32 films in Spanish to lend to private FPAs. A complete list of these films is provided in Appendix C. With the assistance of JHU/PCS, FEMAP can expand its collection in response to the needs of its members.

(5) Promotion of successful family planning projects. FEMAP encourages its member organizations to share ideas and experiences in family planning. FEMAP describes in practical terms successful pilot projects developed and tested by one or more of the organizations and helps other members to adapt these models to serve the needs of their communities.

To carry out these activities, FEMAP relies on a small but dedicated staff:

Sra. Guadalupe Arizpe de De La Vega - President

Dr. Enrique Suárez - Coordinator of Education, Information and Training;

Manuel Castillo - Administrator of Programs;

Sergio González - Coordinator of Program Development;

Rebeca Ramos - Assistant to Dr. Suarez; and

Suzana García - Secretary

In addition, FEMAP will hire a Director of Communication in accordance with the 1983/1985 subagreement with JHU/PCS.

To supplement its permanent staff when necessary, FEMAP draws on the staffs of its affiliates and the services of various professionals, such as: Dr. Manuel Urbina, Director of the Dirección Nacional de Planificación Familiar; Dr. Guido Barrientos, Professor of Psychology at the University of Texas at El Paso; and Alberto Parra, General Manager of Almacenes Distribuidores de la Frontera.

The Centros Materno Infantil y de Planeación Familiar

The Centros Materno Infantil y de Planeación Familiar (CMI/PF) is one of the nine FEMAP affiliates. Because of the geographical proximity¹

and the effectiveness of the CMI/PF projects, FEMAP and CMI/PF have developed a close association which exemplifies the relationship that the FEMAP staff hopes to develop with all its affiliates.

CMI/PF has developed eight projects in Ciudad Juárez:

(1) Community-based distribution (CBD).

Begun ten years ago, the CBD is the oldest of the eight programs and reaches 15,641 contraceptive users, about one-fourth of whom live in the rural areas outside Ciudad Juárez. Twenty coordinators direct 425 fieldworkers, called "promotoras." The workers are volunteers, although they receive a minimal monthly payment from the CMI/PF to defray their expenses.

(2) The clinic program. The clinic program, initiated seven years ago, provides services for 8,870 contraceptive users. In addition to family planning activities, the program includes general gynecological services and prenatal and maternity care. Clinic physicians deliver 300 to 350 babies each month. The staff believes that its maternity services contribute to the good relationship between the community and the two urban clinics, since the family planning activities can be seen as an integral part of the total program to benefit the family.

(3) Pre-marital counseling. One year ago, the Governor of Chihuahua established a rule that all couples must participate in a one-hour counseling session in order to receive a marriage license. The CMI/PF clinics provide counseling in Ciudad Juárez.

¹Both FEMAP and CMI/PF are located in Ciudad Juárez.

- (4) Sex education in elementary schools. CMI/PF physicians and psychologists visit all fifth and sixth grade classes in Juárez at least once a year to provide sex education. Although these educators occasionally meet with some classes in secondary-level schools, the emphasis is on elementary schools to maximize the number of students reached.
- (5) The jail program at the Centro de Readaptación Social (Ce Re So). Begun two and a half years ago, the jail program provides family planning information and contraceptives for inmates. Of the 500 male inmates, the program works with those 94 men who are married or receive conjugal visits, since these men have the greatest motivation to participate.
- (6) Commercialization. The CMI/PF retail sales project, initiated in March 1983, sells condoms, contraceptive pills, and foam at less than one-half the regular price in 27 small convenience stores in Juárez: Superettes del Río. Figures on the sales volume are not yet available.
- (7) Maquiladoras industrial workers program. Also in March 1983, CMI/PF developed a project to offer family planning services for female workers in industrial assembly plants. CMI/PF trains someone in each plant, generally a cleaning person, to inform the workers and distribute contraceptives.
- (8) Distribution of contraceptives through hotels and motels. At the same time as the commercialization and assembly plant

projects began, CMI/PF established a program to distribute condoms and contraceptive foams free of charge to guests at hotels and motels in Juárez. Thirty hotels and motels now participate in the program.

Initial Progress of the Country Project

Clarification of the Subagreement

After developing first-hand contact with FEMAP, the JHU/PCS program coordinator sought to clarify any questions of the FEMAP staff concerning the subagreement with JHU. At the conclusion of the discussions, the President of FEMAP signed the subagreement. The only questions remaining concerned specific financial arrangements. JHU/PCS will notify FEMAP as soon as it resolves these issues with AID.

AID gave verbal approval of the project in June. Funding is expected to begin in August. FEMAP already has begun the first steps outlined in the subagreement.

Recruitment and Selection of the Director of Communication

In accordance with the subagreement, FEMAP is to recruit and select a Director of Communication during the first month of the two-year project. FEMAP already has recruited four candidates for the position by requesting recommendations from leaders in the fields of family planning and communication: Dr. Manuel Urbina, Director of the Dirección Nacional de Planificación Familiar, in Mexico City; the Rector of the Instituto Tecnológico y de Estudios Superiores; the Association of Publicists in Juárez; and the Director of Communications and Publicity of Cervecería Cuauthemoc, the largest beer producer in Mexico, in Juárez.

