

PD. AAU-276  
49359

TRIP REPORT:  
MEXICO COUNTRY PROJECT MONITORING  
AND DEVELOPMENT

Prepared by: Patrick L. Coleman  
Alice I. Payne

Dates of In-Country Work:  
February 4-10, 1985

Population Communication Services  
Population Information Program  
The Johns Hopkins University  
624 North Broadway  
Baltimore, MD 21205

## Executive Summary

The Johns Hopkins University/Population Communication Services (JHU/PCS) Regional Program Coordinator, Patrick L. Coleman, and Assistant Program Coordinator, Alice I. Payne, visited Mexico from February 4-10, 1985. The scope of work included: 1) to visit the Federación Mexicana de Asociaciones Privadas de Planificación Familiar (FEMAP) to monitor the project status and plan future activities; 2) to meet with other institutions to discuss future JHU/PCS support; and 3) to establish further contacts for the young people's project.

The JHU/PCS-supported communication project with the Federación Mexicana de Asociaciones Privadas de Planificación Familiar (FEMAP) is now beginning to expand the radio activities and print materials into other cities. Given the high volume of activities programmed in the next few months and the modified budget with a new peso ceiling, a no-cost extension until October 31, 1985 was agreed upon. This will allow time for the development of a second phase of radio and print materials both for Ciudad Juárez and other locations, as well as the production of a film for young people.

The coordinator of the Social Communication Directorate of the President's office requested JHU/PCS support for creating an Audio-visual Center in the Valley of Mexico. He specifically asked for prototype materials and films on maternal/child health care, urban migration, education, demography and family planning.

The Confederación de Trabajadores de México (CTM) expressed a strong interest in developing a communication project with JHU/PCS. Since CTM has more than three million members, strong consideration should be given to developing a project proposal with the CTM. The CTM is one of the most powerful political and social forces in Mexico. Its influence on working men could be beneficial in the development of a male responsibility program.

The Instituto Mexicana del Seguro Social (IMSS) presented JHU/PCS with a request to fund the development of materials which will be used in its interpersonal communication activities in family planning. IMSS is a leader throughout the Americas and the materials could be used in other countries.

The Centro de Orientación para Adolescentes (CORA) submitted two project proposals for JHU/PCS consideration. One proposal requests assistance for a regional meeting on Adolescent Reproductive Risk, and the other proposal calls for support in reproducing (and producing some new) educational materials.

The young people's project was restructured during this visit. The refusal of RCA/Mexico to sign the project agreement resulted in visits with Mexican media representatives who all suggested that a local production company, Fuentes y Formento Intercontinentales (FFI) be hired to manage the project. After meeting with FFI representatives, it was agreed that a draft of the restructured project will be sent to them for their feedback as soon as possible. It is now estimated that the project may begin in July 1985.

The U.S. Agency for International Development (AID) continued its active support of JHU/PCS involvement in Mexico. USAID suggested that JHU/PCS should support the IMSS project proposal, develop a project proposal with the CTM and continue working with FEMAP after the current subagreement expires.

It is recommended that JHU/PCS:

- 1) seek additional funds for expansion of its activities in Mexico;
- 2) fund the project proposal submitted by IMSS;
- 3) develop a project proposal with the CTM;
- 4) approve the young people's project restructuring;
- 5) consider funding some of CORA's requests for educational materials; and
- 6) extend the subagreement with FEMAP for two more years to October 1987 with appropriate funding as soon as but not before AID increases the JHU/PCS project ceiling to assure adequate funding and staff resources to continue the work to that time.

## Introduction

The Johns Hopkins University/Population Communication Services (JHU/PCS) Regional Program Coordinator, Patrick L. Coleman, and Assistant Program Coordinator, Alice I. Payne, visited Mexico from February 4-10, 1985. The purpose of the trip was to: 1) monitor the Federación Mexicana de Asociaciones Privadas de Planificación Familiar (FEMAP) project status and budget and discuss project expansion into other cities; 2) discuss future collaboration with other institutions; and 3) reformulate the young people's project.

