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**TRIP REPORT:**

**Population IEC**

**Country Project Implementation  
Peru**

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B820 Dates of In-Country Work: November 26-30, 1984

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## EXECUTIVE SUMMARY

Oscar Vigano traveled to Lima, Peru from November 26-30, 1984 to work with Apoyo a Programas de Poblacion (APROPO). The APROPO Factories Project, sponsored by Family Planning International Assistance (FPIA) promotes family planning by presenting educational/motivational talks to factory workers in Lima. The purpose of the visit was to develop an IEC strategy for the APROPO Factories Project and to define their needs for IEC materials. The trip was a follow-up to previous visits by the Johns Hopkins University/Population Communication Services (JHU/PCS) Regional Program Coordinator Patrick L. Coleman and JHU/PCS consultant D. Lawrence Kincaid. This visit was requested by APROPO and FPIA and concurred by USAID/Lima.

Three main problem areas were identified at the start of the visit: audio visual aids for the talks, content of the talks, and the lack of pamphlets to support the talks. APROPO did not have enough support materials and were using poorly designed audio visual aids to fill in the gaps. They currently have no means of producing their own educational materials. The talks lacked specific educational objectives and included irrelevant medical and sexual education information.

Recommendations made to APROPO include:

- o Design of pamphlets based on educational objectives
- o Design of a slide presentation for group sessions with the factory workers
- o Development of closer relationships with other family planning institutions
- o Simplification and shift in emphasis of the talks
- o Exploration of the use of the Peruvian Medical Association's VCR network to transmit information to medical doctors and paramedical personnel

Due to regional priorities and fiscal limitations, it is doubtful that JHU/PCS will be able to provide additional technical assistance to APROPO. It is hoped that FPIA will use the report from this visit and work with APROPO to satisfy their IEC needs.

## BACKGROUND

APROPO of Peru is a young organization working in the field of Family Planning Education. Their Project, PERU 22, is directed to factory workers in Lima's industrial section. APROPO's approach consists mainly of educational/motivational talks accompanied by visual aids. Interested participants are then referred to Family Planning Services of other organizations like INPPARES, the International Planned Parenthood affiliate in Peru.

APROPO's professional team includes highly motivated physicians, psychologists and sociologists with some experience in group dynamics.

## OBJECTIVE OF THE CONSULTANCY

To identify problems and needs of APROPO's overall person-to-person communications approach making recommendations for improvement.

## ACTIVITIES

Working with APROPO's personnel, the following three main problem areas were identified and analyzed:

1. Audiovisual Aids for the Talks
2. Talks or Charlas given to group participants
3. Pamphlets to support the Talks

APROPO's personnel assisting in the work sessions, were:

LIC. LUIS CHAVEZ - PROJECT COORDINATOR  
LIC. CARLOS CORDOVA DEL CAMPO  
LIC. MARTHA OBREGON  
LIC. LILIANA GOMEZ  
LIC. MARIA MARISA YASA  
SRITA. GABRIELA DE LOS RIOS

## ACCOMPLISHMENTS

Accomplishments during the five days work with APROPO, included:

- o Overall recommendations to design a slide presentation to be used during group sessions with factory workers.
- o Improvements in the talks used during the group meetings at the factory.
- o Recommendations for a closer relationship with other institutions working in the Family Planning field.
- o Interviews with INPPARES executive personnel to improve coordination with APROPO.

- o Interviews with the Peruvian Medical Association to explore the possibilities of using the Association's VCR network to transmit Family Planning information to medical doctors and paramedical personnel.
- o Suggestions on the design of pamphlets using educational objectives for distribution among group members.

### SUMMARY OF IDENTIFIED PROBLEMS

At the time consultancy work began, APROPO did not have enough support materials available. In order to satisfy immediate needs, they were using some poorly designed slides taken from various series and temporarily adapted to the factory workers group presentations.

The talks had irrelevant medical and sexual education information which complicated the presentation and made them unnecessarily long.

The structure of the talks was acceptable but lacked specific objectives, making it very difficult to evaluate the different segments in order to identify those that were effective and those in need of improvement.