The FEMAP staff interviewed the four candidates, who have college degrees in communication and experience in the field. In addition to the interviews, in which the JHU/PCS program coordinator participated, FEMAP organized a full day of orientation to the programs, including conversations with the staff members and observation of fieldworkers, clinic staff, and school educators at work. After completing the orientation sessions, each candidate was asked to answer in writing a series of questions concerning how he would develop the communication component of the programs, how his skills fit the needs of FEMAP, and what kinds of technical assistance he would require to develop and implement a communication plan for FEMAP.

FEMAP will notify JHU/PCS of its selection when all the candidates complete the orientation sessions and submit their answers to the interview questions.

Collection and Review of Existing Materials on Family Planning

The workplan of the subagreement states that the IEC Director will collect and review existing materials on family planning during the first two months of operation. Although the Director has not yet been hired, FEMAP already has begun to collect these materials to avoid future delays.

Review of the Status of the Target Population

It would be impossible for FEMAP to review the status of the target audiences, an activity planned for the first two months of the project, before hiring the Director of Communication. However, the staff has defined the target audiences in more specific terms than those used in the subagreement. The multimedia communication program will focus on those

cities which have FEMAP affiliates, although broader diffusion is possible at a later stage. The primary target audience is urban and suburban women, aged 15 to 49, of lower-middle and low incomes, who are not reached by the network of social services because they are migrants. In newly-established programs, the emphasis will be on motivating interest in family planning. For those programs which have reached a more advanced stage, IEC messages will provide information on specific methods and where contraceptive products can be obtained.

The subagreement refers to the use of print materials, radio, and television to reach the target audience. Although it will be the responsibility of the Director of Communication to gather or review information on media use by the target audience, the FEMAP staff believes that literacy and radio and television use are high among these women. It would be especially helpful to produce print materials for contraceptive users and potential users to reinforce the interpersonal communication with fieldworkers and clinic personnel and to encourage diffusion of this information to relatives and friends.

The fieldworkers themselves also may be identified as a target audience, although FEMAP already has some materials available that it uses to motivate and educate fieldworkers.

Conclusions and Recommendations

FEMAP consists of a small but dedicated staff, which has the qualifications to develop and implement a strong communication plan with assistance from JHU, consultants, and its member organizations. FEMAP already has begun the three activities planned for the first month of the subagreement:

recruitment and selection of the Director of Communication, collection and review of existing materials on family planning, and review of the status of the target audience. Further progress on the country project must await the participation of the Director of Communication, whom FEMAP will hire in August.

The staff of FEMAP will select the Director of Communication when it concludes its evaluation. The JHU/PCS regional program coordinator participated in the interviews with all four candidates, although it was not possible to observe the final stages of the selection process, which were scheduled for the following week. Since all candidates have college degrees in communication and some experience in the field to qualify for the position, and since only the FEMAP staff is able to identify the personal qualities which are necessary to build a good working relationship within the organization, it is strongly recommended that JHU/PCS approve the choice by FEMAP as soon as notification is received.

The only remaining issue to be resolved at this time concerns financial arrangements. It is strongly recommended that FEMAP be permitted to use a separate, non-interest-bearing account in an American bank, rather than a Mexican bank, to avoid common delays of up to five months from the time payments are deposited in a Mexican bank until the bank makes the funds available for withdrawal. Funds will be sent by JHU in U.S. dollars because of the anticipated devaluation of the Mexican peso and expended on a monthly basis as needed. The budget and all financial reports will refer to expenditures in pesos. Any amount of pesos in excess of the total specified in the subagreement, generated by changes in the foreign currency

exchange rate following disbursement by JHU, becomes the property of JHU/PCS. JHU/PCS will decide whether to retain any excess amount, should it be generated, or whether to apply it to the JHU/FEMAP project.

Next Steps to be Taken by JHU/PCS

1. Inform FEMAP of the financial arrangements approved by AID.
2. Send the first payment to FEMAP as soon as it opens a separate, non-interest-bearing account.
3. Approve the selection of the Director of Communication by FEMAP.
4. Send FEMAP a list of Spanish-language films on family planning available from the Media/Materials Collection.
5. Provide FEMAP with information from JHPIEGO about courses in laparoscopy.
6. Meet with the FEMAP Director of Communication at the JHU/IPPF Latin American regional meeting on mass media and family planning the end of August and set up a tentative date for autumn to discuss the comprehensive communication plan.

Next Steps to be Taken by FEMAP

1. Open a separate, non-interest-bearing account for the project as soon as JHU/PCS clarifies the financial arrangements to be followed.
2. Notify JHU/PCS of the selection of a Director of Communication.
3. Continue gathering existing materials on family planning and begin review.
4. Begin formulating a comprehensive communication plan.
5. Meet with the JHU/PCS regional program coordinator at the JHU/IPPF

Latin American regional meeting the end of August to set up a tentative date to discuss the plan.

