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TRIP REPORT:
MONITORING OF MEXICO COUNTRY PROJECTS
AND DEVELOPMENT

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Executive Summary

The Johns Hopkins University/Population Communication Services (JHU/PCS) Regional Program Coordinator, Patrick L. Coleman, visited Mexico from June 10-19, 1985 and Assistant Program Coordinator, Alice I. Payne, visited Mexico from June 10-16, 1985. The scope of work included: 1) to monitor the progress of the Federación Mexicana de Asociaciones Privadas de Planificación Familiar (FEMAP) communication activities, discuss plans for third year project and begin work on adolescent film; 2) to meet with Fuentes y Fomento Intercontinentales to discuss the Young People's Project; and 3) to meet with Dr. Jorge Martinez Manautou, Director of Family Planning Services at the Instituto Mexicano de Seguro Social (IMSS) and President of the Academia Mexicana de Investigación en Demografía (AMIDEM), to discuss the pending AMIDEM proposal.

FEMAP is currently in the process of developing a series of new materials including: 1) two new user-oriented pamphlets; 2) a series of four micro-radio programs; 3) a film for and about young people; and 4) a small series of video tapes to be used for internal motivational and training purposes throughout the federation.

Meetings were held with FFI to finalize arrangements for selection of artists, selection of messages and development of a marketing plan. Two female and two male artists were selected from potential candidates. FFI will now begin final negotiations with representatives of these artists to select the final candidates for the project. It was agreed that several composers would be hired on a retainer basis to write two songs each for the project with the understanding that if their songs were selected the composers would receive additional funds. Marketing strategies and plans were discussed and it was agreed that JHU/PCS would supply some information to FFI regarding audiences and organizations in the various countries that the project will take place.

During two meetings with IMSS representatives, the proposed project involving the creation of IEC materials for health workers was discussed. Several basic questions were answered during this meeting and IMSS representatives received a draft of the project proposal to double check the budget figures and the work plan. IMSS also requested that JHU/PCS award a diploma for the best IEC materials produced by young people and the best IEC materials produced by

adults for young people during the December Reproductive Health Risk for Adolescents conference. IMSS also requested that we develop a catalog of the best IEC materials for adolescents and distribute this throughout the region with the intent being to perhaps reproduce some of the best IEC materials.

During a meeting with CONAPO representatives, they requested that JHU/PCS print three million copies of a Manual de la Familia Campesina and supply funds for the reproduction of two radio programs for their distribution throughout Mexico. CONAPO also requested that JHU/PCS (a fund) trip for two people to JHU/PCS to visit the Media/Materials Collection and also to discuss communication strategies development.

It is recommended that JHU/PCS:

- 1) fund FEMAP for a third year with a focus on male responsibility;
- 2) approve the AMIDEM proposal as soon as possible;
- 3) approve the request by IMSS and CORA to award two diplomas for best IEC materials during the Adolescent Reproductive Risk conference in December;
- 4) develop a catalog of the best IEC materials for young people in the region;
- 5) fund the visit by CONAPO representatives to JHU/PCS;
- 6) assist CONAPO in the development of a comprehensive national communication strategy; and
- 7) consider providing a small amount of funding to CORA for reproduction of IEC materials for young people throughout the region.

Introduction

The Johns Hopkins University/Population Communication Services (JHU/PCS) Regional Program Coordinator, Patrick L. Coleman, visited Mexico from June 10-19, 1985 and Assistant Program Coordinator, Ailce I. Payne, visited Mexico from June 10-16, 1985. The purpose of the trip was to: 1) monitor the progress of the Federación Mexicana de Asociaciones Privadas de Planificación Familiar's (FEMAP) communication activities, discuss plans for third year project and begin work on adolescent film; 2) meet with Fuentes y Fomento Intercontinentales to discuss the Young People's project; and 3) meet with Dr. Jorge Martinez-Manautou, Director of Family Planning Services of the Instituto Mexicano de Seguro Social (IMSS), to discuss the pending AMIDEM proposal.

Federación Mexicana de Asociaciones Privadas de Planificación Familiar (FEMAP)

We met with Cesar Saldivar, Director of Communication, to discuss his ongoing activities for the remainder of the JHU/PCS-funded project. He is currently working on three project areas: 1) print materials; 2) micro-radio programs; and 3) an adolescent film.

