

PD--AAV-371

MAR 7 1985

ISN 49474

TRIP REPORT

MEXICO

92

936-3032

DPE-2004-A-2018-00

004810

000171

S

Prepared by: Patrick L. Coleman

Dates of In-Country Travel:  
October 31 - November 9, 1984

Population Communication Services  
Population Communication Program  
The Johns Hopkins University  
624 North Broadway  
Baltimore, Maryland 21205  
USA

## Executive Summary

The Johns Hopkins University/Population Communication Services (JHU/PCS) Regional Program Coordinator, Patrick L. Coleman, visited Mexico October 31 through November 9, 1984. The scope of work included; 1) attending the II Interamerican Symposium on Health Education and presenting a paper on the population communication process; 2) discussing possible collaboration with the Consejo Nacional de Población (CONAPO); and 3) meeting with Instituto Mexicano de Seguro Social (IMSS) representatives to determine areas of future collaboration.

The II Interamerican Symposium on Health Education was held in Mexico City for three days where representatives from more than 25 countries in the Americas made presentations on various health themes. I attended the work groups that dealt with mass media and health education.

Each day of the three days of the conference, ten to twelve separate presentations were made about health education activities directed towards specific target audiences: one day, rural audiences; another day, urban audiences; and the third day, indigenous people. While none of the presentations was highly innovative, they were interesting and provided a brief overview of media activities in various countries for health-related programs. Most countries had used some type of media for health programs, generally in the areas of nutrition and maternal/child health care. Very rarely have countries in the region used the media for family planning/population activities at least on a systematic campaign basis.

The Centro de Orientación para Adolescentes discussed with Centers for Disease Control, Development Associates and JHU/PCS representatives the possibility of becoming a regional clearinghouse on adolescent programs. The director of CORA promised to send each organization a preliminary project proposal.

IMSS requested a series of IEC support materials from JHU/PCS. Chief among their needs are materials such as films and Population Reports. They also requested that JHU/PCS provide them with technical assistance in evaluating their existing print materials and in developing some new materials related to sexually transmitted diseases.

CONAPO representatives, were in the process of developing specific requests for institutions in order to fill various needs that they had identified. Based upon their visit to Johns Hopkins University and other institutions in the United States, CONAPO's communication Chief suggested that JHU/PCS could provide them with valuable assistance, both technical and financial, in the development of their communication activities. They would like to visit Johns Hopkins University to develop a specific agenda for the types of assistance JHU/PCS would provide and begin working on an overall communication strategy.

The Agency for International Development very strongly supports JHU/PCS involvement in Mexico. USAID/Mexico City would like to see any additional funds that are available for the region channeled into Mexico.

It is recommended that JHU/PCS:

- 1) Work with IMSS in reproducing some of their audio-visual materials;
- 2) Provide technical assistance to IMSS in the evaluation of their materials;
- 3) Continue exploring opportunities with CONAPO for mutual collaboration in family planning communication; and
- 4) Seek additional USAID funding to work in Mexico on an urgent basis.

## Introduction

The Johns Hopkins University/Population Communication Services (JHU/PCS) Regional Program Coordinator, Patrick L. Coleman, visited Mexico October 31-November 9, 1984. The purpose of the trip was to: 1) attend the II Interamerican Symposium on Health Education and present a paper on the population communication process; and 2) meet with Mexican family planning institutions as a follow-up to previous visits.

