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COUNTRY PROJECT DEVELOPMENT
TRIP TO MEXICO

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Dates of In-Country Work:
April 23-27, 1984

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Executive Summary

The purpose of my trip to Mexico from April 23-27, 1984 was to: 1) assist the Federación Mexicana de Asociaciones Privadas de Planificación Familiar (FEMAP) in the development of a media plan; 2) discuss with staff of the Programa para la Introducción y Adaptación de Tecnología Anticonceptiva (PIATA) the progress of a natural family planning leaflet they are developing; 3) meet with Miguel Sabido of TELEVISA, S.A. to inquire about the availability of TELEVISA family planning soap operas; and 4) discuss The Johns Hopkins University/Population Communication Services (JHU/PCS) activities in Mexico with AID representatives.

Working with the FEMAP Communications Director, César Saldívar, we established quantitative goals for the project. We also started work on a message strategy which will be completed by FEMAP in the next month. A media strategy and a diffusion strategy were also developed. Using these as a guide, an updated workplan and budget were also produced. FEMAP now has all the basic elements to develop its communication program.

PIATA representatives explained that the natural family planning leaflet was almost ready to be printed. They stated that because of the difficult concepts involved, several drafts had to be produced before illiterate people understood the illustrations.

I was unable to contact Miguel Sabido of TELEVISA. Attempts to meet with other TELEVISA representatives were also unproductive.

I briefed Sam Taylor, AID Representative, on what I had accomplished during my visit. Sam offered to assist JHU/PCS in order to support family planning communication in Mexico.

Sam suggested that I visit the Centro de Orientación para Adolescentes (CORA) in order to become familiar with one of the most active adolescent programs in Latin America. I met with CORA's Administrator and visited a group of adolescent promoters.

It is recommended that JHU/PCS:

not new, is it?

1. provide FEMAP with technical assistance in message content determination, print material development, and radio and television material development; and
2. maintain close contact with FEMAP in order to facilitate completion of the activities in the new workplan.

COUNTRY PROJECT DEVELOPMENT TRIP TO MEXICO

The purpose of the trip was to: 1) assist FEMAP Communications Director, César Saldívar, in the development of a media plan based on the results of a preliminary baseline study; 2) discuss with FIATA staff the progress of the natural family planning leaflet they are developing; 3) meet with Miguel Sabido of TELEVISA to inquire about the availability of TELEVISA family planning soap operas; and 4) meet with AID representatives to discuss JHU/PCS activities in Mexico.

Federación Mexicana de Asociaciones Privadas de Planificación Familiar (FEMAP)

In previous visits, Nancy Loy, JHU/PCS Regional Program Coordinator in charge of managing JHU/PCS-sponsored activities in Mexico, had worked with FEMAP in developing a communication strategy for FEMAP's communication activities that JHU/PCS is supporting. It was previously decided that the Juárez association would serve as a pilot program before communication activities would begin in the other 13 affiliates. FEMAP had completed the baseline research and begun to analyze the data. FEMAP and Nancy agreed that I should work with them in analyzing the data, establishing the project's quantitative goals and developing a media plan.

César explained that the data collection was complete and a preliminary analysis had been made after the data were coded by hand. He asked for permission to hire a Sociology Professor from the University of Texas at El Paso to further analyze the data using a computer. This analysis will also require that someone process the data from the hand coding to computer-ready data. The total cost of this work is estimated to be \$1,000. I gave César tentative authorization to proceed but explained that because this work is to be done in the United States by a US consultant, it is necessary to send Nancy the resume of the consultant so JHU/PCS can obtain approval to use him. César and I drew up a list of crosstabulations that would be helpful in the design of messages and to determine media habits. Nancy will send César an additional list of needed information that would help in designing the campaign.

César explained to me that while he was waiting for the data to be collected he had designed and pretested two posters to use in the clinics of the

FEMAP affiliates. One of the posters emphasized the patient's rights and the other poster illustrated the benefits of family planning for the mother and child. While this activity was not contemplated under the original list of communication activities, the materials satisfied a need of the affiliates and helped to alleviate pressure for immediate production of communication support materials. I authorized the production of very limited numbers of the materials, i.e., 100 copies of each poster.

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economical a
run*

We next discussed the process that I have used in the past for developing a communication strategy. I gave César a draft of my Elements of a Communication Strategy. César and I then went through the communication strategy he and Nancy had developed, using my draft as a guide, and began to fill in specifics according to the data available to us.

The general objective of the FEMAP communication program is to support the clinical and community-based distribution (CBD) services that they provide to the public. Specific objectives are: 1) a 20 percent increase in new users during the six months of the communication campaign; and 2) 25 percent of the new users will be directly attributable to the mass communication activities (defined here as radio, television and print materials). FEMAP has a system for recording data on each user. This system will require a slight modification in order to acquire data to determine if these objectives are met.

We next discussed the target audience segmentation that César and Nancy had worked out. The three audiences are the same as originally defined (in order of priority): 1) women 20-30 years of age who want more children; 2) men; and 3) women who want no more children. We discussed the need to further analyze the data via crosstabulations to determine the reasons why each segment is and is not using family planning and its media habits.

César and I then discussed, in general terms, how to develop a message strategy appropriate for each segment of the target audience. I listed all the things people need to know in order to be aware of the benefits of family planning. We then listed what the audiences already know about family planning. From this we were able to generally list the information that needs to be disseminated: 1) human reproduction; 2) FEMAP as a source for family planning

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orientation and services; 3) the concept of responsible parenthood; 4) maternal/child health care; 5) correct use of contraceptives; and 6) contraceptive contraindications. César will take each one of these general themes and through research data analysis, conversations with CBD promoters/distributors and other FEMAP personnel, draw up a list of possible messages under each theme. Next he will select which messages are most needed. Once the content has been selected he will determine the order of dissemination and develop the appropriate style for each message.

In order to determine the best medium for each message we developed a media strategy. César and I went through the preliminary data and found that the most appropriate communication channels are: 1) person-to-person; 2) radio; 3) print materials; and 4) television. For each medium we also selected the best formats.