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

We met with César Saldívar, Director of Communications, to discuss the second year workplan and budget. We formulated a detailed workplan which includes the development of: 1) print materials; 2) radio programs; and 3) film activities.

### 1) Print Materials

César had contracted a printing company to reproduce the six pamphlets (pill, condom, IUD, spermicides, male and female sterilization) currently being used in the Ciudad Juárez affiliate, for distribution to the other FEMAP affiliates in Mexico. Three new pamphlets will be developed (in conjunction with PIACT) on the diaphragm, breast-feeding and Natural Family Planning to be distributed in a total of twenty-four cities. César also plans to produce a brochure on FEMAP as an organization, highlighting its impressive growth in recent years.

### 2) Radio Programs

The radio spots and jingles (originally broadcast in Ciudad Juárez) will be expanded to include five other FEMAP project locations. Appropriate local adaptations were pretested by the JHU/PCS consultant, Evelyn Folch-Lyon of PIACT. A new set of radio materials will be developed in the micro-program format: short (three-five minutes) dialogues between users and a guest expert addressing specific concerns, such as side effects or myths, which are attributed to contraceptive use.

### 3) Film Activities

The film library will be monitored in order to ascertain which films are most frequently used and are most ~~are~~ effective. Plans to produce a film for and about young people will be developed in May and production scheduled for June or July.

Finally, there will be a two-phase evaluation. The first phase will take place in Ciudad Juárez to compare data collected at the end of the pilot phase of the project with the baseline data collected at the initiation of the project. This evaluation was part of the plan suggested by the JHU/PCS consultant, Caridad Inda, in her recent visit. During the last month of the project, there will be a second evaluation focussing on the impact of all the communication materials in supporting the CBD program and clinical services throughout the Federation.

When questioned about the JHU/PCS consultants, César mentioned that the input of all of them had made a very positive contribution to the project. FEMAP was pleased that each JHU/PCS-sponsored visit was for a very specific task and each staff member or consultant had the necessary skills for the assignment.

César was very concerned about the future of the project. Patrick explained that JHU/PCS was very satisfied with the progress of the project, but at the present time there are no funds available to renew it. We suggested submitting a new proposal (four months in advance) for further funding. At that time, continued funding will be considered. We believe that additional communication activities, carried out by the private sector, are needed in Mexico. After reviewing the planned activities and the modified budget, which includes a higher peso ceiling due to the fluctuating exchange rate, we verbally approved a three-month no-cost extension. (A formal modification of the project will be sent to FEMAP.) Therefore, the project will end October 31, 1985 instead of July 31, 1985.

We discussed, with Manuel Castillo, Program Administrator, the audit for the JHU/PCS-sponsored project. In addition we offered to expand the audit to include an audit of all of FEMAP's projects, which would enable FEMAP to establish an approved overhead rate with all of their projects. Manuel stated that FEMAP's President, Guadalupe de la Vega, and Executive Director, Enrique Barraza, agreed to a general audit as it would facilitate the administration and monitoring of FEMAP's many projects.

Alice became more familiar with FEMAP and the SHU/PCS-sponsored activities with the Centro Maternal/Infantil (CMI). With Evangelina Martinez, the dynamic CBD supervisor, Alice visited six promotoras who act as community-based distributors within CMI's program. Evangelina was very enthusiastic about César's activities to support the promotoras and stated that these efforts had motivated the promotoras. All of the promotoras were excited about the six pamphlets on different methods and "100 Preguntas." They said that they found the information provided by the two types of print materials very useful and that the users were glad to be able to take the pamphlets home. The women commented that the print materials and the radio spots gave them more credibility in their work. Many of the promotoras requested a new supply and were eager for the three new pamphlets to be produced.