PERSONS CONTACTEDFederación Mexicana de Asociaciones Privadas de Planificación Familiar, A.C. (FEMAP)

1. Manuel Castillo - Administrator of Programs
2. Sra. Arizpe de De La Vega - President
3. Sergio González - Coordinator of Program Development
4. Rebeca Ramos - Education, Information, and Training
5. Dr. Enrique Suárez - Coordinator of Education, Information, and Training

Centros Materno Infantil y de Planeación Familiar, A.C. (CMI/PF)

1. Sra. Rosa Alvidres - Urban promotora, Colonia La Chaveña
2. Ernesto Barraza - Sex Education
3. Sra. Juana Barraza - Urban promotora, Colonia El Ras'lo
4. Srta. Cecilia Escobar - Social worker, Ce Re So Jail Program, Maquiladoras Program
5. Sra. Ofelia González - Rural promotora, El Faro
6. Srta. María Vereza Guillén - Urban promotora, Colonia Flores Magón
7. Sra. Eulalia Hernández - Urban promotora, Colonia Horizontes
8. Srta. Rosa Elena Holguín - Social worker
9. Dr. Carlos José Lomán - Education Program
10. Sra. Natividad López - Director of the Rural Area of the Juárez Valley
11. Sra. Evangelina Martínez Salmón - Coordinator of Promotoras (educator/distributors)
12. Sr. Jorge Nuñez - Social worker, rural area
13. Sra. Carmen Ramírez - Urban promotora, Colonia Flores Magón
14. Sra. Anastasia Rodríguez - Rural promotora, Cuervo
15. Sra. Emilia Sánchez - Rural promotora, El Porvenir
16. Sra. Gudelia Uribe - Urban promotora, Colonia La Chaveña
17. Srta. Benilde Vásquez - Social worker, Coordinator of Commercialization
18. Sra. Mercedes Vásquez - Urban promotora, Colonia Morelos

Others

1. Ms. Sally Hervey - M.A. Student, Medical Anthropology, San Francisco State University
2. Sr. Alberto Parra - General Manager, Almacenes Distribuidores de la Frontera

LIST OF MEMBER ORGANIZATIONS IN FEMAP

<u>City</u>	<u>State</u>	<u>Organization</u>
Atizapán de Zaragoza	México	Asociación Pro Ayuda Familiar
Celaya	Guanajuato	Superación Familiar de Celaya
Ciudad Juárez	Chihuahua	Centros Materno Infantil y de Planeación Familiar
Coatzacoalcos	Veracruz	Bienestar Familiar de Coatzacoalcos
Matamoros	Tamaulipas	Centro de Orientación Familiar
México, D.F.	-	Centro de Orientación Para Adolescentes
Monterrey	Nuevo León	Pro Superación Familiar Neolonesa
Nogales	Sonora	Centro Socio Cultural de Nogales
Tijuana	Baja California	Programa de Planificación Familiar de Baja California

CUADRO COMPARATIVO ENTRE INVENTARIOS DE MATERIAL AUDIOVISUAL

I	PELICULAS	INVENTARIO AL	INVENTARIO AL	DIFERENCIA
		<u>31-MAYO-'83</u>	<u>30-ABRIL-'83</u>	
	ABOUT CONCEPTION	2	2	--
	BAAP RE BAAP	1	1	--
	BIRTH PLANNING METHODS	1	1	--
	CHEERFUL RECOLUTION	1	1	--
	CONTRACEPTION	1	1	--
	DAR PECHO	1	1	--
	DE NIÑA A MUJER	4	4	--
	DE NIÑO A HOMBRE	3	3	--
	DOS CAKINOS	1	1	--
	EL FUTURO EMPIEZA HOY	1	1	--
	EL HIJO BIENVENIDO	1	1	--
	EXAMINACION PELVICA	3	3	--
	FREE DOM FROM PREGNANCY	5	5	--
	HACIA LA HORA CERO	2	2	--
	HAPPY FAMILY PALNNING	3	3	--
	INSERCIÓN Y REMOCION DEL D.I.U.	1	1	--
	LA SORTIJA DE COMPROMISO	1	1	--
	LOS NIÑOS DEL MAÑANA	5	5	--
	MATERNIDAD	1	1	--
	MINI-LAP	3	3	--
	NOSOTRAS	2	2	--
	OIGAMOSLOS	2	2	--
	PLANIFICACION FAMILIAR II	3	3	--
	QUESTION OF CHOICE	1	1	--
	REPRODUCCION HUMANA	8	8	--
	SEMBRANDO SALUD	1	1	--
	TECNICAS DE CONTRACEPCION	2	2	--
	TECNICAS DE MINILAPARATOMIA	1	1	--
	TECNICAS DE VASECTOMIA	1	1	--
	THE SOCIAL DENT	2	2	--
	WALT DISNEY	3	3	--
	Y MAÑANA QUE	2	2	--
	T O T A L L E S .-	69	69	--
II	PROYECTORES DE 16 MM	14	14	--
III	GENERADORES DE CORRIENTE	4	4	--
IV	PROYECTORES DE DISPOSITIVOS	5	5	--
V	PASTILLAS	2	2	--
VI	ROTAFOLIOS	7	7	--
VII	LIASPOSITIVAS	2	2	--