## II Interamerican Symposium on Health Education

The II Interamerican Symposium on Health Education was sponsored by: the Pan American Health Association, the International Union for Health Education (North American Regional Office), and locally sponsored by the Ministry of Health and Social Assistance of Mexico under the direction of the Director General of Health Education. JHU/PCS had been invited by the Chief of the Health Education Division of the Ministry of Health to attend the meeting and make a presentation. The Ministry of Health had also asked JHU/PCS to assist in the Mass Media work group by facilitating an exchange of ideas and work experiences related to that particular group. The Chief of the Health Education Division, Ana Cristinas Covarrubias, had specifically requested that I come in to Mexico a few days early to assist in the activities related to that particular work group. I met with the Coordinator of the work group, José Medina Pichardo, a Social Communication Specialist, who teaches at the National University. Mr. Pichardo and I discussed ways that the group's interaction could be facilitated. We also discussed communication theory in general and I gave him a copy of the JHU/PCS Basic Processes and Principles for Population/Family Planning Communication. Mr. Pichardo found the document very interesting and agreed that thoughtful preparation and analysis is necessary in designing social development and communications programs. He also stated that I would be one of the few people making presentations about family planning and he hoped that this would help stimulate some people into thinking about how family planning communication could be undertaken in their particular countries.

During the three days of the conference, the format was as follows: 1) a general session on the topic for the day; 2) general discussion based upon that overall topic, 3) discussion in smaller work groups, and 4) audio-visual presentations. Each day's program was scheduled around a particular target audience program: one day, urban; second day, rural; and indigenous audiences, the third day. Each day there were approximately ten to twelve presentations on media-based activities for each one of those target audiences. The presentations were generally interesting and provided basic information on what had been done in a number of regions in health education. The presentation that I made during the conference was on the Population Communication Process. This was the only presentation that was a "how to do it." Many participants found this most interesting. For the Mexicans, my presentation was "old hat" even though several participants expressed an interest in receiving additional copies of the Basic Processes and Principles once it is translated into Spanish.

#### Centro de Orientación para Adolescentes

I met with the Director of the Centro de Orientación para Adolescentes (CORA) Lcda. Anameli Monroy de Velasco. The meeting was also attended by Leo Morris of the Centers for Disease Control, Victoria Jennings and Ann Lion of Development Associates, Inc. CORA is interested in developing more activities on a regional basis. CORA specifically asked if there was the possibility for CDC, DAI, and JHU/PCS to support regional activities. We discussed three general areas: 1) training which falls under Development Associates; 2) investigation which falls under CDC as a subcontractor for the new Westinghouse survey contracts; and 3) communication by JHU/PCS. CORA would like to be a center of adolescent programs for all of Latin America.

CORA is apparently working with CDC in developing some research data based upon the Kantner-Zelnik model for adolescent sexuality investigation. In communication CORA would like to develop some generic materials that could be used throughout the region for 1) rural audiences, and 2) urban audiences. The result of the meeting was that Anameli was to draw up a pre-proposal for the three organizations. Each of us will then see if it is possible to finance a project.

## Instituto Mexicano de Seguro Social

A follow-up meeting was held with Leonor Sainz, the Communication Advisor of IMSS, based upon previous discussions held with IMSS personnel. Leonor was interested in finding out about the possibility of JHU/PCS support for IMSS family planning communication activities. I explained to her that JHU/PCS funds are very limited for the region. However, there were certain areas where we could be helpful to the IMSS communication program in family planning. The following areas were outlined for potential support by JHU/PCS:

- 1) slides tapes - possibly JHU/PCS could reproduce copies of programs that IMSS had already developed and JHU/PCS could also distribute them to other organizations in the region as long as IMSS was given credit as producer of the materials;
- 2) films - IMSS is interested in receiving extra copies of films. They provided me with a short list of films that they are currently using and would like a minimum of 40 copies of each film;
- 3) technical assistance - IMSS requested JHU/PCS assistance in evaluating the print materials they have developed;
- 4) publications - IMSS would like additional copies of Population Reports in Spanish. Leonor promised to develop a list of people Population Reports should be sent to;
- 5) packets - the JHU/PCS packets series had been very useful to IMSS. They requested an extra 78 copies of the packets so that two can be distributed to each of the 38 IMSS delegations throughout the country and two copies would remain in their national center in Mexico City;

- 6) technical assistance - IMSS requested assistance in developing print materials on sexually transmitted diseases;
- 7) male responsibility projects - IMSS would like to begin communication activities targeted towards male responsibility. They would first like to design a baseline survey to collect data and second to develop communication materials that are appropriate for the target audience;
- 8) reprinting of publications - IMSS would like JHU/PCS to reproduce copies of three of their books; (These books were discussed in a previous report.), and
- 9) Quito conference report - IMSS would like to receive additional copies of the final report of the Quito conference that JHU/PCS sponsored last year.