1) Print Materials

Originally three more user-oriented pamphlets were planned; however, the pamphlet on the diaphragm has been eliminated due to limited demand for and usage of this contraceptive. Cesar is designing a pamphlet on breast-feeding and another pamphlet on Natural Family Planning. These two pamphlets will be ready for distribution in August. He has also developed a brochure to be used as motivational material for community leaders and decision makers.

2) Radio Programs

Four series of micro-radio programs are currently being developed, they will be aired three times a week for two months in a mixed format. The themes for the micro-radio programs have been drawn from the initial baseline research and mid-point evaluation which investigated users' lack of knowledge. The subjects will include: 1) the minilap procedure, specifically women's concerns about anesthesia; 2) correct pill use; 3) the use of the IUD and spacing children; 4) breast-feeding; and 5) prenatal care.

3) Adolescent Film

We discussed the goals and themes of the movie in a meeting with FEMAP Directors. The film's primary objective is to encourage adolescents to reflect upon their own feelings and ideas so that they will be able to make more responsible decisions regarding their sexuality. The story treatment was discussed and it was decided that the film will be composed of three vignettes, unified by a common theme. Meetings were held in Mexico City with film production companies to solicit competitive bids. The contract will be awarded by July 16 and initial production will begin by late July. The final product will be available by late September.

Several meetings were held with FEMAP representatives to discuss the continuation and/or extension of JHU/PCS support for FEMAP's communication activities. FEMAP staff listed seven ideas that they considered important for new projects. After discussion it was decided that a new project of approximately 18 months in duration will focus upon men and their responsibility for family planning. It is estimated that the project will start January 1, 1986. The primary reason for this segment of the population to be the focus of a FEMAP communication effort is that past efforts have been 80 percent female-oriented and 20 percent male-oriented. The campaign will strive for three results: 1) to make men aware of the advantages of family planning to them and their family; 2) to encourage men to permit their companions to use contraceptives; and 3) to persuade men to use contraceptives themselves.

Fuentes y Fomento Intercontinentales

Patrick Coleman held several meetings with Fuentes y Fomento Intercontinentales (FFI) representatives. During the meetings the selection of potential artists and songwriters was discussed. FFI staff presented Patrick with a list of potential artists that they had determined were both commercially viable and available for the recordings of the songs. From this list we selected the two most appropriate female and male artists. FFI planned to make official contact with their representatives in order to develop contracts with the appropriate artists.

It was agreed during the meetings that FFI would contact approximately six songwriters. Each songwriter would be given a small retainer to write two songs

on responsible parenthood for young people. From these songwriters two songs would be selected, with the winning composer or composers receiving an additional payment of funds besides the initial retainer. The songwriters were contacted during Patrick's visit and they were enthusiastic about the project. Additional songwriters also have submitted and will be submitting songs for the competition.

Details of the marketing arrangements, marketing plan and a tentative schedule were worked out for the recording of the songs and the videos.

Instituto Mexicano de Seguro Social

During a meeting with Anarneli Monroy de Velasco, Chief, Education and Training Section, and Leonore Sainz, Communications Specialist, Patrick discussed various pending issues with them. The IMSS staff had reviewed the JHU/PCS film list and was making a list of those films of which they wanted copies. They also inquired about the possibility of single copies of non-JHU/PCS films. Patrick informed them that these films could be provided as long as we could identify the distributor and obtain a copy. We discussed the JHU/PCS packet series which had been sent to IMSS and returned to JHU/PCS with a shipping and storage cost included. We agreed to send all further packets through Magdalena Cantu at AID/Mexico.

Leonore and Anarneli also requested that JHU/PCS fund a small catalog of the 25 best IEC materials that IMSS had developed over the past few years. IMSS would like to send the catalog to other countries to see if they would be interested in reprinting them for their own use. JHU/PCS was requested to supply funds for this printing. Anarneli also requested that JHU/PCS participate in the December Adolescent Reproductive Risk conference to be held in Mexico City. Not only were we requested to participate but also to offer two diplomas as a prize for the best IEC materials for young people developed by young people and by adults.

They also requested that we consider making a catalog of the best IEC materials to distribute throughout the region for possible reproduction.

On a side note, Anarneli, in her role as Director of the Centro de Orientación para Adolescentes (CORA), informed me that CORA currently had an

agreement with the Pathfinder Fund to videotape the 10 best adolescent theater presentations during the coming year. Pathfinder was also sponsoring an adolescent pregnancy film written by a 16-year old member of CORA's young people's association.