APROPO's personnel could not conduct an investigation with the audience about Family Planning knowledge, attitudes and practices before the production of materials or talks that would allow them to develop educational content based on the results. Nevertheless, participants were asked to fill out a questionnaire prior to each group meeting which enabled APROPO to obtain facts useful in the production of future materials.

### MATERIAL AND PRODUCTION EQUIPMENT

APROPO has no means for the production of educational materials. This makes the development of slide presentations, pamphlets and other materials more expensive and difficult.

There are no support materials for distribution at group meetings to further explain the messages and clarify doubts about its content.

### TRAINING

Although doing an acceptable job, people in charge of the talks should be trained further in group dynamics and message delivery.

### RECOMMENDATIONS

Talks should be simplified, making them shorter and eliminating subjects such as erogenous zones, etc. Emphasis should be placed on the joys of lovemaking in marriage when the worry of pregnancy is eliminated. The relationship between responsible parenthood and family planning should be emphasized. The talk should start with the population problem and its influence on the family and the community and continue by analyzing nutritional problems and mother-child health.

The description of reproduction physiology should be simplified. Explanations about physiological effects of the pill should be more concise, eliminating difficult words such as hypophysis, and indicating that the pill works by simply avoiding ovulation.

The talks should be structured as follows:

1. The Problem of Having Too Many Children:
  - o Lack of clothing
  - o Lack of food
  - o Lack of money
  - o Children cannot be sent to school
  - o Children have to work too young
  - o How it affects the family in general
2. The Problem at the Community Level:
  - o Not enough schools
  - o Not enough hospitals
  - o Not enough health services
  - o Not enough space
  - o Not enough water, energy, housing
  - o How it affects everybody
3. The Problem at the World Level:
  - o There won't be enough food
  - o There won't be enough water
  - o There won't be enough housing
  - o There won't be enough land
  - o There won't be enough services
4. The Problem for Children:
  - o Undernourishment
  - o Abandonment
  - o Lack of an adequate future
  - o Not enough care
5. Responsible Parenthood:
  - o What is it
6. Contraceptive Methods: Advantages and Disadvantages:
  - o Coitus Interruptus (minimum explanation)
  - o Natural Family Planning
  - o Diaphragms
  - o Foams
  - o Condoms
  - o Pills
  - o IUD

## 7. Where to Get Them:

- o Factory Health Services
- o Government Health Services
- o Family Planning Services
- o Other

### Support Materials:

Pamphlets for distribution among group participants indicating the use and advantages of contraceptives and where to get them will help clarify concepts and eliminate doubts, thereby reaffirming the Family Planning message.

### Posters:

At least two motivational posters should be printed to be distributed to factories where the Program is in effect. These posters should contain a motivational message and the addresses of Family Planning Services.

### Wallcharts:

One wallchart with explanations about different Family Planning methods should be produced and distributed to each factory's Health Center.

### Equipment

APROPO should have a small slide production studio consisting of a Reflex Camera like the Pentax K-1000, Fuji AX1, or similar equipment with close-up lenses, copy stand with lights, and audio recording equipment that will allow the production of slide presentations, combining sound and images.

The personnel in charge of the group meetings should be provided with slide projectors such as KODAK Audio Visual or similar equipment integrating sound and visuals and also a public address system that could be used during the meetings. The use of audio visuals will make the talks more dynamic and motivate questions and dialogue among participants. Since there are several good 16mm Family Planning films, it is important to have a 16mm movie projector.

## PERUVIAN MEDICAL ASSOCIATION

The PMA has a network of VCRs in the main clinics throughout most of Peru. They use them to provide, among other news, videotaped information about developments in medicine. This network could become an interesting channel to reach medical doctors and paramedic personnel with Family Planning information and techniques and create a more favorable attitude among the medical profession towards Family Planning.

In a meeting with executives of the PMA, the possibility of using the network was mentioned and the response was positive. Therefore, it is recommended that in collaboration with the PMA, videotaped materials be produced and distributed within their network.

## RESULTS

As an immediate result of these recommendations -- which were previously verbally transmitted to APROPO's personnel -- APROPO called for a meeting with executives of the other Family Planning institutions and the Minister of Health to coordinate field work and avoid duplication of efforts and materials.

Also, a modified talk was tested in one of the factories with positive results.