IMSS has shown an interest in working with JHU/PCS and would welcome a close working relationship with us. The IMSS staff is very professional and has much experience that should be used to a greater extent not only in Mexico but throughout the region. It would behoove JHU/PCS to take advantage of their interest in working with us in order to facilitate the diffusion of their experiences.

#### Consejo Nacional de Población

A short meeting was held with the Consejo Nacional de Población (CONAPO), including the Secretary General, Geronimo Martínez, and the Director of Family Planning Programs, Guillermo Saavedra. Lic. Martínez and I held a short discussion based upon his visit to Johns Hopkins University in October and the visit I had made to his office prior to that. Lic. Martínez explained that due to their fact-finding visit to the United States, CONAPO representatives were in the process of making up their "wish list." He then called upon Lic. Saavedra to list some of the things that JHU might be able to do with CONAPO:

- 1) He would like JHU/PCS to invite two representatives of his Communication Department to work out an extensive plan of cooperation

between the two institutions. He would like for these people to come to Baltimore and for JHU/PCS to pay for their visit;

- 2) Films and audio-visual materials to be supplied to CONAPO;
- 3) JHU/PCS to pay for the reproduction for the manual for the "Campesino" family which would be used as a support material for the radio soap that CONAPO is currently developing and transmitting. Two of these soaps for rural audiences have been developed: En Confianza and El Rincón de Don Cosme;
- 4) CONAPO would like JHU/PCS to pay for the transmission of these two soaps;
- 5) CONAPO would like to take advantage of an offer made by James McCarthy for scholarships in demography and reproductive health at the Johns Hopkins University;
- 6) CONAPO would also like to take Dr. McCarthy up on his offer to work with CONAPO in designing a social investigation about the Mexican family;
- 7) CONAPO would like to develop a feature film to sell to Spanish speaking countries. The film would address the demographic situation in Mexico but use an entertainment focus;
- 8) CONAPO would like to develop a series of documentary films on various themes that could be used by CONAPO and other government and private institutions about Population and Development.

Lic. Martínez Saavedra stated that this was a preliminary draft of the types of things they felt JHU/PCS and CONAPO could do together. They promised to send JHU/PCS a finished request list for JHU/PCS consideration.

## Federación Mexicana de Asociaciones Privadas de Planificación Familiar

A brief meeting was held with the Federación Mexicana de Asociaciones Privadas de Planificación Familiar (FEMAP) Communication Director, César Saldívar and Consultant María Elena Casanova. We discussed the progress they had made in pretesting print materials that had been developed in Ciudad Juárez and which are programmed for use in other parts of the country. They were quite pleased with the progress of the pretesting and felt that the print materials would need very little adaptation to be used in other parts of the country. I explained to César that JHU/PCS could not continue to provide long-term technical assistance. JHU/PCS hopes that FEMAP would develop their own expertise through previously provided technical assistance and should be able to continue future research activities with limited input from outside sources. César agreed with this analysis and felt that he and the rest of the FEMAP staff would be able to work by themselves in the future.

We also discussed the possibility of revising the budget and recalculating it based upon the devalued peso. The original project proposal budget was based upon 148 pesos to the dollars. At the time of the visit the peso was at 200 to the dollar. Since the project has ended its first year and the funds not expended will be carried over into the second year, it is an appropriate time to do a readjustment of the budget based upon the devalued peso. César stated he would discuss this with his office and resubmit a second year budget to JHU/PCS. We also discussed the possibility of including the young people's film that FEMAP wants to produce in the revised budget. FEMAP would carry out a detailed analysis of their scheduled programming activities for 1985 and include this in their request for a revised budget.

