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TRIP REPORT

BRAZIL

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Dates of In-Country Work:
April 29 - May 2, 1986

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-1-

TABLE OF CONTENTS

	<u>Page</u>
I. Executive Summary	3
II. List of Abbreviations	4
III. Introduction.	5
Activities.	5
Problems and Constraints.	6
Recommendations	8
IV. Contact List.	10

Appendices

- A. List of Contacts
- B. Results of Booklet Pretests
- C. Draft Versions of User Booklets
- D. Chronogram of Activities

I. EXECUTIVE SUMMARY

The Johns Hopkins University/Population Communication Services (JHU/PCS) Consultant and PATH/PIACT Associate, Lucia Ferraz-Tabor, worked with ABEPF's IEC team from April 29 through May 2, 1986 to provide technical assistance to ABEPF's JHU/PCS IEC project. Assistance was provided in the development of three user-oriented booklets (the pill, IUD, tubal ligation), a manual for service providers and in designing a service provider training program. ABEPF has signed a contract with another publicity agency, ARGOS, as they were dissatisfied with the quality of the work of the previous publicity agency, CASA. ABEPF needs to make provisions for additional pretesting of the materials that are revised based on the results of earlier pretests.

II. ABBREVIATIONS

ABEPF - Associacao Brasileira de Entidades de Planejamento Familiar

CRZ - Cruzado, Brazilian Currency

IEC - Information, Education, and Communication

JHU/PCS - Johns Hopkins University, Population Communication Services

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

III. INTRODUCTION

JHU/PCS Consultant and PATH/PIACT Associate, Lucia Ferraz-Tabor, worked with ABEPF's IEC team from April 29 through May 2, 1986. The purpose of the trip was to provide technical assistance to ABEPF's JHU/PCS IEC project.

ACTIVITIES

The following activities were carried out during this consultancy:

1. Reviewed the current status of the project with Denise das Chagas Leite, ABEPF's executive director, and ABEPF's IEC team.
2. Reviewed the pretest results of three booklets (IUD, pill and tubal ligation) in order to: a) identify messages (text and visual) which reached the level of comprehension of 80 percent according to pre-established criteria; b) extract observations and comments; c) extract language used by representatives of the target audience. The results of the pretests will be utilized to develop new versions of these booklets. (Appendices B, C)
3. Initiated the development of the manual for service providers. Related activities included: a) reviewed existing materials, b) specified behavioral objectives; c) outlined key topics;

d) selected samples of texts and visuals from materials available to be used as samples; e) dictated a rough draft of guidelines on the use of the flip chart and booklets, f) wrote a rough draft of the manual and specified visuals. These materials are currently being typed at ABEPF and will be forwarded to JHU/PCS at a later date.

4. Discussed and outlined the training program for service providers. The program now includes experiential approaches and selected sample exercises to allow participants to "practice," i.e., role playing and short simulations to enable participants to utilize IEC materials effectively.
5. Discussed and reviewed the chronogram. (Appendix D)

PROBLEMS AND CONSTRAINTS

May 1, Thursday, was a holiday and May 2 was an optional holiday at ABEPF. However, the IEC team decided to keep the original schedule of April 29 through May 2. Although the team worked, there was no support staff available on May 1 and May 2. This meant that typing and reproducing documents were delayed. Thus the manual for service providers which was drafted and dictated during this consultancy was not completed in time to be attached to this report.

The three booklets [on the IUD, pill and tubal ligation (Appendix C)] which had been developed and pretested with 15 representatives of the

target audience each were illustrated by the CASA Publicity Agency. Results of the pretests showed that, overall, comprehension was low (Appendix B). In addition, several problems arose, including the illustrator leaving the agency and difficulty in communication between ABEPF's IEC team and the CASA staff. ABEPF also thought that the illustrations were not clear. As a result, ABEPF decided to cancel its contract with CASA and requested bid proposals from other agencies. This slowed down the work considerably. However, it proved to be a timely decision because the CASA Publicity Agency went out of business during the week of this consultancy.

The agreement reached between ABEPF and the new publicity agency, ARGOS, establishes May 23 as the deadline for delivery of all booklets. This could present a problem because it does not allow time for ABEPF to review each booklet and conduct initial pretests. In addition, should anything go wrong and the booklets not be ready by May 23, ABEPF would not have time to deal with this problem prior to the proposed pretests in Sao Paulo and Fortaleza.

The present plan is to pretest materials in Sao Paulo and Fortaleza and revise them according to results of these pretests. If materials do not reach pre-established levels of acceptability during these pretests, there is no provision for additional pretesting of revised materials. This could present a serious problem for the project as one might never know pretest results of finalized materials.

RECOMMENDATIONS

ABEPF should establish deadlines with ARGOS for delivery of each booklet, rather than having one deadline for all. This has been discussed with the IEC team and has already been carried out.

Provisions for additional pretesting of materials should be made. The following options are suggested:

1. Pretest each IEC material in Rio as it is completed with at least 30 representatives of the target audience and revise materials prior to taking them to Sao Paulo and Fortaleza. This should increase the probability that test results of the pretest in the field would be higher.
2. Pretest all revised messages which did not reach the desired level of acceptability in Rio with at least 30 people and keep revising them until the desired levels of acceptability are reached after each revision.
3. Pretest in Rio prior to Sao Paulo and Fortaleza. Revise materials and keep pretesting in Rio until each message reaches the desired level of acceptability. After pretesting materials in Sao Paulo and Fortaleza, revise materials again in Rio until the desired levels of acceptability are reached for all messages.

Among these approaches, number 3 is preferred because it increases the probability that a larger number of messages will be acceptable during pretesting in Sao Paulo and Fortaleza and it builds in the provision that messages will be revised until they reach the pre-established levels of acceptability in Rio.

Due to lack of resources, additional pretesting in Sao Paulo and Fortaleza was not suggested. If these additional pretests are required, additional funds would be needed: two research assistants at CRZ 150.00 per day during 32 days would cost CRZ 9,600 (US 1.00 = CRZ 13.40).

IV. CONTACT LIST

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