Although all of the women stated that they thought the radio spots were informative and helpful, they were not all enthusiastic about them. Some of the radio spots do mention promotoras generally, but the spots also include the clinic's address and encourage users to go to the clinic. The promotoras are aware that some potential users will go directly to the clinic, thereby circumventing them. Therefore, some of the promotoras do not view the radio spots as helpful to them, but in fact, as a nuisance, since new acceptors will be recorded at the clinic instead of with them. These feelings may result from the keen competition which exists among many of the promotoras to increase their number of users. FEMAP needs to reassure the CBD workers that any of their clients who go to the clinics will still be counted as referred by the CBD workers.

The promotoras were pleased that there will be new cards with their names and a line for the user's name. Evangelina commented that including both names on the cards gives added prestige to the promotoras and makes the users feel more welcome at the clinic. Since the new cards also will have the radio slogan ("amor en el hogar"), the promotoras may feel less reluctant about the radio activities.

Alice also accompanied Consuelo Soto de Flores, the Coordinator of the Social Work Program, to a variety of activities. They went to the clinic to see the diversity of services available (from routine and surgical procedures to sex education/family life education for engaged couples who had been referred by the civil registry). They then visited a neighborhood discussion which had been organized by a social worker at a promotora's home. Approximately three dozen women had arrived to see a film on reproduction and contraception, followed by a talk led by a doctor. Consuelo informed

Alice that these gatherings are common and that there are several doctors who collaborate with the local program by leading the sessions. It seems that some women feel more confident about family planning when a doctor is present. Judging from this meeting, the local women are very interested and curious to learn more about family planning. We also visited local general stores which sell condoms, pills and vaginal tablets. The pamphlets are displayed along with the contraceptives for clients to pick up.

The social workers and promotoras were equally enthusiastic about César's communication activities. These women also were more interested in the print materials than the radio spots and welcomed the reference cards with their names.

Consuelo wondered if it would be possible to receive nine copies of Population Reports; although the FEMAP office receives them, the local affiliate (CMI) does not. She would like to include topics in Population Reports in her weekly meetings with the social workers and doctors who do outreach work. Alice agreed to follow up on her request.

Dirección General de Comunicación Social, Presidencia de la República

Patrick had a short meeting, in Mexico City, with the Coordinator of the Radio, Television, and Film Office of the President's Social Communication Directorate. The Coordinator, Lic. Mario Enrique Bravo, had been scheduled to meet with him through Samuel Taylor, AID Representative in Mexico.

Lic. Bravo had two issues he wished to discuss with me: 1) information on scholarships available for public management/administration Master's Degrees; and 2) his plans to create an Audio-visual Center which would work with the Delegations in the Valley of Mexico where over 17 million live.

Patrick explained to Lic. Bravo that the Johns Hopkins University does not have a Business School and since this was not an area with which Patrick was familiar he could not provide much information. Lic. Bravo stated that he was most interested in Harvard's International Development Master's of Arts, with its focus on International Communication and Rural Development. Patrick told him that JHU/PCS did not provide scholarships for long-term training in the United States.

Lic. Bravo explained his plans to create an Audio-visual Center were not part of his official responsibilities at the Presidential Social Communication Directorate. However, through his work he had seen a need to provide audio-visual materials to the Delegations on health, nutrition, migration, employment, housing and other social themes. Patrick informed him of the areas in which JHU/PCS works and promised to send him prototype materials as well as films which could be useful.

They also discussed the possibility of Lic. Bravo working as a consultant for JHU/PCS. He has very strong skills in television production as well as social marketing and communication program management. Patrick promised to send him a 1420 form as well as a "Professional Profile" form so that he can be added to our consultant file.

#### Confederación de Trabajadores de México

Two meetings were held by Patrick with Dr. Hector San Román, General Coordinator of Family Planning. The two had previously met and discussed possible future collaboration at the request of Samuel Taylor.

