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TRIP REPORT:

**Population IEC
Country Project
Bolivia**

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Dates of In-Country Work:
December 1-8, 1984

Population Communication Services
Population Information Program
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PART I

by

Michael J. Stokes

Executive Summary

Oscar Vigano and Michael J. Stokes, traveled to Bolivia from December 1-8, 1984, as a staff member and a consultant of the Academy for Educational Development (AED) to The Johns Hopkins University/Population Communication Services (JHU/PCS) country project with the Centro De Orientacion Familiar (Family Orientation Center) (COF). The scope of work for Vigano included assisting COF in developing plans and timetables for ten seminars on population and development in Bolivia for professionals and national leaders. The scope of work for Stokes entailed drafting a plan, including objectives, methodologies, and timelines, to guide the research phase of this IEC project.

Vigano and the COF staff recommended:

- 1) A seminar format consisting of a presentation by an expert of national reputation followed by a question and answer period.
- 2) A news conference as well as an invitation to the media to attend the Seminars. Seminar abstracts will be sent later to members of the press and TV stations for continuous media coverage; and,
- 3) Subjects and target audiences for the 10 Seminars and one alternate session.

Stokes worked with various members of the COF staff to help formulate the research plan. Stokes found that the COF staff was helpful, determined, and serious about carrying out the project.

Stokes also met with the president and general manager of Avila Publicidad, the local advertising agency recommended by JHU/PCS to assist COF in the design and production of media campaign materials, and to handle all contacts and news releases concerning the proposed seminars. After assessing its past work and capabilities, Stokes concurs that Avila can play a strong and necessary role in this project, despite its lack of experience in family planning campaigns.

The result of Stokes' consultancy is a six-point research plan which covers: influential leaders; past and present COF clinic users; review of recent contraceptive KAP study data; target population investigation with regard to clinic use; and the feasibility and suitability of messages and formats in various media.

USAID remains very supportive of the proposed project and assisted the consultants in obtaining certain research documents. The consultants recommend that:

- 1) first-year research budget be expanded to cover production of a valid and thorough country leadership survey document;
- 2) seminar and research plans be followed as closely as possible;
- 3) seminars be rescheduled, with the first to take place in March;
- 4) Avila Publicidad be responsible for publication and press distribution of papers presented at seminars;
- 5) News releases on the population-development issue begin to appear in the press as soon as possible;

- 6) Avila handle all contact with the media on behalf of COF;
- 7) Avila be responsible for the design and production of all media materials;
- 8) COF IEC project staff members abide by their time commitments to the project as specified in the subagreement; and,
- 9) COF request and accept the assistance of the Bolivian Society on Human Reproduction (BSHR) in interpreting the Westinghouse survey data.

Introduction

In accordance with the scope of work for this short-term consultancy to Bolivia, from December 1-8, 1984, Oscar Vigano and Michael Stokes accomplished the following:

- 1) reviewed project papers and previous trip reports;
- 2) consulted with staff members of the Family Orientation Center (Centro de Orientacion Familiar) (COF) and other, supporting agencies regarding this IEC project;
- 3) developed draft plans, timetables, and budgets for:
 - a) baseline research to guide design of seminars and media materials, as well as appropriate channel selection;
 - b) a proposed series of seminars; and,
- 4) formulated joint recommendations.

This section is concerned with the baseline research plan. (Oscar Vigano's report is Part II of this report. Recommendations presented herein, however, were formulated jointly.)

Activities

Oscar Vigano and I met briefly with Patrick Coleman, Regional Program Coordinator, Population Communication Services, the Johns Hopkins University (JHU/PCS), on our day of arrival, just prior to Coleman's departure from Bolivia.

Coleman clarified the desire of JHU/PCS that my consultancy should result in the devising of a plan to identify types of research activities, corresponding methodologies, and timeliness necessary for the completion of the IEC project's research and analysis phase. The data to be generated by the research suggested in such a plan would be incorporated in the design and development of the seminars and mass media materials. It was not expected that I should formulate objectives by which the entire project would be evaluated. Neither was I expected to develop research protocols nor instruments.

My objective in planning the project's first phase, according to Coleman, should not be that of designing massive surveys, but rather some simple research tactics to generate needed and useful data.

There was discussion of the roles of COF staff members and other supporting agents in the project. Coleman suggested that we meet with all of these people (who will be mentioned later), either as a group or individually, as appropriate to the person's level of involvement in the project. Coleman underscored the importance of building up the professional capabilities of the COF staff and providing for its direct involvement. He also warned that the proposed plans must keep the staff focused. A desire to drift into research areas not directly germane to the project had been noticed (e.g., infant mortality and nutrition).

We were advised by Coleman that Avila Publicidad, a local advertising agency, had been identified to work with COF on this IEC project in both its seminar and media campaign aspects, and had expressed a strong interest in doing so. A proposed budget of \$12,000 (U.S.) (out of a total project budget of \$110,250) would cover the following services by Avila for its client agency, COF, over a two-year period: 1) general campaign guidance; 2) quantitative and qualitative research assistance, covering both national leaders and potential service acceptors; 3) development, pretesting, and production of media materials (such as radio spot announcements and micro-programs, tape cassettes for use on inter-city busses, and brochures); 4) media buying and placement; 5) monitoring of radio spots and microprograms; and, 6) all public relations functions for the seminars, including contact with influential leaders and the mass media.

Subsequently, Vigano and I discussed the nature of the information we would need from COF and Avila Publicidad in order to complete our tasks. We then structured a work plan for the week.

The first full working day began with a meeting which took place at COF with Luis Llano S., Executive Director of COF, Nancy Castellon, COF Staff member and IEC project director, Omar Llano V., part-time COF staff member and project assistant, Lucille de Lucena, an expatriate American who has been hired to provide occasional guidance and assessment for the project, Oscar Vigano, and I. (Maria Ester Arce, a part-time COF staff member, with specific responsibility for the planned seminars, was unable to attend this meeting but was present at all of our subsequent meetings with the COF project staff.)

The nature of the project, its scope, and its goals and objectives had already been decided upon in previous meetings of JHU/PCS and COF, with this information clearly set forth in the project review sheet.