For print materials we selected four types of materials: 1) flyers; 2) leaflets; 3) a brochure; and 4) Cien Preguntas. One flyer with 50,000 copies will be printed. The flyer will announce the services of FEMAP and be personalized to direct potential users to individual promoters. Leaflets on the pill, IUD, condom, barrier, natural family planning, vasectomy and female sterilization will be printed. Twenty-five thousand copies of each leaflet will be printed. As a means to evaluate the effectiveness and impact of these two print materials, only half of the CBD promoters will receive them. Two other print materials will be distributed to all of the FEMAP affiliates. A brochure will be designed which explains: 1) what FEMAP is; 2) what services FEMAP offers; and 3) about responsible parenthood. Fifteen thousand copies will be printed; one thousand copies will be given to every FEMAP affiliate. The booklet Cien Preguntas will be reprinted. It has been used in the past by family planning workers as a guide for answering the most common questions about family planning and proven to be very effective. The CBD promoters/distributors of all of FEMAP's affiliates will receive a copy. Ten thousand copies will be printed.

César informed me that he had reached an agreement with a local radio station which will not charge FEMAP to produce spots in its studio but will charge for air time. Preliminary data analysis indicates that spots need to be produced on: 1) FEMAP as a source for family planning services; 2) how to use

each of the contraceptive methods (pill, condom, vasectomy, female sterilization) that FEMAP emphasizes; 3) the contraindications of the pill and the IUD; and 4) responsible parenthood directed towards the male. Eight radio microprograms of three minutes duration will also be produced. Maternal/child health care, responsible parenthood, the pill and the IUD will be the themes of the microprograms.

TV Channel 44 of Ciudad Juárez has offered free production and air time to FEMAP. The offer includes an opportunity for FEMAP representatives to participate in a noon-time talk show that is devoted to health themes. We also determined that spots should be produced and transmitted on promoters/distributors promotion and responsible parenthood.

Interpersonal communication will be carried out by the CBD promoters/distributors. They will be provided with re-training in the theme that the audiences have manifested greatest need. The promoters who receive the print materials will also be trained in how to use them.

César and I then developed a diffusion strategy. The strategy is incomplete because a further analysis of the data is needed to determine the appropriate hour of transmission for each segment of the target audience.

Diffusion Strategy

	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	
<u>Radio</u>							
Promo	====	----	----	====	----	----	4 Stations Saturation: 8 daily; 5 days/week Maintenance: 4 daily
PaterRes	====	----	====	----			
Anticonceptivos		====	====		====	====	
Microprogramas		----	----	----	----		3 times/week; vary- ing day and time
<u>Television</u>							
PaterRes	====		====				1 hr. of local prime time
Prom. Promoters	----	----					1 a day
TV talk show	----	----	----	----	----	----	1 a month
<u>Print</u>							
Flyers	----	----	----				All in the promoters hands before radio and television begin
Folletos	----	----	----	----	----	----	
Brochure	----	----	----	----	----	----	
100 Preguntas	----	----	----	----	----	----	

Each of the communication channels will be monitored through random sampling of the intended target audience. Checks will be made to determine that the messages are reaching the audience, are understood and are not offensive.

We also developed an updated workplan.

WORKPLAN

	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.
RADIO SPOTS										
Design	x									
Pretest	x									
Review		x								
Pretest		x								
Review		x								
JHU Approval		x								
Production			x							
Distribution			x							
Transmission/Monitoring				x	x	x	x	x	x	
Evaluation										x
RADIO MICROPROGRAMS										
Design	x									
Pretest	x									
Review		x								
Pretest		x								
Review		x								
JHU Approval		x								
Production			x							
Distribution			x							
Transmission/Monitoring				x	x	x	x	x	x	
Evaluation										x
TV TALK SHOW										
Prepare talent			x							
Produce shows			x							
Transmission/Monitoring				x	x	x	x			
Evaluation								x		
TV SPOTS										
Design	x									
Pretest	x									
Review		x								
Pretest		x								
Review		x								
JHU Approval		x								
Production			x							
Distribution			x							
Transmission/Monitoring				x	x	x	x	x		
Evaluation									x	

WORKPLAN (cont.)

	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.
PRINT MATERIAL										
<u>Cien Preguntas:</u>										
Production	x									
Distribution/Monitoring		x	x							
Evaluation						x				
<u>Leaflets:</u>										
Design	x									
Pretest	x									
Review		x								
Pretest		x								
Review		x								
JHU Approval		x								
Production			x							
Distribution to Promoters			x							
Distribution/Monitoring				x	x	x	x	x	x	
Evaluation										x
<u>Brochure:</u>										
Design	x									
Pretest		x								
Review		x								
Pretest		x								
Review		x								
JHU Approval		x								
Production			x							
Distribution to Promoters			x							
Distribution/Monitoring				x	x	x	x	x	x	
Evaluation										x
<u>Flyers:</u>										
Design	x									
Pretest	x									
Review		x								
Pretest		x								
Review		x								
JHU Approval		x								
Production			x							
Distribution to Promoters			x							
Distribution/Monitoring				x	x	x	x	x	x	
Evaluation										x
PROMOTERS/DISTRIBUTORS										
Training		x								
Monitoring			x	x	x	x	x	x	x	
Evaluation										x

Cesar and I made some crude calculations and redid the budget. This budget includes estimated expenses only through the initial (Juárez) stage of FEMAP's communication activities.

BUDGET		
	<u>Pesos</u>	<u>Dollars</u>
<u>Consultants</u>		
Ten Interviewers		
10 x 10 days ea. x 750 pesos	75,000	430
Two Artists		
2 x 1 month x 35,000 pesos	70,000	400
One Data Analyst and Computer Time	87,500	500
Four Coders		
400 questionnaires x 200 pesos	80,000	450
One Data Processor		
3 days x 17,500 pesos	<u>52,500</u>	<u>300</u>
	<u>365,000</u>	<u>2,080</u>
 <u>Other Direct Costs</u>		
<u>Print Material</u>		
Pamphlets - 7 x 25,000 x 8 pesos	1,400,000	8,000
Flyers - 1 x 50,000 x 3 pesos	150,000	850
Brochure - 1 x 15,000 x 100 pesos	1,500,000	8,500
100 Preg. - 1 x 10,000 x 110 pesos	1,100,000	6,300
Shipping - 13 sites x 2,500 pesos	<u>32,500</u>	<u>200</u>
	<u>3,192,500</u>	<u>18,250</u>
 <u>Radio</u>		
Spots Transmission (4 stations)		
4 x 10 spots x 130 days x 240 pesos	1,250,000	7,100
Microprograms Transmission (4 stations)		
4 x 50 days x 1,500 pesos	300,000	1,700
Reproduction		
100 cassettes x 500 pesos	<u>50,000</u>	<u>285</u>
	<u>1,600,000</u>	<u>9,085</u>
 <u>Television</u>		
Videocassettes		
20 x 8,750 pesos	175,000	1,000

NOTE: US\$1.00 = 175.00 Mexican Pesos as of 4/28/84.

