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TRIP REPORT

**TECHNICAL ASSISTANCE TO
CENTRO DE ORIENTACION FAMILIAR
IN PRINT MATERIALS' DEVELOPMENT
AND PRETESTING IN LA PAZ, BOLIVIA**

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Dates of In-Country Work:
September 1-13, 1985

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Table of Contents

	<u>Page</u>
Executive Summary	1
Introduction	2
Activities	2
Conclusions	7
Recommendations	8
Appendices	
A. List of Contacts	
B. Summary of Other Meetings	
C. Patient Reference Card	
D. Draft leaflets prepared by Avila Publicidad prior to consultants' visit	
E. Chronogram of Consultant Activities	
F. Proposed messages for radio and television spots	
G. Draft posters for Phase I reflecting "responsible parenthood" (under separate cover)	
H. Draft posters and messages for Phase II	
I. Drafts and messages for IUD, pill, barrier method, and NFP booklets	
J. Chronogram of future activities	
K. Evaluation Questionnaires	

ABBREVIATIONS

AMERSBOL - Asociación de Mercadería Social Boliviana

CIS - Centro de Investigaciones Sociales

COBREH - Consultora Boliviana en Reproducción Humana

COF - Centro de Orientación Familiar

FP - Family Planning

IEC - Information, Education, and Communication

JHU/PCS - Johns Hopkins University/Population Communication Services

PIACT/PATH - Program for the Introduction and Adaptation of Contraceptive
Technology/Program for Appropriate Technology in Health

SOBOMEFA - Sociedad Boliviana de Mercadería de Farmacéuticos

USAID - United States Agency for International Development

EXECUTIVE SUMMARY

The JHU/PCS consultants, Nancy Newton, PIACT/PATH Associate Program Officer, and Lúcia Ferraz-Tabor, PIACT/PATH Associate, worked in Bolivia September 1-13 1985. The purpose of the trip was to assist COF IEC staff in designing and implementing a methodology for pretesting IEC print materials, with an emphasis on working with representatives of the target audience in the La Paz, Cochabamba, and Santa Cruz areas. Additional objectives were to (1) encourage COF to consider the need for service provider materials, and (2) attempt to stimulate collaboration among the various Bolivian family planning institutions which participated in the inter-institutional meeting held in La Paz on May 17, 1985.

Despite a general strike which greatly hindered activities, consultants were able to accomplish the following: four method-specific leaflets and six motivational posters were developed (samples can be found in the Appendix); initial pretests of four posters and a leaflet were conducted; COF's IEC staff were trained in the print materials' design, pretesting, and revision process; and a detailed chronogram of future activities was prepared. COF IEC staff should be able to complete all the proposed print materials if the chronogram is followed.

Recommendations to JHU/PCS include: review draft materials and provide prompt feedback to COF; insist COF hire research assistants to help with pretesting; understand that proposed pretesting activities were somewhat curtailed to ensure materials will be completed within the time allocated.

INTRODUCTION

The JHU/PCS consultants, Nancy Newton, PIACT/PATH Associate Program Officer, and Lúcia Ferraz-Tabor, PIACT/PATH Associate, worked in Bolivia September 1-13, 1985. The purpose of the trip was to assist COF IEC staff in designing and implementing a methodology for pretesting IEC print materials, with an emphasis on working with representatives of the target audience in the La Paz, Cochabamba, and Santa Cruz areas.

Additional objectives were to: (1) encourage COF to consider the need for service provider materials, and (2) attempt to stimulate collaboration among the various Bolivian family planning institutions which participated in the inter-institutional meeting held in La Paz on May 17, 1985.

In this report, "we" refers to the two consultants, and "the team" refers to COF's IEC staff plus these two consultants. Franz Avila of Avila Publicidad, a local advertising agency working for COF, also participated in some team activities.