In our first meeting with COF, our task was to give ear to the agency's understanding of the project and its components, and to elicit further information to begin formulating our respective plans. (This is mentioned only because it seems to have contrasted with Dr. Llano's dismay that we had not arrived on site with predetermined plans.)

It was suggested by Llano, in line with Coleman's desires, that the research component should aim to provide data quickly, and not necessarily have a high degree of scientific validity.

Although Llano stressed at the outset that there is presently no law or other governmental restriction prohibiting the practice of contraception in Bolivia, nevertheless open discussion and promotion of the issue is complicated by the well-known factors of conservative resistance by the religious hierarchy and the reaction of left-wing extremists. Thus, although existing data indicate a potentially widespread demand for contraceptive information and services, COF is wary that too open an approach, especially in the media campaign, will produce a backlash ^{1/}. For that reason

^{1/} Regarding potential demand, see the recently completed KAP study, "Prevalence of the Use of Medicaments in Bolivia" (1984), undertaken by Westinghouse Health Systems and the Bolivian Society on Human Reproduction.

(and, no doubt, recalling the history of previous governmental actions taken against family planning organizations) it was made clear that all project objectives must be achieved without publicizing COF as an entity.

Instead, the seminars for opinion leaders designed to increase their awareness of the effects of population growth on Bolivia's socio-economic development must be treated as professional gatherings, with all contact handled by Avila Publicidad, and with no mention made of COF. Likewise, the social communications/mass media campaign, in seeking to increase the number of acceptors of family planning services and benefits, must promote the locations and availability of services at the private medical practices throughout Bolivia which are affiliated with COF. That is, there is to be no promotion of COF clinics. Indeed, there is no such thing as a "COF clinic."

(Despite this stance, COF has received recent favorable publicity in a La Paz daily newspaper as a result of its sexual educational and family planning courses which are offered in high schools, factories, and offices.)

Upon questioning COF on the target audience of the social communications component of this project, they replied, "the entire population." This betrayed COF's lack of experience in this area and its lack of a precise understanding regarding the population sector it is trying to reach. After discussing the ineffectiveness and wastefulness involved in trying to reach the entire population, we arrived at a more concrete conceptualization of the target audience.

It was decided that targeting women of reproductive age would be the most effective strategy for accomplishing the campaign's goals. (This may seem obvious to the reader, but it was not immediately clear to the COF staff, unfamiliar as it is with social communication efforts.) Further, a preliminary decision was made, subject to revision, if need be, in light of later research results, that women of the lower-middle and lower classes should be targeted as this is the sector where the greatest growth in numbers of new acceptors could take place. Lastly, it became clear that further segmentation would be needed in research, materials design, pretesting, and implementation in order to adequately reach target audience members of the Quechua, Aymara, and Spanish cultural-linguistic groups.

Even though the target audience is defined as specific groups of women, the COF staff considers it important that both research efforts and media materials be directed to couples, since men often make the decision regarding the practice and methods of contraception.

Two basic questions emerged which need to be addressed, in some fashion, by the research: why are current acceptors utilizing family planning? Why do they employ one method of contraception as opposed to another?

Some of the areas needing research began to clearly emerge as the basis for the plan: knowledge and attitudes of leaders, across a range of fields, with regard to population and socio-economic development, as well as contraceptive practice; tabulation and analysis of case history data from COF-affiliated private medical practices; extraction and analysis of relevant data from existing studies; and market analysis to determine a strategy for creating greater demand for and knowledge of the availability of services.

A meeting was held the afternoon of that first full working day at the offices of Avila Publicidad, a well-established advertising agency in La Paz. It was attended by Franz Avila, company president and general manager, and by Nancy Castillon, Omar Llano, Lucille de Lucena, Oscar Vigano, and me.

Mr. Avila spent a considerable amount of time exchanging thoughts and ideas with us regarding the IEC project and answering our questions concerning his firm's ability to carry out the various elements of the campaign and seminars. He discussed a number of advertising campaigns which, he claims, he has successfully mounted for a variety of national and international clients whose products range from heavy equipment, liquors, and clothing to batteries and food products. We viewed a number of television commercials and print ads developed for these campaigns.

Avila explained that he has used market research, primarily in the form of surveys and, to a lesser extent, focus groups, for campaign design. He also has in-house capability to design questionnaires. Avila employs college students to conduct research. In addition, he states, the agency is capable of pre-testing and revising materials. (Our plan suggests that both Avila Publicidad and COF take part in the research, separately and collaboratively. Some additional short-term technical assistance in this area could prove very fruitful, it is felt.)

Confronted with the perceived need to produce materials in three languages for the defined target audience, Avila feels prepared, relating his experience and effectiveness in mounting such campaigns. In particular, he recalled a successful effort to increase sales of a brand of flashlight batteries in rural areas.

Avila readily admits to having no experience in the areas of family planning, social marketing, or development communication campaigns. He appears sensitive, however, to the project's requirements and also quite open to learning more about this related sphere of activity to which he can apply his considerable expertise in marketing and advertising.

Overall, we were impressed with Avila Publicidad's professionalism and materials production capability. We concur with COF and Patrick Coleman in the choice of this agency.

(Fortuitously, during that meeting the two COF staff members who were present displayed a draft version of a poster which they had designed for the campaign. The poster not only violated many fundamental principles of graphic design, but is also carried a weak, unfocused, and negative message, unlikely to evoke any appropriate response. Without being harshly critical, the consultants, with the ready assistance of Mr. Avila, pointed out the poster's shortcomings, at the same time suggesting other, more positive approaches. The most important lesson taught was the inability to design effective messages without prior research and analysis. Additionally, however, it was an opportune moment for Franz Avila to demonstrate the value of his firm to COF's IEC effort, as no one can be counted among the COF staff with communications and marketing expertise.)

Subsequent meetings during the week at the COF office and with COF's IEC project staff were held to present and consult on draft revisions of the research plan.

At mid-week, Oscar Vigano and I met with Katherine Jones-Patron, Human Resources Acting Director, USAID, Bolivia. The local AID mission continues to be supportive of the activities of the various Bolivian family planning agencies. Indeed, Ms. Jones-Patron actively demonstrated this attitude through her helpfulness and cooperation.

