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TRIP REPORT:  
BRAZIL COUNTRY PROJECT MONITORING  
AND DEVELOPMENT

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September 5-12, 1985

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## Executive Summary

The Johns Hopkins University/Population Communication Services (JHU/PCS) Regional Program Coordinator, Patrick L. Coleman, visited Brazil from September 5-12, 1985. The scope of work included working with the Associação Brasileira de Entidades de Planejamento Familiar (ABEPF) in developing a communication strategy for promoters and users.

Data collected by ABEPF's Research Department was organized into usable categories. The organized data were then processed into a draft of a communication strategy. The target audiences were refined and found to be basically homogeneous throughout the different regions of the country. ABEPF also stated that they will be hiring a new project coordinator to begin work on the project in early October.

BEMFAM was told that their film project was on hold. JHU/PCS work plans for Year Four have not been approved by USAID/Washington, and funding for this project is not available at the present time. BEMFAM was very distressed by this news and stated that they need the films as soon as possible.

PRO-FAMILIA presented a project proposal during this visit. The project proposal calls for the use of television in three states to promote family planning, maternal/child health and women in development. It was explained to PRO-FAMILIA that JHU/PCS has no funds to support this project at the present time.

USAID/Brazil was informed about the status of the ABEPF project. USAID/Brazil was also informed about the lack of funds for additional JHU/PCS activities in Brazil.

It is recommended that JHU/PCS:

- 1) provide technical assistance for the next stage of the ABEPF project; and
- 2) continue discussions with USAID/Washington about funding future Brazilian communication activities.

## Introduction

The Johns Hopkins University/Population Communication Services (JHU/PCS) Regional Program Coordinator, Patrick L. Coleman, visited Brazil September 5-12, 1985. The purpose of the trip was to work with the Associação Brasileira de Entidades de Planejamento Familiar in developing a communication strategy. This visit was a follow-up to a trip made August 12-14, 1985.

## Associação Brasileira de Entidades de Planejamento Familiar

Several meetings were held with Associação Brasileira de Entidades de Planejamento Familiar (ABEPF) staff members to discuss the status of the project and to begin work on the development of the communication strategy. The ABEPF staff members attending these meetings were, Denise Leite, Executive Director, Luis Alberto Marinho de Azeveda, Communication Specialist, and Rosa Said, Researcher. It was determined during the previous visit that the target audiences of the first two communication strategies would focus on users and promoters.

Rosa had collected data from six different sites throughout the country plus a visit to the CPAIMC clinic in Rio. The first several days of my visit were spent working with Rosa on organizing the data she had collected into usable categories for developing the communication strategy. Luis Alberto participated during several sessions and presented the findings from his visit to two male clinics.

From the data it became apparent that the audiences were fairly homogeneous in the different regions of the country. It was suggested that one communication strategy for each target audience be developed. Further discussions focused on the different target audiences to be reached by this project. The general public was renamed and classified as non-users of family planning.

I outlined for Rosa and Luis Alberto my idea on how a communication strategy should be organized. It includes: 1) an introduction; 2) objectives/purpose; 3) a summary of the research; 4) audience strategy; 5) message strategy; and 6) media strategy. They concurred with the outline and we used it for developing the two communication strategies.

Due to the time constraints of this visit, we outlined and drafted in rough form the basic information that would go into each one of these segments of the communication strategy. It was determined that Luis Alberto and Rosa would finish the first draft of the communication strategy and Luis Alberto would bring me a copy when he goes to the Dominican Republic Male Responsibility Conference at the end of September.

The research data also provided many insights into the types of information and training that are needed by the service delivery personnel. This information was shared with ABEPF's Executive Director and the person in charge of training. It was also discussed with Development Associate representatives who were in the country coordinating their training project. Rosa will develop a short report which highlights some of the key findings for the Training Department.