FEMAP will send Nancy Loy clean copies of all of the preceding work which César and I accomplished during my visit. It is possible that there will be some slight variations between what is in this report and FEMAP's final version. The discrepancies (if any) will be due to further analysis of the plans and existing data by FEMAP personnel.

César, Dr. Enrique Suárez, FEMAP Education, Information and Training Chief, Mrs. Guadalupe de De la Vega, FEMAP President, and I met to discuss what César and I had done and what the next steps are. I explained that the new workplan was very tight and César would need assistance to carry it out. We agreed that at least two consultants should be hired: 1) Maria Elena Casanova to assist César in the development of print materials; and 2) someone to work with FEMAP in deciding upon what messages need to be transmitted and via which medium (perhaps Evelyn Folch-Lyon). I also believe that César will need assistance in developing radio and television materials. Lupe, César and Enrique were all unhappy that the project is behind schedule but stated that they were confident that things will now proceed according to the new workplan.

Programa para la Introducción y Adaptación de Tecnología Anticonceptiva (PIATA)

I met with Evelyn Folch-Lyon and Maria Elena Casanova to discuss the progress of the natural family planning leaflet they are developing for JHU/PCS. I examined a draft of the leaflet and asked them some questions about some of the concepts they were trying to communicate using primarily illustrations. They admitted that both abstinence and "good" (infertile) and "bad" (fertile) days are difficult ideas to illustrate. Nevertheless the leaflet is currently undergoing a final revision and should be ready for printing in mid-May.

I invited César to join me in meeting with Maria Elena. César agreed to use her expertise in print material development for FEMAP. They are going to work out a schedule and ask JHU/PCS to contract her services for FEMAP.

TELEVISA, S.A.

I was unable to meet with Miguel Sabido of TELEVISA because he unexpectedly left the country the day I arrived in Mexico City. Attempts to arrange a meeting with other TELEVISA officials proved to be nonproductive.

*Why not just
a letter to him?*

Centro de Orientación para Adolescentes (CORA)

I visited CORA in order to familiarize myself with its program for adolescents at the suggestion of Sam Taylor, AID Representative. CORA's Director, Lic. Anameli M. de Velasco, was out of the city, so I met with the Administrative Chief, Lic. Fernando Urzúa. Fernando and I had met last year during a Development Associates-sponsored conference in San Andres, Colombia.

CORA has two centers in Mexico City, and approximately 48,000 adolescents participate in its activities. The principal activities and objectives of the organization are explained in Attachment B. However, two activities deserve mention in this report. CORA, the Instituto Nacional de Bellas Artes and the Department of the Distrito Federal sponsor a yearly drama contest. Adolescents write, act and produce dramas about themselves and the society they live in. The best works are presented in the National Art Theatre in front of capacity crowds. This activity has done much to promote understanding between adolescents and adults. The second activity of note is the adolescent promoters program. They go into the community, investigate the young peoples' needs, give talks and distribute contraceptives (condoms and vaginal tablets). This CBD program of adolescents providing contraceptives to adolescents has proven to be very effective.

Agency for International Development (AID)

I met with Sam Taylor and Magdalena Cantú, AID Assistant, on my last day in Mexico City. I gave them an update on what I had accomplished with FEMAP, what FEMAP needs to develop its communication program and about other JHU/PCS activities in Mexico.

Sam provided an overview of the Mexican Family Planning Program. He also offered his assistance to JHU/PCS in order to support family planning communication in Mexico.

Recommendations

My visit to Mexico was primarily in support of FEMAP's communication activities. With this in mind I recommend that JHU/PCS:

1. Provide FEMAP with technical assistance in three areas: a) definition of messages and their appropriate communication channel; b) development of print materials; and c) development of radio and television materials.
2. Respond to additional FEMAP requests for assistance in order to complete the activities prescribed in the updated workplan; and
3. Facilitate the rapid approval of FEMAP-designed media materials so they can be produced and distributed in a timely manner.

LIST OF CONTACTS

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 AID Assistant

THE ADOLESCENT ORIENTATION CENTER
A LATIN-AMERICAN MULTISERVICE APPROACH

C O R A, A. C.

1978 - 1982

I IMPORTANCE OF AN INTEGRATED ORIENTATION FOR ADOLESCENTS
WITHIN AN INTEGRATED MULTIDISCIPLINARY APPROACH TO PER-
SONAL, FAMILY AND SOCIAL DEVELOPMENT.

A PROGRAM OF PREVENTIVE ORIENTATION FOR ADOLESCENTS AND FOR THE ADULTS WHO LIVE WITH THEM IS OF THE UTMOST IMPORTANCE FOR A COUNTRY LIKE MEXICO WHICH IS UNDERGOING CRITICAL CHANGES IN ITS CUSTOMS AND BEHAVIOR PATTERNS, BUT STILL RETAINS ITS TRADITIONAL VALUES WITHIN THE NUCLEUS OF THE FAMILY. IT IS VERY IMPORTANT, AS WELL, DUE TO THE FACT THAT THE COUNTRY HAS ONE OF THE HIGHEST DEMOGRAPHIC GROWTH RATES IN THE WORLD, ALONG WITH ONE OF THE HIGHEST RATIOS OF YOUNG PEOPLE IN THE OVERALL POPULATION. UP UNTIL A FEW YEARS AGO, NO OFFICIAL FAMILY PLANNING PROGRAMS HAD EVEN BEEN STARTED, MUCH LESS HAD ANYONE THOUGHT OF OFFERING ANY ORIENTATION ON THE SUBJECT TO THE YOUNG. THE EXPERIENCE OF OTHER COUNTRIES IS DEMONSTRATING THE IMPORTANCE OF YOUTH-DIRECTED ACTIONS, NOT ONLY BY MEANS OF A MERE DISTRIBUTION OF CONTRACEPTIVE PRODUCTS, BUT, FUNDAMENTALLY, AS AN INTEGRATED PROMOTION BASED ON THEIR MULTIPLE NEEDS. FOR YOUNG PEOPLE, TO GO TO A CLINIC TO GET A CONTRACEPTIVE PRESCRIPTION