She made available to us a copy of the recently completed (1984) contraceptive KAP study titled "Prevalence of the Use of Medicaments in Bolivia." This extensive study was sponsored and published by Westinghouse Health Systems, with the collaboration of the Sociedad Boliviana de Reproduccion Humana (Bolivian Society on Human Reproduction) (BSHR). The nature of BSHR is explained by Patrick Coleman in a project report.^{2/}

A cursory examination of the study indicated that the copious data which it has generated could serve as a rich, readily-available source of information for the baseline research phase of this project.

Jones-Patron, however, suggested going a step further by having COF contact BSHR's executive director, Berta Pulley, to request that organization's assistance in interpreting the data of the Westinghouse study with reference to COF's research objectives. This seemed commendable, in that BSHR is strongly research oriented (unlike COF, though various of its staff members do have strong research backgrounds). Also, having participated in the study, BSHR would be in an excellent position to interpret it for COF, which is primarily a service provider. Additionally, both Coleman and Jones-Patron had mentioned a long-standing but unrealized desire on the part of Bolivian family planning organizations to achieve greater inter-agency collaboration.

Although that desire may be real, when the idea of possible COF-BSHR collaboration in the way mentioned was presented by me to the COF staff, Luis Llano was resolutely opposed. His reasoning is that BSHR has recently changed its name from "society" to "consultancy" (Consultora Boliviana de Reproduccion Humana) and, in so doing, had lowered its professional status. Because of this, Llano stated, BSHR is no longer indicated to participate in the suggested collaboration, nor to receive any possible, subsequent published credit for such collaboration.

Therefore, the idea of BSHR's assisting with the interpretation of the Westinghouse study was dropped. This is unfortunate, this consultant feels, as BSHR could greatly complement COF's small and hard-pressed staff in this way.

Also, it should be noted that the use of the Westinghouse study has been retained and incorporated into the IEC project's research plan.

Regarding the survey of national leaders, originally it was felt that the objective should be to discover basic, current knowledge and attitudes among that sector with regard to the interrelationship of population growth and socio-economic development. Secondly, attitudes toward contraception would be probed. The information yielded would be used to guide the design of the seminars.

^{2/} See Coleman, "Family Planning Communication Technical Assistance Mission to Bolivia"; JHU/PCS, April, 1983; pp. 9, 10

But, although this objective has been retained, it was also realized by the COF staff and consultants that no such leadership study of this nature exists in Bolivia, and that a valid document which generates hard data would lend solid support to this and to other, future COF projects. For this reason, the objectives and methodology of this research element were rethought (see Attachment "B") and a recommendation for a budget increase to produce such a study is proposed. (See "Recommendations")

Near the week's end, we received a courtesy visit from Dr. Luis Kushner, president of COF's Board of Directors. Dr. Kushner expressed some concern for the IEC project's proper implementation in light of continued political unrest in Bolivia. Taking an immediate view, however, he expressed his satisfaction with the work which had been accomplished during the week.

Some Concerns

Both Oscar Vigano and I share mild but certain concern that the rate of user demand which will result from this project, if it is properly executed, could exceed the absorption rate for new acceptors in the COF-affiliated medical practices. (It was difficult to obtain consistent, accurate data from COF with which we might better have assessed this possibility.) We offer no formal recommendation in this regard as this point is beyond the scope of work of this consultancy. Nevertheless, it is a factor which deserves close attention, we feel, as the project progresses.

A second concern is that staff members of COF will not be able to devote sufficient time to the project because of other responsibilities.

Research Plan

The complete plan, with objectives, methodologies, personnel, budget, and timelines, is presented as Attachment "B."

In summary, the plan calls for six distinct but interrelated investigations:

- 1) A survey of national leaders of thought and action, utilizing a formula to determine the sample size of each group within the universe (e.g., economics, politicians, military leaders, clergy, architects, etc.) by weighing its relative economic activity.
- 2) Tabulation and analysis of existing patient history data (for the last two years) for family planning acceptors who utilize COF-affiliated private medical practices.
- 3) Study, analysis, and extrapolation of data from the Westinghouse/BSHR contraceptive KAP study. (This is expected to decrease the time and expense of project research for COF.)
- 4) Central intercept surveys to determine awareness of the existence of and services provided by COF-affiliated medical practices. Sources of referral and attitudes toward the COF-affiliated offices will also be probed. Surveys will be conducted in eight cities where COF-affiliated practices are located, both in neighborhoods with such practices and those without them.

- 5) In-depth interviews with a limited number of respondents as a further measure of KAP among the target segments of the population (as a supplement to item No. 3). (Focus groups were originally suggested as a useful methodology for this element as they produce results rapidly and inexpensively, particularly with such abundant data available from the Westinghouse KAP study. However, Luis Llano feels strongly that in-depth interviews are more appropriate for this objective.)
- 6) Focus groups to explore the use of radio spots and micro-programs, cassettes on inter-city busses, and brochures as elements of the campaign, especially with regard to the suitability of messages and formats within each medium. (It has been clearly explained to COF and Avila Publicidad that this item is included as a part of the project's analytical phase, that the results obtained are to be used to guide materials design, and, further, that all campaign materials, once designed, must be subjected to pretesting and, if need be, to revision in order to ensure that they accomplish their objectives.)

The research plan, in accordance with the scope of work, does not contain the materials testing phase, rather only the baseline research, given the complexity of the task and the brief time involved in the consultancy.

Recommendations

Oscar Vigano and I jointly recommend:

- 1) That a more expanded opinion leader survey be conducted than had originally been envisioned. The survey proposed in the research plan may appear too elaborate for the needs of the project. However, we recommend that it be carried out because the relatively little extra money spent will produce a document of great utility to support all of COF's activities, not only this project. Therefore, we recommend that the research budget for this year be increased from \$3,000 to \$4,500.
- 2) That both the seminar and research plans be followed as closely as possible, with flexibility allowed for unforeseen conditions (e.g., the present unstable politico-economic condition in Bolivia).
- 3) That all seminars be rescheduled, with the first to be held sometime in March, rather than in February, as originally planned, in order to better fit with the research and ten-week preparational activities.
- 4) That Avila Publicidad be responsible for the publication of the papers presented in the seminars and their distribution to the media.
- 5) That news releases regarding the dynamic of population and socio-economic development in Bolivia begin to appear in the press as soon as possible, in order to stimulate public interest in the issue.