Field activities were greatly hindered by a general strike that extended throughout our visit. Domestic and some international flights were cancelled, so the team was unable to travel to Santa Cruz and Cochabamba for pretesting as planned. The strike also led to a fuel shortage, thus limiting transportation within La Paz. The team had difficulty making arrangements for visits to pretesting sites distant from COF offices, and potential respondents (members of mothers' clubs, patients, etc.) were less likely to travel to pretesting sites.

ACTIVITIES

An introductory meeting was held with Mr. Luis Llano, Ms. Nancy Castellon, and Mr. Omar Llano in order to review COF's expectations regarding the

JHU/PCS consultancy. Mr. Luis LLano explained that he understood that technical assistance was exclusively for COF and not for representatives from other interested FP organizations. However, he did state that materials developed would be made available to other FP organizations.

Mr. Luis Llano's understanding of the expected outcomes of this two-week consultancy was that we would complete the four method-specific leaflets and the four posters, including one calendar. He also mentioned that COF is considering developing and disseminating a logo to enable easy identification of COF's services.

In response to the questions as to which materials were available, we were told that Avila Publicidad was responsible for this aspect of the project and COF's staff was unaware of its status. However, the patient reference cards were ready to be printed (Appendix C).

When the drafts from Avila Publicidad were brought in, the team realized that the leaflets did not contain any messages specific to contraceptive method use (Appendix D), and the two draft posters did not reflect the messages proposed in the strategy. As a consequence, the team was unable to proceed with pretesting as initially planned. The team realized that a materials' design component would be required as part of the technical assistance; i.e., identification of messages and development of visuals and texts to reflect the messages. We went over the print materials' development process and emphasized that it would be impossible to develop and pretest all the above-mentioned printed materials within two weeks. We also explained that we understood that the outcome of our technical assistance was (1) that COF's staff would be able to develop and pretest

print materials; and (2) that an initial round of pretests would take place in La Paz, Cochabamba, and Santa Cruz.

We visited two of COF's clinics in La Paz and solicited suggestions for important messages from service providers based on their clinical experience. Their suggestions helped the team develop messages for booklets and proposed materials for service providers.

The team reviewed COF's Communications Strategy and developed a chronogram (Appendix E) for the two-week consultancy. Samples of print materials for low-literate audiences from numerous countries were presented to the IEC staff. Avila presented a list of proposed messages for the radio and TV spots (Appendix F). We emphasized the importance of a coordinated strategy to ensure print materials, especially posters, reinforced radio and TV messages and vice versa.

The strategy proposed four messages to convey the concept of responsible parenthood during the first phase. The first phase called for two posters (one calendar and one poster). The objective of the posters is to popularize and increase awareness ("conscientizar") of the concept of responsible parenthood. The team found it very difficult to portray all four messages in only two posters. Thus, four posters, each reflecting one of the messages, were developed (Appendix H). Pretests will be carried out to determine which two of the four best convey the concept of responsible parenthood and link it with the notion of planning.

Messages and drafts for the two Phase II posters were also prepared (Appendix H). The objective of Phase II posters is to create awareness of the benefits and availability of family planning services.

The team defined messages for the posters by listing all of the attributes of responsible parenthood re health, education, affection, and the planning required to bring them about. Next, the team decided which of these attributes would most directly convey the specific concept; text was developed accordingly.

A similar process was used for developing messages for the drafts on the IUD, the pill, barrier methods, and NFP (Appendix I). The objectives of the leaflets are to: (1) promote correct use of each of the methods, and (2) dispel misconceptions regarding their use. After messages were developed, the team brainstormed ideas for portraying them visually, and Franz Avila prepared sketches of the visuals. Many ideas for the visuals were "borrowed" from available sample materials. An artist then prepared the pretest-ready versions, based on the drafts and the team's suggestions, as relayed by Avila.

Initial practice pretests of the four Phase I posters and the IUD leaflet were carried out at COF clinics. Mr. Luis Llano met with the team frequently to review progress on the various drafts and give feedback on them.