OR A MEDICAL EXAMINATION, SEEMS LESS IMPORTANT THAN THE QUESTIONS LINKED TO THEIR INTER-PERSONAL RELATIONSHIPS, TO THEIR FAMILY LIVES, TO PROBLEMS WITH THEIR PARENTS, - TO THEIR SCHOOL, TO THEIR FRIENDS OR TO DERIVATIONS - - FROM SOME OTHER SITUATIONS IN THEIR DAILY LIVES AND - - THEIR VOCATIONAL ASPIRATIONS. BESIDES, YOUNG PEOPLE - - TEND TO REJECT HEALTH SERVICES THAT ARE NOT ADAPTED TO THEM, THAT ASK FOR UNNECESSARY DATA, THAT ARE TOO EXPENSIVE FOR THEIR SCARCE RESOURCES, THAT DON'T OFFER CONFIDENTIALITY OR THAT, SIMPLY LACK AN ATTRACTIVE ATMOSPHERE OR, RATHER, PRESENT ONE THAT IS THREATENING, SUCH AS THAT WHICH THE MAJORITY OF HOSPITALS AND DOCTOR'S OFFICE PRESENT.

THE ABOVE MAKES THEM NOT TO KNOW HOW TO PREVENT UNWAN--
TED PREGNANCIES OR, IN THE EVENT THAT THEY SHOULD DECIDE
TO USE SOME CONTRACEPTIVE METHOD, TO DO SO EITHER WITHOUT
PROPER MEDICAL SUPERVISION OR, WORSE YET, WITHOUT
ANY KIND OF PSYCHOLOGICAL AND MORAL ORIENTATION.

IT IS UNQUESTIONABLE AND OBVIOUS THAT, IF THE YOUNG, --
WHEN INITIATING THEIR REPRODUCTIVE STAGE OF LIFE, RECEIVE
ADEQUATE ORIENTATION (ACCORDING TO THE LATEST MODERN
SCIENTIFIC KNOWLEDGE AND A CLEAR PERSPECTIVE OF HUMAN -
VALUES, WITHIN AN INTEGRATED CONCEPT OF PERSONAL, FAMILY
AND SOCIAL REALIZATION) THERE WILL BE A SIGNIFICANT_
INCREASE IN THE PROBABILITY THAT THEIR PROCESS OF FORMATION
WILL BE MORE COMPLETE AND THAT THEY MAY GET TO THE

STAGE OF MATRIMONY WITH GREATER MATURITY.

ALL OF THIS WILL REFLECT DIRECTLY ON AN OPPORTUNE AND RES
PONSIBLE ADOPTION OF FAMILY PLANNING, AND THROUGH THIS, -
 THE DEVELOPMENT OF THE QUALITY OF PEOPLE'S, COUPLES, CLIDU
REN'S AND THEIR COMMUNITIES' LIVES WILL BE ENHANCED.

DUE TO THE AFOREMENTIONED, THE IDEA OF FOUNDING IN MEXICO,
 THE ADOLESCENTS ORIENTATION CENTER (CORA, A.C.) WAS BORN,
 AND IT OPENED ITS DOORS ON MAY 15th, 1978.

II OBJETIVES OF THE ADOLESCENT ORIENTATION CENTER.

GENERAL OBJECTIVE:

CREATE AN INDICATIVE PROGRAM IN WHICH A SYSTEM OF ORIENTAT
ION, TEACHING AND APPLIED STUDY IS ESTABLISHED FOR ADO--
 LESCENTS IN MEXICO; IN WHICH WE SEEK TO PROMOTE THEIR - -
 INTEGRATED DEVELOPMENT, WITHIN A REFERENTIAL BACKING OF -
 MEDICAL, EDUCATIONAL ANS SOCIAL INSTITUTIONS.

APECIFIC OBJECTIVES:

- A. PROMOTE THE BIOLOGICAL, PSYCHOLOGICAL AND SOCIAL DEVE-
 LOPMENT OF ADOLESCENTS BY MEANS OF THE CREATION OF AN
 ATTRACTIVE, POSITIVE, HEALTHY AND "FUN" ATMOSPHERE.
- B. FORM JUVENILE PROMOTORS ("ANIMATORS") FOR THE MOTIVA--
 TION AND INFORMATION OF OTHER ADOLESCENTS.

- C. PROVIDE THE ADOLESCENTS, WHO SO DESIRE, WITH MEDICAL, PSYCHOLOGICAL AND SOCIAL ORIENTATION AS WELL AS RECREATIONAL, CULTURAL AND SPORT ACTIVITIES.
- D. TRAIN TEACHERS AND OTHER PROFESSIONALS IN DIFFERENT FIELDS FOR WORKING WITH ADOLESCENTS.
- E. PROVIDE ORIENTATION SERVICES TO PARENTS ON ADOLESCENT EDUCATION.
- F. INVESTIGATE THE BIO-PSYCHO-SOCIAL REALITY OF ADOLESCENTS IN MEXICO.
- G. PREPARE INFORMATION, BROADCAST AND DIDACTIC MATERIAL TO BE DIRECTED AT YOUNG PEOPLE, THEIR FAMILIES AND DIFFERENT PERSONS INTERESTED IN THE DEVELOPMENT OF ADOLESCENTS.
- H. PUBLISH KNOWLEDGE AND EXPERIENCE DERIVED FROM THE WORK OF THE CENTERS BY MEANS OF DIVERSE PUBLICATIONS, INDIVIDUAL OR INSTITUTIONAL CONSULTANTS, TRAINING COURSES, EXPOSITIONS OF CORA AND ITS FACILITIES TO NATIONAL AND INTERNATIONAL VISITORS.
- I. PROMOTE THE COORDINATION OF DIFFERENT YOUTH ORIENTED INSTITUTIONS AND ORGANIZATIONS IN THE HEALTH AND EDUCATION SECTOR TO ATTEND, MORE EFFECTIVELY, TO THE

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NEEDS OF THE YOUNG POPULATION.