During the first meeting Dr. San Román stated that the Confederación de Trabajadores de México (CTM) was very interested in developing a family planning communication project with JHU/PCS. The discussions came up with the following ideas: 1) the CTM would need between US \$70,000 - \$100,000 for a two-year project; 2) the project would establish a family planning communication office in the CTM; and 3) the funds would be spent on personnel, office equipment, travel expenses and development of films and audio-visual materials. The proposed project would benefit the more than three million members of the CTM. The project's staff would travel to different major cities in Mexico and use the audio-visual support materials developed by the project (and from other sources) in their talks. Materials would be developed on: family economics; education; health/nutrition; responsible parenthood; drug abuse; and contraception. It was carefully explained to Dr. San Román that a draft on a project proposal could be prepared but a whole series of approvals must be given before any project is begun and this would take a minimum of six months. It was agreed that Patrick would draw up a draft project proposal once Dr. San Román sent him a description about the CTM. Dr. San Román emphasized that the CTM fully supported the idea of the project with JHU/PCS and was anxious to start at an early date.

Dr. San Román also requested that JHU/PCS fund a Latin-American Labor Union leaders conference. He suggested that the CTM would like JHU faculty members to appear as speakers in the following areas: 1) health and family planning; 2) education and family planning; and 3) labor and population. He would like to use the conference as the "kick-off" for the project with JHU/PCS.

A second meeting between Dr. San Román and Patrick was held in a neighborhood movie theater. The CTM had produced a 35mm film on family planning, education, urban migration, nutrition and other themes in 1977 (approximately). The CTM requested from Patrick information on whether the film was still appropriate and, if not, how it could be brought up to date. Patrick's opinion was that the film was very professionally done, cinematically speaking (through the CTM's cinematic unions), but was too all encompassing to have a real impact. The suggestion was made, and accepted by the CTM, that the film be replaced by a series of new short films.

Patrick had asked Dr. San Román whether any political difficulties existed in the context of the CTM working with a US-based institution. Dr. San Román stated that he had checked on this issue with the long-time President of the CTM, Fidel Velasquez, who had stated no. However, he did suggest that JHU/PCS keep a low profile, i.e., no news conferences announcing a project with the CTM, if the project proposal became an actual project.

#### Instituto Mexicana del Seguro Social

Patrick had a meeting with Dr. Jorge Martínez-Manautou, Chief of IMSS Family Planning Services, and his staff. The purpose of the meeting, which had been requested by Samuel Taylor, was for IMSS to make a formal presentation of a project proposal that they wish JHU/PCS to finance. Dr. Martínez-Manautou stated that IMSS is concentrating on interpersonal communication in its outreach activities due to: 1) budget limitations; and 2) the proven effectiveness of such activities. He stated that when the mass media were used extensively from 1975-1980 IMSS averaged 500,000 new clients a year and from 1981-1984 when interpersonal communication was extensively used new clients averaged almost 1,000,000 a year!!! While Dr. Martínez-Manautou stated that although a combination of both the mass media and interpersonal communication would be the best approach, it was not possible at this time.

The project proposal that IMSS presented focussed on improving the skills of the IMSS outreach workers and providing them with IEC materials that they may use in their activities. IMSS has drawn up the curriculum for a 30-hour course on nine themes: 1) demography; 2) maternal/child health care; 3) reproductive risk; 4) contraception; 5) sex education for health care workers; 6) sex education for adolescents; 7) interpersonal communication; 8) administration of family planning programs; and 9) impact of family planning programs. IMSS would like JHU/PCS to fund the production of the basic thematic materials and their accompanying IEC support materials. The total estimated cost of the project is US \$156,000. The materials would be used by IMSS personnel in 38 delegations which include approximately: 7,500 medical doctors; 16,000 registered nurses; 24,000 auxiliary nurses; and 10,000 assistants. The justification for this IEC proposal is that the service delivery personnel will be better trained and better motivated and will be a reliable source/channel for family planning information. It also is believed that these materials could be replicated by various organizations throughout the region and perhaps other parts of the world. The project would be evaluated on the productivity of the staff members before they had the materials and after they used the materials for a given length of time. Samuel Taylor considers this project a high priority for JHU/PCS in Mexico.