At COF's request, the PIACT/PATH consultants prepared several handouts describing: (1) criteria for selection of respondents based on the outcome of COF's audience research; (2) guidelines for the pretesting process, including sample size and criteria for acceptability of messages; (3) messages to be included in guidelines for service providers and promoters; (4) suggested use of the printed materials; and (5) a detailed chronogram (Appendix J) of activities to be followed. (Copies of all handouts prepared with the assistance of PIACT/PATH consultants are on file with the JHU/PCS Latin America Regional Program Coordinator.)

The chronogram specifies that preliminary pretests of all materials (four leaflets and six posters) be conducted (with a limited number of respondents) in La Paz to determine modifications to be made prior to full pretests in the three areas: La Paz, Santa Cruz, and Cochabamba. Since the calendar must begin to be distributed in mid-December, the field test of the mock-up calendar and Phase I poster will be conducted in early December, with fewer respondents than for field tests of the remaining materials. Printing of the calendar and poster should be completed by December 12. Field tests of the other materials (four leaflets and two Phase II posters) are scheduled for the month of January. They should be printed by February 11, 1986.

Mr. Luis Llano proposed a protocol meeting with other family planning organizations to update them on the status of print materials' development in the JHU/PCS project. Although we strongly supported this idea, the meeting did not take place.

During our last meeting with Luis Llano, Omar Llano, Nancy Castellon, and Franz Avila, we reviewed all materials developed and the chronogram of future activities in print materials' development. We highlighted principal phases of activities and other important considerations for successfully carrying them out, i.e., the need for assistants during pretesting. We also presented COF with an additional copy of all handouts and materials developed during the consultancy. COF staff expressed their satisfaction with work completed and Luis Llano requested that the consultants return in January to assist with field tests of mock-up leaflets. IEC staff completed an evaluation questionnaire regarding consultancy activities (Appendix K). Overall, IEC staff felt our assistance was helpful and would be useful for the JHU/PCS project. However, they

did indicate that they would have liked more experience in pretesting.

The team also met briefly with Luis Kushner, President of COF, who had been informed "daily" of progress during our visit, to summarize consultancy activities and outline future ones.

CONCLUSIONS

Four leaflets (on the IUD, the pill, barrier methods, and NFP) were drafted. Initial pretests were carried out on the IUD leaflet. Five posters (four portraying messages relating to responsible parenthood for the first phase and one specific to family planning services) were developed. Messages for the sixth poster and a sketch were also completed. Initial pretests of the four responsible parenthood posters were conducted. Two will be selected for use during the first phase.

COF's IEC staff were trained in the print materials' development process and gained experience in the development of messages, visuals, and texts, and in pretesting materials with representatives of the target audience. If COF follows the chronogram developed by the team, they should be able to develop the proposed print materials. However, due to severe time limitations and the number of other concurrent communications project responsibilities, the optimal methodology for pretesting and revision of materials will probably not be followed.

RECOMMENDATIONS

To COF

1. Hire and train Quechua- and Aymara-speaking research assistants to carry out pretests in field. Without research assistants, it will be impossible to conduct required pretests within the time limit.
2. Throughout materials' development and pretesting process, keep records of important messages to be included in materials for mid-level health workers (promoters).
3. Train clinic personnel on how to use print materials as sources of specific information on contraceptives and as motivational tools. Training should be participatory and simulate real life conditions as much as possible to increase the probability of effective implementation.
4. Keep in mind the characteristics of the target audience when selecting respondents for pretesting.
5. Pursue COF's idea to develop, pretest, and disseminate a logo that would enable clients to easily identify the availability of family planning services.
6. Follow through on their plans to make the print materials developed as part of the JHU/PCS project available to all interested organizations in Bolivia.
7. Hire and train promoters to reinforce messages conveyed through the various media to be employed in this communications project.

To USAID/Bolivia

1. Consider providing technical assistance in IEC print materials' development to other health and family planning organizations in Bolivia that expressed an interest in participating in this consultancy.
2. Maintain a personal involvement in COF's activities.