- J. SERVE AS A MODEL WHICH OFFERS ITS EXPERIENCES FOR THE INITIATION OF OTHER SIMILAR CENTERS, BOTH IN MEXICO - AND IN OTHER LATIN-AMERICAN COUNTRIES.

III CHARACTERISTICS OF CORA

- CORA, A.C., IS A NON-PROFIT PRIVATE ASSOCIATION.
- CORA, A.C., IS MADE UP OF A MULTI-DISCIPLINARY TEAM OF PROFESSIONALS. (MEDICAL DOCTORS, NURSES, PSYCHOLOGISTS, SOCIAL WORKERS, TEACHERS, A LAWYER AND AN ANTHROPOLOGIST).
- IT INVITES ADOLESCENTS AND SOME PARENTS TO PARTICIPATE ACTIVELY IN THE DEVELOPMENT OF PREVENTIVE PROGRAMS - - WHICH ARE, IN TURN, THE ANSWER TO THEIR PRESENT PRO- -BLEMS AND WHICH ENCOURAGES THEM TAKING POSITIVE STEPS_ IN DIVERSE FUTURE ACTIVITIES.
- IT OFFERS A HEALTHY, POSITIVE AND AGREEABLE ATMOSPHERE, LIKE THAT OF A CLUB, WHICH INSPIRES CONFIDENCE IN THE_ ADOLESCENTS, TO KEEP IT FROM RESEMBLING A HOSPITAL OR_ CLINIC.
- IT OFFERS EDUCATIONAL, SOCIAL, PSYCHOLOGICAL, MEDICAL, RECREATIONAL, CULTURAL, ARTISTIC AND SPORTING ACTIVI--TIES TO NORMAL ADOLESCENTS, THEIR FAMILIES AND PROFESSIONALS WHO WORK WITH THEM. IF ANY CASE IS BEYOND OUR_

CAPABILITIES, IT IS AUTOMATICALLY REFERRED TO MORE - -
SPECIALIZED AND APPROPRIATE INSTITUTIONS.

- IT CONCEIVES OF SEX EDUCATION AS PART OF THE INDIVI- -
DUAL'S INTEGRAL EDUCATION, CONSIDERING THIS LAST AS AN_
INDIVISIBLE BIOPSYCHOSOCIAL UNIT.
- THE PROGRAMS FOR SEX EDUCATION ARE PLANNED BOTH, FOR --
INSIDE AND OUTSIDE OF THE CENTERS, BEING DIRECTED BOTH_
AT ADOLESCENTS AS WELL AS AT THEIR PARENTS, TEACHERS --
AND AT OTHER HEALTH SECTOR PROFESSIONALS.
- IT PROMOTES THE FORMATION OF JUVENILE PROMOTORS AS A --
BASIC STRENGTH IN COMMUNICATION ACTIVITIES.
- IT FURTHERS THE COORDINATION OF THE ACTIVITIES OF DIFFE --
RENT YOUTH INSTITUTIONS AND ORGANIZATIONS IN THE HEALTH
AND EDUCATION SECTORS, IN ORDER TO ATTEND TO THE NEEDS_
OF YOUTH MORE EFFECTIVELY. IT CARRIES OUT RESEARCH ON -
SEXUAL ATTITUDES AND CONDUCT OF THE MEXICAN ADOLESCENT,
TO PARENTS AND TEACHERS.
- IT SUPERVISES THE TRAINING OF THE PERSONNEL OF OTHER --
INSTITUTIONS WHICH SOLICIT THIS TYPE OF CONSULTATION.
- IT DESIGNS DIVERSE PUBLICATIONS OF INTEREST FOR YOUNG -
PEOPLE, THEIR FAMILIES AND PROFESSIONALS INTERESTED IN_
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THE INTEGRATED DEVELOPMENT OF ADOLESCENTS.

- IT TRAINS PROFESSIONALS FROM OTHER NATIONAL AND INTERNATIONAL INSTITUTIONS WHO SEEK FOR IT.
- IT PARTICIPATES AT NATIONAL AND INTERNATIONAL CONGRESSES, WORKSHOPS, ETC.

IV ORGANIZATION CHART OF CORA, A.C.

THE ORGANIZATION OF THE ADOLESCENT ORIENTATION CENTER -- "CORA, A.C.", IS THE FOLLOWING:

1. BOARD OF DIRECTORS

IT IS MADE UP OF A PRESIDENT, A VICE PRESIDENT, A SECRETARY/TREASURER, A GENERAL DIRECTOR AND 4 BOARD MEMBERS.

THIS BOARD HAS THE FOLLOWING ACTIVITIES:

- IT HOLDS THE CONSTITUTIONAL ASSEMBLY AS WELL AS SUBSEQUENT ASSEMBLIES, WHERE GENERAL MANAGEMENT REPORTS ON ITS ACHIEVEMENTS DURING A SPECIFIC PERIOD OF TIME.
- IT INFORMS AND IS RESPONSIBLE TO THOSE INSTITUTIONS WHICH FINANCE CORA'S ACTIVITIES.

THIS BOARD DELEGATES ITS FUNCTIONS TO THE GENERAL --
DIRECTOR.

2. GENERAL DIRECTOR

A PSYCHOLOGIST WHO IS ALSO A TEACHER WHO HAS BEEN --
SPECIALIZED IN SEX EDUCATION, FAMILY AND WHO HAS AMPLE
EXPERIENCE IN HANDLING ADOLESCENTS IS IN CHARGE OF --
THIS POSITION.