- 6) That all contact with the press be handled on behalf of COF by Avila Publicidad.
- 7) That Avila Publicidad have the major responsibility for the design and production of all mass media campaign materials.
- 8) That all COF personnel involved in the project abide by their agreements with respect to the percentage of working hours devoted to the IEC project; and that other tasks not be assigned or undertaken which conflict with that commitment.
- 9) That COF be persuaded to rethink its position and invite the collaboration of the BSHR in the interpretation of the Westinghouse study data for this project.

PART II

by

Oscar Viganò

INTRODUCTION

The main objective of Bolivia's Centro de Orientacion Familiar consultancy was to help its personnel organize 10 Seminars on Population and Bolivian Development directed to professionals and people of national influence.

During the stay in Bolivia, all efforts were directed to organize the Seminars: creating schedules, selecting subjects, suggesting approaches and discussing the different alternatives and formats with COF personnel.

Ms. Lucille de Lucena, who will be the JHU/PCS Representative in the country during the Project, attended all the meetings with COF personnel.

ACTIVITIES

The six day work agenda included daily meetings with COF personnel during which the objectives and suggestions were analyzed. Participating in the daily meetings were: Mr. Luis Llanos, COF Executive Director, Ms. Nancy Castellon, Dr. Omar Llanos, Mr. Mike Stokes, Ms. Lucille de Lucena, and Ms. Maria Esther Arce.

ACCOMPLISHMENTS

With the help of COF personnel, the following was accomplished:

- A format design for the 10 Seminars
- A work schedule for Seminar preparation
- An agenda for each Seminar
- Pre-selection of Seminar subjects
- Pre-selection of audience
- Selection of formats to publish papers and results of the Seminars
- Development of procedures and activities for the Seminars

DESCRIPTION OF THE EVENTS

There will be 10 Seminars for Professionals and Opinion Leaders on Population, Development, Health, and Economy within the Bolivian context.

Subject experts of national reputation will be invited to present a session on each Seminar's particular subject which will be followed by a question and answer session.

The papers presented together with the more relevant questions and answers will be published in pamphlets to be sent to participants, mass media agencies, religious leaders, government members, and important individuals.

GENERAL OBJECTIVE OF THE SEMINARS

To increase among selected professionals in health and other professions, public support for Family Planning Services.

TENTATIVE CONTENTS FOR EACH SEMINAR

1. POPULATION AND ECONOMIC DEVELOPMENT IN BOLIVIA

SUBJECT: The Population Growth Problem and its Influence on Development and the Bolivian Economy

OBJECTIVE: Create awareness of the National Demographic Problem

AUDIENCE: Economists, Industrialists, National Planners, Government Members, Lawyers, Architects, Ecologists, Religious Leaders, Labor Leaders, and Medical Doctors

2. POPULATION AND GEOPOLITICS

SUBJECTS: Territorial Defense
The South American Armies
France and the Professional Technical Army
Israel and the Modern Armies

OBJECTIVE: Create awareness of the importance of quality versus quantity in modern armies and to gain support of military establishment for family planning

AUDIENCE: Members of Armed Forces, Government Members, Police Officers, Lawyers

3. POPULATION AND RELIGION

SUBJECT: Religious Policies and the Population Problem

OBJECTIVE: Inform Participants about Religious Policies and Demography

AUDIENCE: Religious Leaders, Members of the Armed Forces, Economists, Demographers, Medical Doctors, Government Members, Lawyers

4. POPULATION AND HEALTH

SUBJECTS: Population and Health Services
Percentage of Medical Doctors to the Population
Services and Demand
Immunization
Diarrhea Control
Nutrition
Maternal and Child Morbidity and Mortality
National Morbidity and Mortality Statistics
Projections

OBJECTIVE: Create awareness of Health and Population Problems

AUDIENCE: Economists, Planners, Government Members, Medical Doctors, Paramedics, Teachers, Labor Leaders, Workers, Social Workers

5. POPULATION POLICIES

SUBJECT: Population Policies in Other Countries
What is being done in China, India, USSR, USA, Europe, and Latin America

OBJECTIVE: Inform Participants about different countries' policies regarding Population Problems and Results

AUDIENCE: Economists, Government Members, Police Officers, Planners, Labor Leaders, Lawyers, Architects, Medical Doctors, Paramedics, Teachers, Social Workers, Feminist Leaders

6. SOCIAL STATUS AND WOMEN IN BOLIVIA

SUBJECT: Social Status and Women in Bolivia

OBJECTIVE: Create awareness of the status of women in Bolivia, and their role in population and development, increased work demand and responsibility in the national economy.

AUDIENCE: Feminist Leaders, Government Members, Labor Leaders, Economists, Lawyers, Armed Forces Officers, Police Officers, Teachers, Medical Doctors, Social Workers, Religious Leaders, and Workers

7. POPULATION AND FERTILITY REGULATION

SUBJECT: Fertility Regulation in Ancient Times
Europe
Asia
Africa
United States
Latin America
Methods

OBJECTIVE: Inform Participants about the use of contraceptives throughout the world's history, actual contraceptive use, various methods and their effectiveness, and results in mother-child health

AUDIENCE: Medical Doctors, Government Members, Economists, Armed Forces Officers, Police Agents, Feminist Leaders, Social Workers, Paramedics, Labor Leaders and Workers, Religious Leaders, National Planners

8. POPULATION AND SOCIAL WELFARE

SUBJECT: Housing
Education
Health
National Infrastructure
State Protection
Territory

OBJECTIVE: Create awareness of the influence of Demographic Problems on Social Welfare and Development

AUDIENCE: Teachers, Labor Leaders, Social Workers, Religious Leaders, Paramedics, Police Officers, Lawyers, Architects, Community Leaders, Workers, and Feminist Leaders

