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Evaluation of PRIDE/Belize

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Evaluation of PRIDE/Belize

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Summary of the Evaluation Conclusions

The evaluation team recommends that the following concepts guide PRIDE/Belize during the next 36 months of operation:

- commitment, both organizationally and administratively to make the project culturally reflective of and responsive to the diversity of Belizean society;
- movement toward a training of trainers model;
- development of a simple but efficient management information system with emphasis on regular documentation of efforts and periodic organizational self-evaluation to assess the fit between long-range goals and short-term accomplishments and difficulties;
- collaboration with the Government of Belize to incorporate drug education programs in the school curricula, with standards IV, V, and VI as primary targets;
- development of a permanent and easily accessible resource center in Belize City, with mini-centers in each district maintained by volunteers;
- intensive networking and full utilization of already established youth and civic groups in an effort to develop wholesome alternative activities and jobs, especially for youth at high risk of drug abuse; and
- focused training and technical assistance for the PRIDE/Belize staff to help them accomplish these long-range goals.

I. Context of the Project

Belize was estimated to have almost 167,000 inhabitants in 1985, with about one third of its people living in Belize City. The country's history and geography link it to both Central America and the Caribbean. Under British colonial rule, the Belize economy traditionally depended on one agricultural product, formerly logwood and more recently sugar. Since independence in 1981, this mono-crop economy and international market forces have made it difficult for many Belizeans to find employment; as a result, a significant percentage emigrate in search of work, particularly to the U.S. The families left behind in Belize are often headed by females, and, as more women seek employment in other countries, children are increasingly left in the charge of grandmothers, aunts or individuals paid for their care. In addition, some Belizeans have decided to grow marijuana as a cash crop for export to the United States. Contemporary Belizean society seems to be signaling to its young people that marijuana use is O.K.

With an awareness of the potentially corrupting forces of local drug trafficking and the expressions of concern by the US Government about marijuana coming from Belize, the Government of Belize mounted several eradication campaigns involving the spraying of marijuana fields in rural areas. Both governments recognized that a prevention effort was also needed to inform the Belizean public about the health dangers of using drugs and

to prevent Belizean young people from experimenting with drugs. Therefore, in 1985, USAID/Belize designed a private sector drug awareness education project in Belize to compliment the other U.S. Government narcotics initiatives in the country. PRIDE/Atlanta, Georgia signed an agreement on September 23, 1985, to implement the project, with a termination date of March 31, 1987.

II. AN Overview of the Original Goals and Objectives and the Implementation Process

A. Purpose and Activities

The overall purpose of the PRIDE/Belize program is to reduce the prevalence and incidence of drug use among Belizeans, particularly the youth of Belize, by increasing public awareness of the dangers of drugs. To achieve this purpose, the following general activities are stated in the original proposal:

- 1 - establishment of a PRIDE field office to provide training and educational assistance and resources to the various segments of Belizean society;
- 2 - development and implementation of a National Drug Use Prevalence Survey to provide baseline data regarding the nature and extent of drug use by Belizean youth;
- 3 - formation of a PRIDE/Belize National Drug Awareness Action Committee, a National Executive Board, and a Drug Awareness Action Committee chapter in each district;

- 4 - creation of a Resource Center, consisting of both audio-visual and print materials; the tabulation of lists of potential speakers for youth, parent, and civic groups; and publication of a newsletter detailing PRIDE/Belize activities and providing relevant drug information;
- 5 - initiation of parent groups in areas identified by the National Drug Use Prevalence Survey as being high risk areas;
- 6 - provision of technical and material support to community, church, and civic groups in their efforts to promote pro-health, anti-drug programs; and
- 7 - dissemination of drug awareness messages through the mass media to provide accurate information to the public, as well as persuasive messages to prevent or reduce drug use.

Each activity is to have several key components associated with it. The design, development, and/or implementation of these components is to serve as general progress indicators of the implementation and operation of each activity.

B. PRIDE/Belize as Implemented

The parent action committee model held considerable attraction as the basic goal of the original proposal of PRIDE/Belize. There is comfort in the belief that all parents are the same in their concern for their children

and all families are the same in their willingness to work toward the benefit of their family members. Since Belize was the first Third World country where PRIDE/Atlanta would mount a major operation, it was logical that the parent action committee model would be proposed and tried. Circumstances faced by Belizean parents, however, vary significantly from those typical of the middle-class families in the United States which generated the parent action committee model. In addition, history and geography have generated an amazingly complex society in Belize, which is racially, culturally and linguistically diverse, and used to a British colonial administrative system in which the central government traditionally provides most social services.