An administrative meeting was held with Denise initially and later with Rogeiro to discuss finances. During the first part of the meeting, Denise told me she had replaced Marilena de Jesus Balsa (the JHU/PCS Project Coordinator) and her replacement would be starting in early October. The new JHU/PCS project coordinator for ABEPF will be a nurse who formerly worked at CPAIMC. She had met with both Luis Alberto and Rosa, and they each stated their willingness to work together. I expressed to Denise my concern that the new person be incorporated as soon as possible, as the project was progressing at a rapid pace and the new person would feel left out if she could not participate during the crucial development stages. During the financial meeting, I discussed questions that the JHU/PCS administrators had raised. Rogeiro was able to answer them to our mutual satisfaction. Denise also presented a new workplan and a request for some small budget changes. I stated that since the budget changes were not more than 10 percent, ABEPF did not need our approval but should only inform us of them.

ABEPF is actively seeking to promote itself through the media. ABEPF's President, Elsimar Coutinho appeared on a debate on the educational television channel during my visit. His debating opponent was a retired general who was very much against family planning. The debate ended with the jury in favor of family planning.

Rosa and Luis Alberto both requested additional materials to support the project's development. I promised to send them information on interpersonal communication, colors and family planning in general.

#### Sociedade Civil Bem Estar Familiar no Brasil

There were no plans during this visit to visit the office of the Sociedade Civil Bem Estar Familiar no Brasil (BEMFAM) due to the strict time limitations and the volume of work with ABEPF. However, I placed a call to BEMFAM's Executive Director, Marcio Ruiz Schiavo. I notified Marcio that JHU/PCS would not be able to fund BEMFAM's project proposal on the development of five films at this time. I explained to Marcio that there had been a change in our financial situation because our Year Four Work Plan and the complementary budget had not been approved by USAID/Washington. Marcio was very disillusioned by this news and stated that he would send a letter to JHU/PCS protesting this development and discuss this with USAID/Brazil. He further stated that USAID/Brazil was very much in favor of the films project. I explained to Marcio that if our funding situation improved, we would consider this project a high priority.

#### PRO-FAMILIA

USAID/Brazil had requested that I talk with the Executive Director of PRO-FAMILIA, Ana Maria Mendonça. She called me from Brasilia and requested a meeting in Rio. I stated that I was very busy and that I would not be able to devote much time to her but she insisted and came to Rio anyway. During two short meetings, Ana Maria presented a project proposal which calls for the use of television in three states in Brazil to promote family planning, maternal/child health, and women in development issues. I explained to her JHU/PCS financial limitations and said that it was very unlikely that JHU/PCS would be able to fund this project. She asked that if we were not able to fund it could we please pass it on to other organizations. She mentioned Fred Pinkham on the Population Crisis Committee (PCC) as a person who was interested in supporting her activities. (Her proposal was subsequently submitted to PCC and rejected.)

## Agency for International Development

I talked with USAID/Brazil Population Advisor, Ann Lion, on the telephone. I explained to Ann the financial problem that JHU/PCS was currently facing. She stated that USAID/Brazil was very much in favor of both the film project and the television proposal by PRO-FAMILIA. USAID/Brazil said they would investigate the possibility of additional funding being given to JHU/PCS for these projects.

## Conclusions and Recommendations

ABEPF had all of the research data properly categorized at the end of this visit. The information and the data can now be placed into a finished communication strategy. A communication strategy should be a very good guide for the development of materials. It was established that the next technical assistance visit would be in mid-November. The visit will last two weeks and will concentrate on print materials development and pretesting.

BEMFAM was notified that the film project proposal they had submitted was now on hold and could not be funded in the foreseeable future. They were not pleased with this news.

PRO-FAMILIA submitted a project proposal on the use of television for promoting family planning, maternal/child health, and women's issues in three states. PRO-FAMILIA was told that this project had very little chance of being approved due to severe funding limitations by JHU/PCS.

USAID/Brazil was informed of the progress of the ABEPF project and the uncertainty of additional JHU/PCS-sponsored activities with Brazilian organizations.

It is recommended that JHU/PCS:

- 1) provide technical assistance to ABEPF in development and pretesting of print materials;
- 2) review the ABEPF communication strategies when they are sent to us; and
- 3) continue discussions with USAID/Washington about funding additional activities in Brazil.

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