To JHU/PCS

1. Review drafts of print materials and chronogram and provide prompt feedback to COF.
2. Insist that COF hire research assistants for print materials' pretests.
3. Encourage COF to hire promoters for this communications project.
4. In future projects, provide technical assistance for the various stages of print materials' design, i.e., specification of messages, visuals, and texts.
5. Recognize that the ideal development, ongoing pretesting and revisions of four leaflets and four posters in three distinct regions of Bolivia require more than the six months allocated for this process in this project.
6. In order to foster further collaboration among the various family planning organizations in Bolivia, future projects should specify at the onset those activities to be conducted by each group and allocate the budget accordingly. (The Health and Human Resources Officer of USAID/Bolivia supported this suggestion.)

7. Consider support for the establishment of a mechanism, such as a monthly newsletter, to ensure that all interested health and family planning organizations are aware of the existence of information i.e., reports and materials produced by other organizations and are able to obtain them. (This recommendation was also discussed with the USAID Mission in Bolivia and the Health and Human Resources Officer thought it was a good suggestion.)

List of Contacts

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Luis Kushner, President
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Rosimary ? , Nurse, " " "
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Fernando Calderón Burgoa, General Manager
Vivianne Vargas, Consultant and Professor of Audio Visual Communications
at Universidad Católica

MEETINGS:USAID

We met with Mr. Gerald Bowers, Chief of Health and Human Resources Division, USAID, three times. During the first meeting, we outlined our work plan and solicited his suggestions. We explained to Mr. Bowers that, despite previously expressed interest in inter-institutional collaboration, COF's understanding was that no other family planning organization would participate in the IEC materials' development and pretests. Mr. Bowers expressed his regret, but made it clear that we should acquiesce to COF's plans in order to ensure the continuity of this project.

We met briefly a second time to update Mr. Bowers on progress of our assignment. On our last day, we described activities completed to date. At his request, we made suggestions similar to those included in the recommendations.

COBREH

Bertha Pooley, Director, and Isabel Uriona described COBREH's activities as outlined in Patrick Coleman's report of May 13-17, 1985. In addition, they described plans for the USAID-supported contraceptive social marketing project to be implemented by AMERSBOL, a non-profit organization incorporated by some COBREH staff.

COBREH was under the impression that we were available to provide technical assistance to any Bolivian family planning organization requesting it. We explained the nature of our consultancy and expressed our regret at not being able to include them in our planned activities. We also reminded them that the materials would be available for their use.

CIS

We met with Antonio Cisneros, Executive Director, Maria de Cisneros, Director of Volunteers and Family Promotion, and Carmen Cisneros, Librarian. Again, their activities are the same as those outlined in Patrick Coleman's report of May 13-17, 1985.

In addition, Cisneros described SOBOMEFA, a non-profit organization aimed at subsidized distribution of contraceptives through private physicians. SOBOMEFA is currently seeking funding for their activities.

We were impressed by the large number of CIS publications. During informal conversations with members of other family planning organizations, we were informed that CIS' list of publications is not widely circulated.

AUDIO VISION SRL

We met with Fernando Calderón Burgoa, General Manager, and Vivianne Vargas, professor of Audio Visual Communications at Universidad Católica and consultant to this organization. Audio Visión SRL provides consulting services in social communications and marketing. They have been training community groups in El Alto, the periphery of La Paz, in production of low-cost audiovisuals to be used in conscientization and problem solving with neighborhood organizations. CARITAS is considering contracting them as consultants to their Child Survival Communications Project.

CARITAS

We met with Diane Urban, PRITECH consultant to CARITAS for the Child Survival Communications Project. She requested that at least one member of CARITAS' staff participate in our "Print Materials' Development Workshop." As in the case with COBREH, we informed her that we regretted it, but it

would be impossible due to COF's understanding of our exclusive commitment to work with them.