PRIDE/Belize staff enthusiastically attempted to implement the parent action committee, only to be faced with the social reality that many parents are not present, that some parents deny there is a problem at least with their own children, and that others feel overwhelmed by the limited economic resources available to them. Furthermore, while adults with more education and income often contribute considerable voluntary service to Belizean community organizations, most Belizeans are only beginning to explore options for civic participation and popular leadership. One positive result of the efforts to

organize parent groups was the identification of several key adults around the country who are committed to assisting PRIDE/Belize in whatever capacity will benefit their communities. Nevertheless, PRIDE was generally unsuccessful in forming local Drug Awareness Action Committees made up of parents. The staff, therefore, attempted to expand the parent action committee model by emphasizing instructional activities in the schools and with existing civic and youth groups.

Table I summarizes the activities as originally proposed and the project's achievements.

TABLE I
PRIDE/BELIZE PROPOSED ACTIVITIES AND INDICATORS OF ACHIEVEMENT

Activity	Proposed Date	Actual Date	Achieved?	Evaluation Comments
<u>1. Formation of National Drug Awareness Action Committee (DAAC)</u>				
a. Belize City DAAC	Nov. 30, 1985	Nov. 25, 1985	Yes	The Belize City DAAC is the only chapter which organized; it continues to meet regularly. The membership has changed considerably since its original organization, and the group is trying to consolidate.
b. Toledo/Stann Creek DAAC	Jan. 31, 1986		No	
c. Corozal/Orange Walk DAAC	Jan, 31, 1986		No	
d. San Ignacio/Belmopan DAAC	Feb. 28, 1986		No	
e. San Pedro/Ambergris Caye DAAC	Feb. 28, 1986		No	
f. DAAC National Executive Board	March 31, 1986		No	
<u>2. Establishment of PRIDE Field Office in Belize</u>				
a. Staff	Oct. 7, 1986	Oct. 31, 1986	Yes	The director acted quickly and effectively in recruiting an excellent staff and establishing the field office in Belize City.
b. Space and furnishings	Nov. 15, 1985	Oct. 31, 1985	Yes	
c. By-laws & Incorporation	Feb. 28, 1986		No	
<u>3. Provision of technical and material support to local PVO's, community, church & civic groups</u>				
a. Materials	Nov. 30, 1985	Dec. 1, 1985	Yes	Introductory visits were made to numerous communities. DAACs did not organize anywhere except in Belize City; therefore, staff visited district towns and villages in an attempt to stimulate local interest and to encourage residents to get involved in drug abuse education efforts. Support was provided mainly to schools.
b. Speakers and Experts	Nov. 30, 1985		No	
c. Updating of Resources lists quarterly	Feb./May/Aug. Nov. 1986 & Feb. 1987	quarterly	Yes	
d. Quarterly visits to all chapters	Dec. 31, 1985	on-going	Partially	
e. Provision of support	on request	on-going	Yes	

Activity	Proposed Date	Actual Date	Achieved?	Evaluation Comments
4. <u>Creaton of Resource Center</u>				
a. Materials	Nov. 31, 1985	Dec. 31, 1985	Yes	The activity was achieved with variations in schedules. The Resource Center includes a small but comprehensive collection of books on different substances of abuse and strategies to encourage chemically free youth. More audiovisual materials are needed, and a major effort needs to focus on adapting and developing printed and audiovisual material to reflect Belizean society. In particular, materials which present information more simply with illustrations and materials in Spanish are needed. The Newsletter improved in both format and content, e.g., adding the section in Spanish.
b. Inauguration	Dec. 15, 1985	April, 1986	Yes	
c. Promotion	on-going	on-going	Yes	
d. Updating of materials - quarterly	Feb./May/Aug.	on-going	Yes	
	Nov. 1986			
e. Newsletter quarterly	Feb. 1987			
	Jan. 1986	Jan 1986	Yes	
	April 1986	No date		
	July 1986	Sept. 1986		
	Oct. 1986	November		
	Jan 1987	Feb. 1987		
5. <u>Regular Dissemination of Mass Media messages</u>				The project needs to acquire more materials on Belizean culture. A systematic media plan needs to be designed, which would use a variety of communication approaches and emphasize Belizean form and content. There were discussions
a. Selection of materials on Belizean culture	Nov. 31, 1985	May, 1986	Yes	
b. Initiation of radio and television broadcasts and articles in press; monthly monitoring and recording of transmission frequencies.		Some sporadic activity May, 1986		
	Dec. 9, 1985		Yes	