THE GENERAL DIRECTOR COORDINATES, ORGANIZES, SUPERVI--
SES AND ORIENTS ALL THE ACTIVITIES CARRIED ON INSIDE_
AND OUTSIDE THE CENTERS. SHE IS ALSO IN CHARGE OF PU--
BLIC RELATIONS FOR THE CENTER WITH REGARD TO OTHER --
INSTITUTIONS AND IS RESPONSIBLE TO THE BOARD OF DIREC_
TORS FOR THE PROPOSED OBJECTIVES OF THE PROGRAM.

IN ORDER TO CARRY OUT ITS FUNCTIONS, MANAGEMENT IS --
AIDED BY A BODY OF TECHNICAL COUNSELLORS, WHO ARE --
PEOPLE WITH AMPLE EXPERIENCE IN THE FIELD OF ADOLES--
CENCE, AND BY AN ADMINISTRATOR.

3. ADMINISTRATION AND FINANCE

A PUBLIC ACCOUNTANT AND BUSINESS ADMINISTRATOR IS IN_
CHARGE OF THIS AREA. THE ADMINISTRATION IS THE GENE--
RAL MANAGEMENT'S SUPPORT FROM THE POINT OF VIEW OF --
ACCOUNTABILITY, SINCE IT PREPARES THE FINANCIAL RE--
PORTS PRESENTED TO THE BOARD OF DIRECTORS AND FUNDING

INSTITUTIONS; IT IS ALSO RESPONSIBLE FOR GENERAL ACCOUNTING AND THE FINANCIAL MATTERS PERTAINING TO THE CENTER. IT ALSO TAKES CARE OF THE PURCHASE OF MATERIALS REQUIRED BY THE CENTER AND OF PERSONNEL CONTROL. IN ORDER TO -- CARRY OUT HIS FUNCTIONS HE IS AIDED BY AN AUXILIAR -- ACCOUNTANT.

TEACHING UNIT

A SPECIALIST IN SEX EDUCATION, IS IN CHARGE OF THIS AREA AND COUNTS ON THE ACADEMIC SUPPORT OF CORA'S PERSONNEL -- AS WELL AS A GROUP OF PART-TIME ASSOCIATE PROFESSORS. -- SOME TIMES RECEIVES VOLUNTARY HELP FROM A SOCIAL WORK -- STUDENTS DOING HER SOCIAL SERVICE. THIS UNIT IS RESPONSIBLE FOR PROMOTING, PLANNING AND ORGANIZING COURSES FOR -- CORA'S DIVERSE TARGET GROUPS:

- A. ADOLESCENTS, 11 TO 15 YEARS OLD (ALL CENTERS).
- B. ADOLESCENTS, 16 TO 20 YEARS OLD (ALL CENTERS).
- C. PARENTS (ALL CENTERS)
- D. TEACHERS (ONLY AT ADMINISTRATIVE OFFICES).
- E. PROFESSIONALS IN THE AREA OF HEALTH (ONLY AT ADMINISTRATIVE OFFICES).

ALSO TRAINS CORA'S PERSONNEL FOR TEACHING ACTIVITIES, -- TEACHES, SUPERVISES DIDACTIC MATERIALS AND EVALUATE -- COURSES.

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RESEARCH UNIT

THIS AREA IS UNDER THE DIRECTION OF A SOCIAL ANTHROPOLOGIST AND A GROUP OF RESEARCHERS. ITS RESPONSIBILITIES -- ARE:

TO SUPPORT ALL CENTERS AS TO RESEARCH AND EVALUATION OF PROGRAMS. IT ALSO STUDIES AND EVALUATES THE MOST COMMON PROBLEMS OF YOUTH IN MEXICO. IT CARRIES OUT FIELD RESEARCH, LOOKING FOR CONCRETE PHENOMENA AND FACTORS TO BE TAKEN INTO ACCOUNT. IT ALSO PARTICIPATES IN THE DESIGN OF DIDACTIC CONTENTS FOR THE CLASSES AND COURSES.

PARTICIPATES IN TEACHING ACTIVITIES, PREPARES COURSES' CONTENTS FROM THE SOCIAL POINT OF VIEW, SHE SERVES AS CONSULTANT FOR SCHOOL WORKS AND PROFESSIONAL THESIS. ABOUT ADOLESCENCE, SEX EDUCATION AND FAMILY PLANNING.

4. SERVICES CENTERS

EACH CENTER HAS TWO MAIN AREAS: SERVICE AND PROMOTION.

- THE SERVICES AREA IS DIVIDED INTO:

- A. MEDICAL SERVICE
- B. PSYCHOLOGICAL SERVICE
- C. SOCIAL WORK

MEDICAL SERVICE

AN M.D. IS IN CHARGE OF THIS AREA WITH THE ASSISTANCE OF

A TRAINED NURSE.

THEY ARE RESPONSIBLE FOR PROVIDING MEDICAL ATTENTION TO --
 THOSE WHO ASK FOR IT, FOR CARRYING OUT ALL NECESSARY ACTIU
 VITIES TO OBTAIN AN ADEQUATE DIAGNOSIS AND TREATMENT FOR_
 THE PATIENTS IN THEIR CARE AND FOR KEEPING THEIR CLINICAL
 FILES UP TO DATE. THEY ALSO DESING TEACHING MATERIALS OF_
 A MEDICAL-BIOLOGICAL NATURE, KEEP CONTROL OF THE MEDICI--
 NES FOR PRESCRIPTIONS, ARE RESPONSIBLE FOR THE MEDICAL --
 EQUIPMENT AND CURATIVE MATERIALS, AND GIVE SUPPORT TO THE
 TEACHING AREA. THEY SUPERVISE THE MEDICAL SERVICES OF - -
 OTHER CENTERS AND PROMOTE THEIR SERVICE IN THE COMUNITY.

PSYCHOLOGICAL SERVICE

THIS AREA IS RUN BY A PSYCHOLOGIST WHO IS IN CHARGE OF --
 PROVIDING PSYCHOLOGICAL ATTENTION TO THOSE WHO NEED IT, -
 AS WELL AS PREPARING DIAGNOSES AND PSYCHOLOGICAL TREATMENT,
 KEEPING-UP OF FILES FOR SAID PATIENTS AND PARTICIPATING -
 IN THE PREPARATION OF PROGRAMS FOR THE COURSES GIVEN BY -
 THE CENTER AND THE DESIGN OF DIDACTIC CONTENTS FOR THE --
 PSYCHOLOGICAL AREA. PROMOTES THE SERVICE IN THE COMUNITY.