9. POPULATION AND UNDERDEVELOPMENT

SUBJECT: Natural Resources
Ecology
Dependency
Education
Living
Health
National Infrastructure

OBJECTIVE: Explore the Demographic Problems and their influence on underdevelopment, creating awareness about its danger

AUDIENCE: Economists, Government Members, Labor Leaders, Workers, Feminist Leaders, National Planners, Industrialists, Religious Leaders, Medical Doctors, and Social Workers

10. POPULATION, FAMILY AND COMMUNITY

SUBJECT: How the Demographic Problem Influences Family and Community Welfare
Economics
Education
Health
Development and Advancement Opportunities
Infrastructure (energy, water and other public services)

OBJECTIVE: Demonstrate the influence of Overpopulation in Family, Community, and Social Progress

AUDIENCE: Labor Leaders, Feminist Leaders, Religious Leaders, Medical Doctors, Planners, Lawyers, Economists, and Social Workers

11. POPULATION AND WORK FORCE

- SUBJECT:** Job Opportunities
Unemployment
Creation of New Jobs
Salaries and Benefits
Production
Training
- OBJECTIVE:** Create awareness of the Demographic Problem's influence on Job Opportunities and Unemployment
- AUDIENCE:** Industrialists, Agricultural Industrialists, Economists, Labor Leaders, Feminist Leaders, Government Members, Teachers, Social Workers, and Religious Leaders

SEMINAR TREATMENT

Following the opening of the Seminar, the Chairman should introduce the Guest Speaker, who will have a maximum of 45 minutes to present his speech. During a 30 minute recess, participants should write a maximum of two questions. The Chairman will classify the questions by subject and read them one by one to the Guest Speaker, who will answer them. During this session, the audience should participate fully, analyzing and discussing the answers.

The advantages of this format are that questions will be in writing and all the answers could be tape recorded. After transcribing the tapes and editing the less interesting material, the questions, answers and discussion could be printed together with the Seminar Guest Speaker's paper in a booklet form for distribution to participants, other interested people and the press.

PRESS CONFERENCES AND REPORTS

In order to obtain press coverage, members of the press will be invited to attend the Seminars. After a week, a Press Conference will be arranged to generate more coverage. Booklets with Seminar abstracts should be sent later to members of the press and TV stations, producing more articles in the media. This strategy should result in continuous media coverage for more than a year.

AGENDA

- 8:30 Opening of the Seminar and Presentation of Guest Speaker
9:00 Guest Speaker presents the Topic
9:45 Written Questions and Coffee Break
10:15 Questions and Answers
11:15 Summary and Recommendations
11:30 Closing

COMMENTS

The help and support of Mr. Luis Llanos, COF's Executive Director, and his staff in the development of this work has been greatly appreciated.

Attachment "A"

List of Persons Contacted

Centro de Orientacion Familiar
Edificio Guadalquivir, Oficina 106
Avenida 20 de Octubre 2332
Casilla Express 7522
La Paz, Bolivia, S.A.
Telephone: 35-83-48 or 37-04-05

Dr. Luis Llano S., Executive Director
Lic. Nancy Castellon, IEC project director
Lic. Maria Ester Arce, IEC project seminar coordinator
Dr. Omar Llano, IEC project assistant
Ms. Lucille de Lucena, occasional IEC project consultant
Dr. Luis Kushner, President, COD Board of Directors

Avila Publicidad
Edificio Mariscal de Ayacucho, Piso 12, Oficina 1303
Casilla 7354
La Paz, Bolivia, S.A.

Mr. Franz Avila, president and general manager

USAID/Bolivia

Ms. Katherine Jones-Patron, Human Resources Acting Director

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Telephone: (301) 955-7666

Mr. Patrick L. Coleman, Regional Program Coordinator

PROPOSED RESEARCH PLAN FOR
PHASE ONE OF THE IEC PROJECT

Family Health Information, Education, and Communication

A project of the Family Orientation Center (Centro de Orientacion Familiar) (COF) of Bolivia, assisted by the Population Communication Services of The Johns Hopkins University (JHU/RCS).

Project No. LA-BOL-01

Purpose of the proposed Research Plan within the frame of reference of the entire project.

The purpose of this plan is to guide the collection and analysis of baseline data, the first phase in the process of communication for population and family planning, as elaborated by JHU/RCS.

Based on the results of this research plan, the project's remaining steps will be carried out. These are: the design, development, pre-testing and revision of communications materials; the implementation, control, and evaluation of the project; and its review and revision. For this reason, it must be understood that the scope of this plan extends only through the completion of the project's first phase, the analysis.

General Objectives of the Research Plan

The project description, elaborated by JHU/RCS through interviews with COF personnel, cites various factors and studies which reveal the following:

- 1) There exists a lack of clear understanding on the part of (Bolivia's) influential leaders regarding the dynamic of the policies and current reality of population planning in relation to the nation's social

and economic development; and,

- 2) Despite an apparent demand on the part of the general population for greater knowledge about family planning and increased availability of services, nevertheless the issue is surrounded by misinformation and damaging attitudes, as well as a lack of information the locations where such services may be obtained.

Therefore, to assist the project in its goals of increasing public support on the part of leaders as well as increasing the utilization of COF-affiliated medical practices which offer family planning services, this research plan sets forth the following objectives:

- To investigate the opinions and attitudes of the nation's influential leaders with respect to the interrelationship between population planning and social and economic development.
- To investigate the current attitudes, practices, beliefs, and experiences (of selected segments of the population) with regard to family planning and the use of COF-affiliated physicians' offices.
- To investigate mass media usage patterns, especially radio, and the various methods of presentation of materials via those media.

Description of the Plan

The following plan identifies six investigations through which the necessary data can be generated. Specifically, they are:

- I. Knowledge and attitudes of the nation's influential leaders with respect to the relationship between population planning and social and economic development.
- II. Tabulation and interpretation of patients' clinical histories on file at COF-affiliated medical offices.