Activity	Proposed Date	Actual Date	Achieved?	Evaluation Comments
c. Provision of technical assistance to Belizean media professionals to improve coverage of drug abuse issues	Feb. 1986			but no feasibility study of the soap opera concept
d. Feasibility study for development of a soap opera	May 31, 1986	April-May 1986	Yes	
6. <u>Development and Implementation of a National Drug Use Prevalence Survey</u>				The survey took longer than anticipated. Almost all schools in Belize participated. The completion of the survey represents a major contribution to Belize and is of importance for the Caribbean and Central American region.
a. Design of instrument and selection of sample	Nov. 30, 1985	Nov. 30, 1985	Yes	
b. Training of Surveyors	Dec. 15, 1985	Dec. 15, 1985	Yes	
c. Implementation	Jan. 31, 1986	Jan.-June 1986	Yes	
d. Data analysis report	Feb. 28, 1986	Oct 1986	Yes	
7. <u>Initiation of Parent Groups in Selected High-risk Areas Throughout the Country</u>				The Government of Belize delayed the release of the Survey data. Project staff have not studied the findings systematically to define their priorities. Parents' groups did not form as anticipated, but staff have continued to develop alternative means of providing drug abuse awareness services throughout the country.
a. Study of Survey report and identify higher risk areas. Definition of priorities	Feb. 1986		No	
b. Visits to higher risk areas to identify neighborhood leaders.	March 1986 on-going	on-going	Partially	
c. Formation of Parents' groups in higher risk areas.	April 1986 quarterly monitoring		No	
d. Special support to higher risk area parents' group	June 1986 quarterly monitoring		No	

Activity	Proposed Date	Actual Date	Achieved?	Evaluation Comments
8. <u>Training of Trainers for Professional Groups and Community Leaders</u>				The training of trainers concept was never truly operationalized. Staff were required to spend much more time and effort than originally envisioned on basic awareness and informational activities. The most responsive audience was young people and youth group leaders. The National Youth Conference, which PRIDE co-sponsored, was an outstanding event with considerable long range benefits for several NGO's in Belize. Adult groups in general received less structured orientation.
a. Identification of target groups	Dec. 31, 1985	Nov. 1986	Yes	
b. Youth Leaders	April 30, 1986			
	Sept. 15, 1986	Sept. 1986		
	Nov. 30, 1986	Nov. 1986		
	Feb. 28, 1987	Feb. 1987	Yes	
c. PTA's and School Principals	Jan. 31, 1986			
	Sept. 30, 1986			
	Feb. 28, 1987			
d. Resource Center Volunteers	Feb. 28, 1986		No	
	April 30, 1986			
	Sept. 30, 1986			
	Nov. 30, 1986			
	Jan. 31, 1987			
	Mar. 31, 1987			
e. Two Workshops for Medical staff: physicians, nurses and pharmacists	May 31, 1986		Partially	
	Dec. 15, 1986			
f. Two workshops for teachers, selected students & church leaders	May 31, 1986		Partially	
	Dec. 15, 1986			
g. National Conference of all member groups to celebrate PRIDE's first year in Belize	Oct. 31, 1986	Nov. 1986 Youth Conference	Partially	
9. Encouragement of other groups to develop alternative activities for youngsters	on-going	on-going	Partially	

III. Findings

A. Community Perception of Drug Use in Belize

Belizean adults seem to be struggling to resolve contradictory attitudes toward drug use in their society. There is considerable resentment toward the United States, which is viewed as the primary source of the drug problem because of its apparently insatiable demand for marijuana. This perception is reinforced by the presence of unsavory U.S. tourists who come to Belize specifically to consume, purchase for resale and/or produce marijuana. In addition, inequitable economic relations determined primarily by the influence of The United States on markets and international aid, lead many Belizeans to blame that country for the decline of the national sugar production system and industry -- and for the decision of some economically destitute villagers to grow marijuana for export rather than for minor local consumption.