#### Centro de Orientación para Adolescentes

Patrick had a short meeting with the Executive Director of the Centro de Orientación para Adolescentes (CORA), Anameli Monroy de Velasco. Anameli presented Patrick with two proposals for JHU/PCS consideration of funding. The two proposals are: 1) a meeting on health and reproductive risks related to adolescents (in coordination with IMSS), planned for December 11-13, 1985; and 2) production of educational materials for adolescents and young people. The educational materials consist of films (already produced), print materials that CORA has already produced and/or has ready to be printed and slide/tape shows which must be produced. Patrick told Anameli that young people are a high priority of JHU/PCS in the region and this would be taken into account when new projects are contemplated.

## Young People's Project

This project had been worked on with RCA/Mexico, but at the end of 1984 JHU/PCS received a telex from RCA/Mexico stating that due to administrative reasons they would not sign the proposed agreement. During this trip Patrick met with RCA and other Mexican media representatives to discuss alternatives for the development of this project.

Professionals from the recording industry, advertising agencies, production companies, television companies, radio stations and other media-related fields met with Patrick over the course of four days. The final result of the meetings was the selection of a small Mexican production company, Fuentes y Formento Intercontinentales (FFI), to manage the proposed young people's. FFI was highly recommended by all of the media contacts as a reliable and experienced company for the proposed needs of the project. FFI also agreed that they will do the project at cost, with no profit for them, because they believe in the project and wish to collect on the prestige that a successful project will bring them.

Patrick and representatives of FFI spent one long night working out the details of the project. Patrick agreed to rewrite the project proposal and send FFI a draft. He explained to FFI that it will be at least six months before the project may begin (pending many approvals), but once it has begun the goal will be to get a product into the marketplace as soon as possible.

By working with FFI, JHU/PCS will circumvent the record companies and be able to deal directly with artists and their agents. This will allow the project more artistic and creative flexibility. The one drawback of this procedure is that there will be no commercial distribution of the 45 rpm record, but it will still be given to radio stations for airplay and be promoted through music videos and radio and television announcements. JHU/PCS will need to play an active role in the supervision of the project in its restructured form in order to ensure that the project conforms with the stated goals and objectives.

## Agency for International Development

Samuel Taylor, AID Representative, was out of the country during this visit, but Patrick met with his assistant, Magdalena Cantu. Magda requested that JHU/PCS send 300 copies (in Spanish) of the Population Reports issue on vasectomy. They will be used at a PARFR conference scheduled to be held in Mexico in June. Magda and Patrick reviewed the pending issues: a proposal from CIDAC was discarded by IMSS; PROFAM's proposal on vasectomy also was deemed not appropriate for JHU/PCS; CONAPO still has not made a formal project proposal with JHU/PCS; and Patrick informed Magda that RCA/Mexico had officially refused to sign the young people's project subagreement, but that he was in the process of restructuring the project with another Mexican media organization.

Sam called during a visit by Patrick to the AID offices. Sam stated that the three priorities that he felt should be followed by JHU/PCS were: 1) the project that IMSS had proposed; 2) the CTM project proposal that will be drafted; and 3) the extension/continuation of activities with FEMAP.

## Conclusions and Recommendations

FEMAP has a full slate of activities scheduled for its second project year including expanding activities to other cities and developing new radio and print materials. Based on field visits, the materials currently in use have been well received both by the promotoras and the users. The second phase of activities should add to the enthusiasm and motivation created under the first phase. César is able to work well with the different affiliates as well as with the promotoras in eliciting their needs and suggestions. With proper technical assistance, the film for young people should proceed smoothly. The general audit will help FEMAP in its administration of the many programs the Federation currently oversees. Any JHU/PCS commitment beyond the current extension, October 1985, will have to depend on action by AID Washington to increase the overall ceiling project.