- III. Study and extrapolation of pertinent data contained in the study titled "Prevalence of the Use of Medicaments in Bolivia," sponsored by Westinghouse Health Systems, (as well as data from other relevant investigations (currently underway), if they are completed in sufficient time for purposes of this project).
- IV. A market survey with reference to knowledge of the existence of the COF-affiliated offices and attitudes toward family planning.
- V. A deeper market survey regarding beliefs and misconceptions about family planning, as well as current practices and preferences of method.
- VI. The utilization of radio, identifying both radio stations and individual programs most frequently listened to, credible sources of authority on the radio, possible formats, environments, and appropriate themes for radio materials.

An explanation of objectives, methodologies, instruments, analysis, personnel, budgets, and timetables will be found under each heading.

It should be noted that this research plan has the purpose of (quickly) generating useful data which may not necessarily be scientifically valid.

I. INVESTIGATION AT THE LEVEL OF INFLUENTIAL LEADERS

A. Objectives

Ascertain the level of knowledge and attitudes of influential leaders from various professions with reference to the question of population as it relates to social and economic development. The data collected will be used to better focus the papers presented at the eventos (i.e., the seminars for professional leaders) and to compose a final document of

great interest (to those leaders).

B. Methodology

A survey of leaders will be conducted by means of personal interviews administered by a carefully-selected team of social workers. After drawing up a roster of such (influential) persons, on the basis of leadership and (significant) economic activity, a second list will be prepared (drawing from the first) of six hundred of these persons who are to be interviewed. The second list will be prepared in this manner: the sum of six hundred (selected respondents) will be divided into categories by profession (i.e., economists, physicians, military officials, clergy, etc.). Then, a proportionate number of respondents from each profession will be selected according to the given profession's economic weight. Finally, the determined number of professionals of each category will be selected at random to be interviewed.

C. Instrument

A single questionnaire, with between fifteen and twenty open-ended questions, will be used. By making the questions constant across all professional fields, later cross-tabulation will be possible in order to compare attitudes among the different professions. Of course, a few additional questions specific to a given profession may also be used.

D. Analysis

A continuum will be formulated for each question (e.g., 1-2-3-4-5) in order to facilitate codification of responses and their tabulation in percentage form. However, it is also useful to cite responses which recur with a determined frequency, as well as unusual and outstanding comments. (The same questionnaire can later be administered once again to those respondents who actually attended the seminars, as a means of testing for

changes in knowledge and attitudes.)

E. Personnel

- One researcher to design the questionnaire
- A team of four social workers to administer the questionnaire (over a period of 15 days, calculating 10 interviews per day per social worker)
- One research assistant to codify, tabulate, analyze, and interpret the data

F. Budget (Note: all budgets herein are expressed in U.S. dollars.)

1. <u>Design</u> of questionnaire: one researcher for one day, at \$15.00/day	\$15.00
2. <u>Data collection</u> : paid by the interview at the rate of \$3.00/interview for each of the 600 interviews	1,800.00
3. <u>Analysis</u> : one research assistant working 15 days to tabulate and analyze (unless there is the possibility of access to a computer) at \$15.00/day.....	<u>225.00</u>
TOTAL	\$2,040.00

Note: secretarial services are provided COF, outside of the project budget.

G. Timetable

	<u>January</u>			<u>February</u>		
Design						
Data collection						
Analysis						

II. TABULATION OF DATA FROM ACCEPTORS' CLINICAL HISTORIES AT COF-AFFILIATED PHYSICIANS' OFFICES

A. Objectives

Derive data correlating socio-economic class and the use of family planning, utilizing a national sample of acceptors of COF-affiliated services during the last two years. This will attempt to validate the assumption that the middle and lower classes do not take advantage, in

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large numbers, of these (family planning) clinical services and, as a result, that these classes must be the target of the promotional campaign.

B. Methodology

Utilizing patients' clinical history forms, which are on file in the COF-affiliated offices, a review will be made of the last two years' data in La Paz, Cochabamba, and Santa Cruz. A table will be structured in which data can be analyzed and interpreted in the form of percentages by category of variable.

C. Instrument

A tabulation table, noting calculations both in the form of percentages by category and in absolute figures, as well.

D. Analysis

A socio-economic comparison will be made among acceptors. Data will be prepared illustrating which methods of contraception are most frequently used by the various socio-economic classes (and which classes are most frequently acceptors).

E. Personnel

- Three tabulators (one in each of the three selected cities)
- One research assistant to analyze and interpret data and prepare a table of results.

F. Budget

1. Design of instrument: raw data are already collected.
2. Data collection: numerical tabulation will be done at no cost in the COF-affiliated medical practices in selected cities.
3. Analysis: one working month (21 days) for a research assistant to tabulate and cross-tabulate, at \$15.00/day ... \$315.00

TOTAL \$315.00

G. Timetable (See next page.)

v. Timeline

	<u>January</u>	<u>February</u>	<u>March</u>
Design			
Data Collection			
Analysis			

III. ANALYSIS OF THE STUDY "PREVALENCE OF THE USE OF MEDICAMENTS IN BOLIVIA," CONDUCTED BY WESTINGHOUSE HEALTH SYSTEMS

A. Objectives

To utilize the results of this detailed investigation regarding family planning KAP in Bolivia, with attention to beliefs and misconceptions, locations where contraceptive services are obtained, experiences of acceptors, as well as difficulties and obstacles to the practice of contraception. This will lead to a better understanding of the design requirements for the brochures and other campaign materials.

B. Methodology

The Westinghouse study will be reviewed by two COF IEC project staff members, each of whom will note pertinent data. The two reviewers will then compare findings and structure a table of data according to predetermined criteria (i.e., the research objectives).

C. Instruments

1. A list of the specific data sought from the Westinghouse study.
2. A table in which the selected data from the Westinghouse study can be cross referenced to the stated objectives.

D. Analysis

The desired KAP data which is extracted from the Westinghouse study will be viewed against the objectives of the campaign, especially the goal of a greater number of acceptors (of COF family planning services).