## Agency for International Development

A preliminary meeting was held with the Agency for International Development (AID) representative, Sam Taylor and his assistant Magdalena Cantú. We discussed the purpose of my trip which was to attend the Health Education Seminar. Sam requested that I meet with IMSS and CONAPO representatives during this visit to follow up what had been discussed during earlier visits. He stated that CONAPO was interested in doing films and that if JHU/PCS could not fund them, it is possible that the Population Crisis Committee could do so.

Sam 's idea for a film was something similar to what Turner Broadcasting had developed on the population situation in Mexico. He suggested that JHU/PCS provide the technical assistance for the film and that the Population Crisis Committee pay for it. He also suggested that the film needed to be entertaining and at the same time deliver a social message. He suggested viewing a commercial film that had been developed by a Mexican production company called Mil Usos which discussed the problems a rural migrant worker had when he moved to the city. Social Security was interested in working with JHU/PCS.

We also discussed the reprinting of a booklet on male responsibility that AID/Mexico had requested JHU/PCS fund. Final details were being worked out and AID/Mexico promised to send us the information as soon as it was available.

No plans were made to visit with the Confederación de Trabajadores de Mexico (CTM) during this visit. The family planning director (Dr. San Ramón), with whom I had previously talked, was unavailable during this visit. An opportunity to review the CTM film was postponed.

Magda showed me a vasectomy leaflet that had been developed by the Association for Voluntary Sterilization in conjunction with a local Mexican organization. She asked if it were possible for FEMAP, as part of their pretesting, to determine whether this leaflet is appropriate for use in Mexico. She gave me the leaflet to pass on to FEMAP.

I also provided AID/Mexico with 40 copies of the Natural Family Planning booklet that had been developed by PIACT for us. I requested that they distribute it to some of the Mexican organizations working in Natural Family Planning and let them know that JHU/PCS would be interested in supporting the reprinting of such a document.

### Conclusions and Recommendations

The II Interamerican Symposium on Health Education allowed JHU/PCS to inform various groups of the types of activities that we are involved in for region. It also presented an opportunity to exchange new ideas and techniques.

CONAPO also expressed an interest in working much more closely with JHU/PCS. As the overall umbrella organization in charge of communication in family planning and population activities in the country, CONAPO is a key player. JHU/PCS will not have sufficient funds to support all of the large scale activities that CONAPO requested. However, JHU/PCS can provide key technical assistance and content input to CONAPO.

IMSS officials reiterated their desire to work more closely with JHU/PCS. IMSS representatives drew up a specific list during my visit of the types of assistance JHU/PCS could provide them. They would like technical assistance in evaluating print materials they had developed in the past. IMSS would also like JHU/PCS financial support in producing new materials on sexually transmitted diseases and reproducing some of their other materials. IMSS also requested funding from JHU/PCS to develop a male responsibility communication campaign.

It is recommended that JHU/PCS:

- 1) Work with IMSS in reproducing some audio-visual materials they had previously produced;
- 2) Provide technical assistance to IMSS in the evaluation of their materials;
- 3) Continue exploring opportunities with CONAPO for mutual collaboration in family planning communication; and
- 4) Seek additional USAID funding to work in Mexico on an urgent basis.

APPENDIX A

LIST OF CONTACTS

Consejo Nacional de Población

Morelia Número 8, 3er. Piso  
Colonia Roma  
Mexico, D. F., MEXICO

Tel.: 525-1106 o 525-2816

Gerónimo Martínez  
Guillermo Saavedra

Secretary General  
Director of Family Planning Programs

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

Anameli Monroy de Velasco  
Leonore Sainz Fernández  
María Elena Gaitán

Chief, Education Section  
Communication Advisor  
Training Officer

Secretaría de Salubridad y Asistencia

Dirección General de Educación para la Salud  
Av. Insurgentes Sur. Número 1397, 5to. Piso  
Mexico, D. F., MEXICO

Ana Cristina Covarrubias

Chief, Health Education Division

Agency for International Development

Samuel Taylor  
Magdalena Cantú

AID Representative  
AID Assistant