The radio, television and film coordinator of the Social Communication Directorate of the President's office is interested in receiving prototype materials and films which will be used in the Valley of Mexico. This is a potentially very valuable contact for JHU/PCS and care should be taken to send materials to him at once.

The CTM is another organization that has great potential in the family planning communication area. With more than three million members, the CTM is a potent political and social force in Mexico. A project proposal with them focusing on male responsibility could have enormous value both in Mexico and throughout the region.

IMSS is a very professional organization and a project with IMSS also could be replicated in other countries. The request for strengthening the interpersonal communication skills of their personnel is very appropriate given the present economic conditions in Mexico.

CORA is another organization that could use support from JHU/PCS and pass on experiences to similar organizations throughout the region. If funding young people's projects is of the highest priority of AID in the region, then this organization merits consideration for JHU/PCS support.

The often delayed young people's project, developed with RCA/Mexico, was reprogrammed during this visit. It is hoped that the project will be able to begin in July of this year and that a product will be in the marketplace by the fall.

AID/Mexico continues its support for JHU/PCS involvement in Mexico. The AID Representative suggested that if funds are limited he would like to see us work with IMSS, CTM and continue with FEMAP, in addition to the restructured young people's project.

It is recommended that JHU/PCS:

- 1) seek additional monies to continue and expand its communication activities in Mexico;
- 2) fund the project proposal that IMSS submitted;
- 3) develop a project proposal with the CTM and submit it to both AID/Mexico and the CTM officials for their consideration;
- 4) approve the young people's project restructuring and submit it to AID/Washington for approval;
- 5) consider funding some of CORA's requests for educational materials; and

- 6) extend the FEMAP project by two years as soon as the JHU/PCS project ceiling has been raised by AID.

## APPENDIX A

### List of Contacts

#### FEMAP (Juárez)

Plutarco E. Calles 744 Norte  
Ciudad Juárez, Chihuahua  
Tel.: 011-52-161-665-535

US mailing address:  
P.O. Box 10056  
El Paso, Texas 79991

Guadalupe de De la Vega	President
César Saldívar	Director of Communications
Dr. Ernesto Barraza	Executive Director
Dr. Enrique Suárez	Director of Information, Education and Training
Manuel Castillo	Program Administrator
Evangelina Martinez	Coordinator
Consuelo Soto de Flores	Coordinator of the Social Work Program

#### Instituto Mexicano del Seguro Social

Jefatura de Servicios de Planificación Familiar  
Mier y Pesado Número 120  
Colonia del valle  
Mexico, D. F., MEXICO

Tel.: 536-0682

Dr. Jorge Martínez-Manautou	Chief, Family Planning Servies
Dr. Juan Giner	Chief, Medical/Demographic Studies
Anameli Monroy de Velasco	Chief, Education Section
Leonore Sainz Fernández	Communication Advisor
María Elena Gaitán	Training Officer

Confederación de Trabajadores de México

Gran Comisión de la Cámara de Diputados  
Lafragua Número 3, 6to. Piso  
Mexico, D.F., MEXICO

Dr. Héctor San Román

General Coordinator of Family Planning

CORA

Tajín No. 422  
Col. Narvarte - 03020

México, D.F.

Tel.: 543-0849

Psic. Anameli Monroy de Velasco

Director

Presidencia de la República

Dirección de Comunicación Social

Virreyes 1030

Lomas Virreyes

México, D.F.

Tel.: 520-1900 or 540-2893

Lic Mario Bravo

Coordinator, Radio-TV-Film Section

USAID/México

Paseo de la Reforma, No. 305

Mexico 5, D.F.

Tel.: 011-52-5-553-333

Magdalena Cantú

AID Assistant