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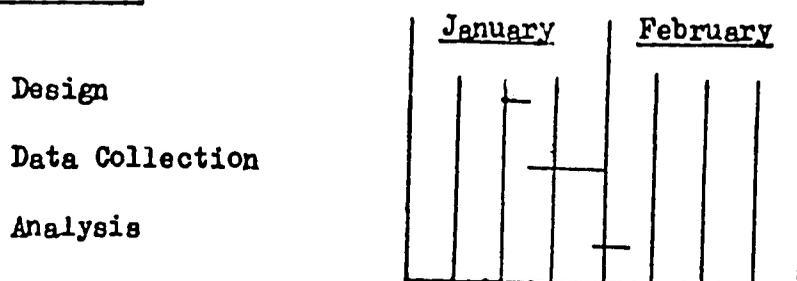
E. Personnel

- Two members of the COF IEC project staff, namely, director Nancy Castellon and project assistant Omar Llano.

F. Budget

As this investigation will be carried out by COF staff members, no additional cost is involved.

G. Timetable



IV. LOCAL INVESTIGATION CONCERNING LEVEL OF KNOWLEDGE, PRESENT UTILIZATION, AND EXPERIENCES WITH THE COF-AFFILIATED PHYSICIANS' PRACTICES

A. Objectives

To discover, in each of the cities where COF-affiliated offices are located, the level of knowledge regarding: the existence, location, and schedule of such medical practices and the type of (family planning) services rendered by them. To understand attitudes that exist about such offices, either through personal experience, or that of family members and friends. To understand attitudes toward the existence of such an office (offering contraceptive services) in the community.

B. Methodology

A central intercept survey will be employed, carried out in selected sectors of the cities where such (COF-affiliated) medical practices are located, but always, in a given city, both in neighborhoods where such practices are located and those where they are not. Respondents will be interviewed on the street or in a semi-public place.

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In La Paz, interviews will be conducted in six zones, with a sample of 50 respondents in each zone. Three of these zones will have COF-affiliated offices; the other half will not. This will result in a total of 300 interviews in La Paz.

In other cities where offices are located, the same methodology will be employed, but in a proportionately smaller manner. Specifically, 200 each in Cochabamba and Santa Cruz; in the remaining five cities, 100 interviews will be conducted in each one.

C. Instrument

A questionnaire with some fifteen closed-ended questions will be used. The questions will be related to the objectives of the investigation. In addition, certain items will allow for coding the respondent's approximate age, his or her sex, language, level of education, and whatever other data is deemed necessary. (However, neither the respondent's name nor address will be asked.)

D. Analysis

The results are easily codified and tabulated, designing a table to indicate responses in raw numbers and percentages by category. Then a table of variable relationships is structured, with special attention given to the responses of those persons who are members of the campaign's target groups (as defined by socio-economic status indicators).

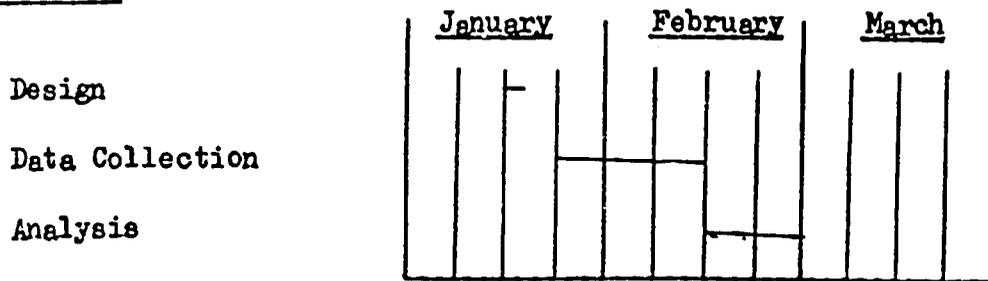
E. Personnel

- One researcher to design the questionnaire
- A team of two interviewers
- One assistant to tabulate and analyze data

F. Budget

1. <u>Design</u> of questionnaire: one day at \$15.00/day	\$15.00
2. <u>Data collection</u> , at \$0.50/questionnaire, based on a total of 1,200 questionnaires	600.00
3. <u>Analysis</u> : 15 days of tabulation and preparation of results, at \$15.00/day	<u>225.00</u>
TOTAL	\$840.00

G. Timetable



V. LOCAL INVESTIGATION OF KAP RELATING FAMILY PLANNING AND THE USE OF CONTRACEPTIVES TO THE CAMPAIGN

A. Objectives

To discover in a more specific measure (than in investigations No. III or IV) the attitudes, practices, and experience, be they positive or negative, regarding family planning, use of contraceptive methods, and the utilization of COF-affiliated medical offices. This information will be collected from members of the campaign's target group in three locations.

B. Methodology

A personal, in-depth interview with couples (of reproductive age) will be conducted. The total sample will be 150, composed of 50 responding couples in each of the three cities of La Paz, Santa Cruz, and Cochabamba. In each of these cities, 25 of the responding couples will be COF-affiliate acceptors, while the other 25 will not.

C. Instrument

A questionnaire consisting of 50 closed-ended questions related to

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the research objectives will be used. A deeper exploration (although utilizing a smaller sample) than that of investigation No. IV will thus be made regarding KAP. (And, unlike investigation No. III, it will be based wholly on the target audience.)

D. Analysis

The data will be derived in the form of percentages by category. Data is sought which reveals differences between acceptors and non-acceptors in order to assess the character of these differences and how they can be addressed so that the non-acceptors also become acceptors. The greatest area of the campaign's opportunity (for impact) should be searched out (in order to validate the assumptions about target audience), thus forming a basis for segmentation strategy.