SOCIAL WORK

THIS AREA IS MANAGED BY A SOCIAL WORKER. SHE IS RESPONSI-
 BLE FOR SOCIOECONOMIC STUDIES OF THOSE THAT INDICATE - --
 NEEDS IN THE AREA OF MEDICAL AND PSYCHOLOGICAL SERVICES._
 SHE ALSO COLLABORATES IN EXTRA-MURAL PROMOTIONS ON WHAT -

THE CENTER IS ALL ABOUT. SHE ALSO GIVES SUPPORT TO THE ORGANIZATION OF LECTURES AND ARTISTIC AND CULTURAL ACTIVITIES WITH ADOLESCENTS, PARENTS AND PROFESSIONALS WHO SEEK THEM. SHE ELABORATES ACTIVITY PROGRAMS IN ORDER TO IMPROVE SOCIO-ECONOMIC AND CULTURAL DEVELOPMENT OF THE ADOLESCENTS. SOMETIMES HAS THE VOLUNTARY HELP OF A SOCIAL WORKS STUDENT DOING ITS SOCIAL SERVICE.

- PROMOTION

THE SOCIAL WORKER IS IN CHARGE OF THIS AREA AND COORDINATES THE GROUPS OF YOUNG PEOPLE CALLED JUVENILE PROMOTORS THIS AREA IS DIRECTLY INVOLVED WITH WORKING WITH ADOLESCENTS ATTENDING THE CENTER, EITHER AS OBSERVERS OR PARTICIPANTS IN THE FOCUSED GROUP DISCUSSIONS. THIS AREA ORGANIZES RECREATIONAL, ARTISTIC AND CULTURAL EVENTS AS WELL AS THE ADOLESCENTS' FILES. THEY COORDINATE WITH THE PROMOTION AREAS OF OTHER CENTERS. THEY ALSO ARE COMMUNITY PROMOTERS OF FAMILY PLANNING.

EACH CENTER HAS A SUPERVISER WHO IS SELECTED AMONG THE DOCTOR, THE PSYCHOLOGIST OR THE SOCIAL WORKER, DEPENDING ON THEIR ADMINISTRATIVE ABILITIES.

THE CENTERS' SUPERVISERS REPORT ON THEIR ACHIEVEMENTS TO THE GENERAL DIRECTOR EACH MONTH AND MEET AT MAIN CENTER EVERY WEEK TO DISCUSS WORK STRATEGIES.

V FUNCTIONAL OBJECTIVES

A. YOUTH ORIENTATION OBJETIVES:

- PROVIDE MEDICAL, PSYCHOLOGICAL AND SOCIAL ATTENTION TO YOUNG PEOPLE ON AN INDIVIDUAL AND A FAMILY BASIS
- PROVIDE A VARIETY OF OPPORTUNITIES FOR YOUNG PEOPLE TO BECOME INVOLVED, ACTIVELY AND RESPONSIBLY, IN -- THEIR PHYSICAL AND MENTAL HEALTH, IN THEIR OWN SEX EDUCATION AND TOTAL INTEGRATION OF THEIR PERSONALITY, BY MEANS OF "LIVING" GROUPS, ORIENTATION THERAPIES, MEDICAL AND PSYCHOLOGICAL CONSULTATIONS, ETC.
- PROVIDE ADOLESCENTS WITH NEW ELEMENTS FOR EFFECTIVE COMMUNICATION WITHIN THEIR FAMILY AND SOCIAL NU- - CLEUS.
- ENCOURAGE YOUNG PEOPLE TO BE BETTER INFORMED, TO -- IDENTIFY THE FACTORS OF THEIR SEXUAL, EMOTIONAL AND SOCIAL DEVELOPMENT: TO RESPECT THEIR BODIES AND - REINFORCE RESPONSIBLE ATTITUDES TOWARD THEIR SEX LIFE. TO LEARN THE MEANING AND THE NEED FOR OPPORTUNE FAMILY PLANNING.
- REINFORCE THEIR SEXUAL IDENTITY AND ORIENT THEM AS TO A SENSE OF THE DEVELOPMENT OF THE "SEXED" HUMAN

PERSON, BUT ESSENTIALLY EQUAL IN DIGNITY AND CAPACITY
VIS-A-VIS THE OPPOSITE SEX.

- DETECT PROFOUND PROBLEMS OF PHYSICAL OR MENTAL HEALTH
AND CHANNEL THEM TOWARD SPECIALIZED ATTENTION.

B. PARENT ORIENTATION OBJECTIVES:

- PROMOTE ADEQUATE SEX EDUCATION IN THE HOME.
- PROMOTE FAMILY INTEGRATION, OFFERING CONSULTATIONS TO
PARENTS ON HOW TO EDUCATE THEIR CHILDREN IN A POSITI-
VE WAY AND THUS AVOID PSYCHOSEXUAL AND SOCIAL MALAD--
JUSTMENTS.
- PROVIDE PARENTS WITH NEW ELEMENTS OF COMMUNICATION TO
USE WITH THEIR ADOLESCENT CHILDREN IN ORDER TO ACHIE-
VE BETTER INTER-PERSONAL RELATIONS WITHIN THE FAMILY,
AS WELL AS TO PRESERVE THE FAMILY'S PHYSICAL AND MEN-
TAL HEALTH.
- CHANNEL THOSE CASES WHICH SO REQUIRE, TO DIFFERENT --
SPECIALIZED INSTITUTIONS.

C. OBJECTIVES OF JUVENILE PROMOTORS.

- PROMOTE THE FORMATION OF YOUTH GROUPS WHICH PROVIDE A
NATURAL AND EFFECTIVE ATMOSPHERE IN WHICH YOUNG PEO--
PLE CAN OBTAIN SUPPORT AND ORIENTATION WHILE SHARING _

✓

QUESTIONS, DOUBTS AND ANXIETIES AND CAN IDENTIFY - -
WITH EACH OTHER IN THEIR MUTUAL FEARS AND SENTIMENTS

- PROMOTE THE FORMATION OF GROUPS OF VOLUNTEERS, BOTH_
ADOLESCENTS AND ADULTS, WHO ARE WILLING TO COLLABORAA
TE IN A SPONTANEOUS MANNER WITH THE DIFFERENT CORA, -
A.C. PROGRAMS.