A subsequent meeting was held with other staff members of IMSS including Dr. Jorge Martinez Manautou, Chief of IMSS Family Planning Services. Dr. Martinez Manautou and his group answered several questions relating to the proposed project, LA-MEX-03, which will produce IEC materials for health workers. Dr. Martinez Manautou informed Patrick that the Academy has an informal relationship with IMSS, and they have done similar activities in the past and have worked very well together.

The IMSS staff also informed Patrick that the drafts of the 30 modules for the project should be finished by the end of July. IMSS was anxious for these materials to be developed, since during Dr. Martinez Manautou's visitation trips to various sites throughout the country, people were asking when the materials would be ready.

Consejo Nacional de Población

Patrick met with Guillermo Saavedra, Chief of Communications, and Palmira Olguin, Communications Specialist, of the Consejo Nacional de Población (CONAPO). During this visit CONAPO representatives presented three ideas for funding by JHU/PCS:

- 1) One project is called Rural Group Education. Funding was requested for reproduction of the Manual de la Familia Campesina. CONAPO requested three million copies of the manual be printed at a cost of 200 pesos each. This is an estimated 1.8 million dollars. CONAPO also requested funding for copying of two radio programs which reinforce concepts dealt with in the manual. Guillermo stated that six states have already started some distribution of the manual and one state, Chapas, has had mass distribution of the manual. Their preliminary evaluation showed the manual was very well received and had potential for informing rural people about family planning.

- 2) The second request was for a visit to Johns Hopkins University's Population Communication Services Media/Materials Collection. The request consisted of travel and per diem, expense money for two people for three to five days in Baltimore. CONAPO staff feel that a visit would be worthwhile in order to familiarize themselves with what is available throughout the region and the world in family planning IEC materials. Patrick also discussed with them the possibility of spending time discussing communication strategy development and the program's goals and objectives in Mexico.
- 3) The third request from CONAPO was the possibility of public health grants for students from Mexico. This request does not fall directly under JHU/PCS's mandate, but Patrick stated that when they come to visit JHU/PCS this can be discussed with the respective department heads and deans.

CONAPO staff also described some of their ongoing family planning communication activities. They currently have a 30-minute radio program on Saturday evenings for young people. The program is a combination of music and talk relating to responsible parenthood, sexuality, etc. Also CONAPO has an hour and a half on television, Televisa's Channel 2, called Vida Diaria. CONAPO provides the talent and chooses the theme for each one of these weekly television programs and Televisa pays for the transmission time. Another television program is for young people which is aired at 6 p.m. daily. This program is on one of the educational channels in Mexico in which a daily theme is dramatized followed by a panel discussion of experts related to the theme. Palmira also stated that she is working once a week with Televisa's scriptwriters for their soap operas. The purpose of this is to incorporate family planning and population themes into existing ongoing soaps. Palmira stated she had managed to have some impact in changing the age of a young woman who was to be married on one of the Televisa's soaps. The original script called for her to be a 12-year old and Televisa scripwriters agreed to change the age of the young rural woman to 16 so as not to promote early marriage. CONAPO has also managed to include articles on population and family planning into various governmental publications.

Agency for International Development

Patrick met several times with Samuel Taylor, AID representative in Mexico. Sam was informed about the CONAPO requests and the status of the project with IMSS, the Young People Project and the FEMAP film. Sam reiterated his willingness to assist JHU/PCS in the development of any of its projects or materials. Sam very much supports the idea of the CONAPO representatives coming to JHU/PCS because he feels that we may be able to provide some guidance on communication planning. He is also quite emphatic in his support for the AMIDEM project with IMSS. He stated that there is a need for these types of IEC materials for service providers and that JHU/PCS should proceed with all due speed to approve and begin this project.

Conclusions

FEMAP's communication program has been moving smoothly and consistently in attaining the programmed objectives. By the end of this project, the Communication Director will have gained a familiarity and expertise with a variety of communication strategies and tools such as radio, print and film. These materials have served to inform the public about FEMAP's services in general, to educate users regarding the specific contraceptive options available to them, to support the outreach efforts of the promoters and to motivate the community-based distributors. A third-year project focused on male responsibility seems to be a logical extension of the communication base established in the previous two years.

It is recommended that JHU/PCS:

- 1) fund FEMAP for a third year with a focus on male responsibility;
- 2) approve the AMIDEM proposal as soon as possible;
- 3) approve the request by IMSS and CORA to award two diplomas for best IEC materials during the Adolescent Reproductive Risk conference in December;
- 4) develop a catalog of the best IEC materials for young people in the region;

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