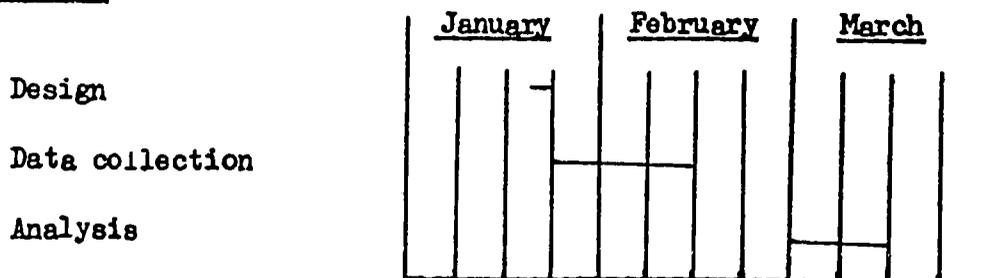
E. Personnel

- One researcher to design the questionnaire
- A team of two interviewers
- One research assistant to tabulate and analyze data

F. Budget

1. <u>Design</u> of questionnaire: two days, at \$15.00/day	\$30.00
2. <u>Data collection</u> : a total of 150 questionnaires, at \$2.00/questionnaire completed	300.00
3. <u>Analysis</u> : 15 days to tabulate and prepare results, at \$15.00/day	<u>225.00</u>
TOTAL	\$555.00

G. Timetable



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VI. INVESTIGATION OF LISTENER USE OF AND REACTIONS TO RADIO AND THE SUITABILITY OF MATERNAL-CHILD HEALTH CARE AND FAMILY PLANNING THEMES FOR RADIO PRESENTATION

A. Objectives

To discover how the members of the campaign's target groups use radio; to identify appropriate environments (i.e., scenes) where the action of the micro-programs and spot announcements will take place; and to identify preferred radio program formats, e.g. drama, music, news, etc. Also, to identify credible sources of authority. (E.g., which is more probable to motivate a potential acceptor to visit a family planning medical practice: the voice of a physician?; that of a woman or a couple?; or that of a well-known announcer?) Finally, to probe for family planning attitudes and practices as they relate to the design and preparation of radio (and other) materials.

B. Methodology

The focus group method will be employed, in which a socio-economically homogeneous group of not more than ten to twelve persons is convened. The researcher/facilitator and his or her assistant (being, if possible, of the same group or class as the participants) present a series of some fifteen questions based on the research objectives. The facilitator asks the questions and encourages everyone present to participate in the conversation, while the assistant takes copious notes. (The session can also be tape recorded, using a concealed microphone to put participants more at ease.) When no additional new information results from a question, the facilitator then proceeds to the next question.

Immediately after the session, the facilitator and assistant review

the notes (or the tape) in order to make corrections and add any of the participants' comments that might have been missed.

It is suggested that four focus groups be conducted: two in La Paz and two in Oruro; in both cities, one group should be composed of present acceptors; the other group of non-acceptors.

C. Instrument

A questionnaire will be formulated consisting of fifteen (15) open-ended items which aim to stimulate a multitude of responses relevant to the research objectives.

D. Analysis

The notes (or audio tape) are reviewed, searching for repetitive responses which can be codified and tabulated; secondarily, attention is given to outstanding comments which receive the support of the group, and also to other remarks of significance.

A table of responses is constructed, both by selected categories and by frequency of recurrence.

E. Personnel

- One researcher to formulate the questionnaire
- One group coordinator/facilitator
- One facilitator's assistant
- One research assistant to tabulate and analyze data and prepare the results

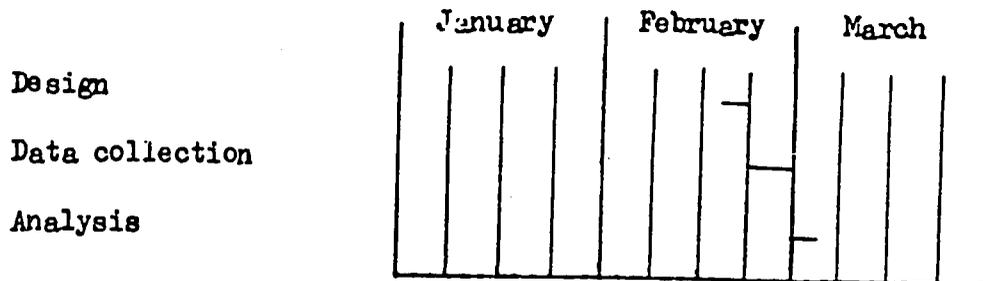
(Note: Avila Publicidad (the local advertising firm being considered to participate in this project) could be in charge of investigation No. VI, with COF project staff assistance.)

F. Budget

1. Design of questionnaire: one day, at \$15.00/day \$15.00
2. Data collection: two people (facilitator and assistant) conducting two groups per day in each city, at \$15.00/day ea. 60.00

3. Analysis: two days at \$15.00/day 30.00
TOTAL \$105.00

G. Timetable



Notes:

1. This plan inadvertently omitted the pre-testing of research instruments. Dr. Luis Ljano, Executive Director of COF, and I consulted on this by telephone that instruments should be tested by using 5% of the intended sample in each case, and then revised as necessary.

2. It appears unnecessary to conduct a separate investigation to determine audience composition of radio stations, given that Avila Publicidad has these data available. (However, confirmation of accuracy is advised.)

3. No separate research has been designed regarding the inter-city bus cassettes, as it is envisioned that these cassettes will incorporate the microprograms and spot announcements produced for radio.

4. Likewise, no separate research is proposed for the brochures. It is thought that satisfactory data to guide their design will be yielded by the research already planned.

5. It must be noted that the investigations outlined in this plan have the purpose of generating data with which assumptions about target groups can be examined and the indicated (campaign) materials can be prepared.

Nevertheless, once these programs, spot announcements, cassettes, and brochures are prepared, such materials, in turn, must be subjected to pre-testing to measure their effectiveness before diffusion to the public. This pre-testing stage comes in the third phase of the project, following analysis and design.

BUDGET TABLE

(In U.S. Dollars)

	<u>DESIGN</u>	<u>DATA COLLECTION</u>	<u>ANALYSIS</u>	<u>TOTAL</u>
I. Influential Leaders	15.00	1,800.00	225.00	2,040.00
II. Clinical Histories	---	---	315.00	315.00
III. Analysis of Westinghouse Study	---	---	---	---
IV. Central Intercepts	15.00	600.00	225.00	840.00
V. In-Depth KAP	30.00	300.00	225.00	555.00
VI. Reactions to Radio	15.00	60.00	30.00	105.00
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Total by Category	75.00	2,760.00	1,020.00	
GRAND TOTAL				3,855.00
				Plus miscellaneous expenses of \$145.00 \$ 4,000.00

Note: This table does not include the cost of transportation from La Paz to other cities, when necessary, nor costs for lodging and expenses.

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