- ORGANIZE EVENTS, GET-TOGETHER AND VARIOUS OTHER JUVEE
NILE ACTIVITIES TO OCCUPIED THEIR FREE TIME IN A PO-
SITIVE MANNER.

- ELABORATE A DIRECTORY OF INSTITUTIONS AND PERSONS --
THAT PROVIDE SERVICES OF ATTENTION TO ADOLESCENTS --
AND ESTABLISH THE NECESSARY CONTROLS FOR REFERRAL, -
CHANNELING AND FOLLOW-UP OF CASES.

- HELP CHANNEL YOUNG PEOPLE, WHOSE CASES MERIT IT, SO_
THEY CAN RECEIVE MEDICAL, EDUCATIONAL AND SOCIAL SERE
VICES REQUIRED FROM THE APPROPRIATE INSTITUTIONS.

D. EDUCATIONAL OBJETIVES FOR YOUNG PEOPLE

- PROVIDE INFORMATIVE AND FORMATIVE EDUCATION THAT PROO
MOTES PERSONAL AND SOCIAL DEVELOPMENT BY PRESENTING_
VARIOUS POTENTIAL ALTERNATIVES AS FAR AS PREPARATION
FOR THE REPRODUCTIVE, FAMILY AND SOCIAL LIFE OF THE_
YOUNG ADOLESCENT, IS CONCERNED.

- ESTABLISH SYSTEMS OF INTERACTIONS, DISCUSSIONS AND -
DIALOGUES BETWEEN ADULTS AND THE YOUNG.
- ESPECIALLY, MAKE POSSIBLE THE SHARING OF IDEAS AND -
FEELINGS ABOUT PREGNANCY, PATERNITY, FAMILY RESPONS
BILITIES, MATRIMONY, MALE AND FEMALE ROLES, DOUBTS -
ABOUT CONTRACEPTIVES, SEXUAL LIFE, ABORTION, ETC.
- ORGANIZE RECREATIONAL, SPORTING, ARTISTIC AND CULTU-
RAL EVENTS, WHICH PROMOTE THE INTEGRATED DEVELOPMENT
OF ADOLESCENTS AND OF THEIR FAMILIES, AND TO MOTIVA-
TE THEIR ATTENDANCE AT CORA, A.C.

E. PARENTAL EDUCATION OBJETIVES:

- PROVIDE GENERAL ORIENTATION AS TO THE INTEGRATED EDU
CATION OF THE ADOLESCENT WITH SPECIAL EMPHASIS ON --
SEXUAL ASPECTS WHICH HAVE BEEN IGNORED.
- ESTABLISH SYSTEMS OF INTERACTION, DISCUSSION AND DIAA
LOGUE.
- PROVIDE GENERAL ORIENTATION THAT FACILITATES FAMILY_
INTEGRATION.

F. TRAINING OBJETIVES:

- TRAIN PROFESSIONALS, WHO SO DESIRE, BY MEANS OF - -
THEORETICAL/PRACTICAL SEMINARS.

- PROMOTE AND IMPLEMENT COURSES, SEMINARS, WORKSHOPS, -
ETC. IN SCHOOLS, HOSPITALS, RECREATIONAL CENTERS, --
ETC., BY MEANS OF INTERINSTITUTIONAL CONTACTS.

G. RESEARCH:

CARRY OUT SURVEYS AND INVESTIGATIONS WHICH WILL ALLOW -
ALLOW US TO GET TO KNOW THE MEXICAN ADOLESCENT'S REALI -
TY AND PROBLEMS, IN ORDER TO ADEQUATELY ORIENT THE - -
CORRESPONDING PROGRAMS.

MAKE EVALUATIONS OF VARIOUS TYPES OF PROGRAMS AND OF -
THE EXPERIENCES RESULTING FROM THEM.

PUBLISH THE RESULTS TO MAKE THEM WIDELY KNOWN.

SERVE AS CONSULTANTS FOR SCHOOL WORKS AND PROFESSIONAL
THESIS ON ADOLESCENCE, SEX EDUCATION AND FAMILY PLAN--
NING.

VI WORKING AREAS

IN ORDER TO COORDINATE AND SUPERVISE ALL THE ACTIVITIES -
IN THE SEVERAL CENTERS IT EXISTS 5 "WORKING AREAS".

- A. MEDICINE
- B. PSYCHOLOGY
- C. SOCIAL WORK AND PROMOTION
- D. FAMILY PLANNING
- E. TEACHING

FROM THE DIFFERENT PROFESSIONALS OF EACH FIVE AREAS ONE -
 IS SELECTED TO ACT AS COORDINATION THE 5 OF THEM ARE EN--
 CHARGED OF ELABORATE SIMILAR PROGRAMS, COORDINATE ACTIVI--
 TIES OF ALL CENTERS, SOLVE PROBLEMS ELABORATE MATERIALS -
 ETC. WITH THE AID OF THE GENERAL DIRECTOR; DESIGN RESEARCH
 AND EVALUATION WITH THE HELP OF THE RESEARCH COORDINATOR;
 SEEK FOR SPECIAL TRAINING THEY CONSIDER ESSENTIAL FOR - -
 THEIR EVERY DAY WORK AND SUPERVISE THE ACHIEVEMENT OF THE
 GOALS DESIGNATED TO EACH CENTER. THEY MEET MONTHLY AND --
 PRESENT A WRITTEN REPORT TO THE GENERAL DIRECTOR. THEY -
 ALSO MEET EVERY TWO MONTHS WITH HER.

VII RESULTS.

UP TO 1982 CORA HAS 4 SERVICE CENTERS IN MEXICO CITY, ONE
 IN THE STATE OF TAMAULIPAS (FINANCED BY THE GOVERNMENT), -
 THE ADMINISTRATIVE OFFICES AND HAS TRAINED SOME PROFESSION
 NALS FOR GUATEMALA, PANAMA, NICARAGUA, COSTA RICA Y HONDUR
 RAS PLUS SEVERAL FROM MEXICO.