Belize, like many Central American and Caribbean countries, has a long tradition of tolerating the consumption of alcohol by men and of accepting a limited role of marijuana in society. To be manly often implies the ability to consume and "handle" large quantities of alcohol. Rural residents traditionally use marijuana in a variety of forms for medicinal purposes, and many rural groups acknowledge the legitimacy of men smoking a small

quantity after a day or week of hard work or for increased stamina during work.

Because of these attitudes and the relative lack of information about drug use and abuse by Belizeans, it is difficult for some Belizeans to condemn the use of alcohol and marijuana among adults, especially men, and they find it hard to believe that there is any imminent threat to Belizean youth. Factors which may be changing this perspective, however, include the aggressive eradication attempts by the Government of Belize; growing local concern in Belize City about unemployed young men who appear dependent on marijuana use and who often sell it or steal to support their habits; and a general feeling that somehow there is a vague problem of much more use of unspecified drugs by Belizean young people.

B. The National Drug Use Prevalence Survey

The report of the PRIDE/Belize survey of 1986 revealed an existing problem with drug use among youths. The drug reported as being the major problem is alcohol; it was also evident that marijuana is used. Cocaine and valium are also used, although minimally. Collective drug use peaks at the 6th form level, with a pattern of gradual increase throughout the grades surveyed. The Survey findings are of great value both nationally and regionally.

These findings were to have assumed key importance to the PRIDE/Belize staff, not only in their long range planning, but also in making key contacts in virtually every school in Belize. It is regrettable, therefore, that the results could not be fully utilized and the report's impact maximally and positively exploited during the first phase of the project as soon as the report was completed. Assurances were given by the Government of Belize to the USAID evaluation team that the results will be released as part of the Government's presentation at the Caribbean Regional Conference on Drug Use to be held in Belize City in March 1987.

C. PRIDE/Belize Project Services

The primary purpose of the PRIDE/Belize project is to reduce the prevalence and incidence of drug use among Belizeans by increasing public awareness and knowledge about the dangers of drug use. This is addressed through the design, development, and implementation of youth service activities, community service activities, and a resource center of educational materials.

1. Youth Service Activities

The PRIDE/Belize staff provided youth service activities to educate Belizean young people about the dangers associated with drug use. The staff also designed and implemented activities to provide positive peer

pressure to discourage the use of drugs or the early consumption of alcohol and to provide alternative activities for youth. These activities generally took one of three forms: educational presentations to school children, formation of or assistance to special groups of Belizean youth, and sponsorship of special events.

a) School Presentations: The PRIDE/Belize staff conducted a number of educational presentations for children and adolescents in school during the day. The cumulative number and nature of the presentations, as well as the total number of students served, has not been well documented. The presentations generally appear to have provided information regarding drugs and their effects and a positive motivational message: although it may be difficult to resist peer pressure to use drugs, non-use doesn't mean that a young person can't have fun and be healthy too.

At the end of the presentation, youth are given the opportunity to sign a pledge, that the child keeps, not to use drugs. The presenter usually promises to return at a later date to see how the children are doing. The presentations are given with content and styles appropriate to the age of children and conducted in such a fashion as to foster active participation by them. At times, the presentations may be too long to maintain the

interest of the children, or they may focus on too many issues. In addition, the follow-up visit usually occurs during the next term, probably too long a time span in most instances.

b) Special Groups: The PRIDE/Belize staff assisted with the formation and development of six youth groups that were specifically established to provide positive peer pressure not to use drugs, alcohol and cigarettes and to provide alternative activities for Belizean adolescents and young adults. These groups appear to be led by bright, dynamic young people who are very idealistic and energetic. Their activities span a broad spectrum including such things as drug education for themselves, as well as others who do not belong to their group, fund raising, and leadership training and development. In addition to these groups, the PRIDE/Belize staff assisted five other youth groups by providing drug education information, leadership training, and other types of educational and technical assistance.

c) Special Events: The PRIDE/Belize staff designed and implemented special events individually, as well as in consort with other youth-oriented agencies. These special activities (such as the National Youth Conference) were enthusiastically received by almost all segments of the population and have young people clamoring for their repetition on a regular basis.

2. Community Service Activities

The PRIDE/Belize staff provided educational information to various adult and parent groups to increase their knowledge both of the drug problems faced by the Belizean society and of the effects of drugs on the health of the users. The number and nature of such activities and the number served through these efforts has not been well documented. Information and awareness sessions were conducted with PTA groups, some attended by large numbers of parents. In addition, sessions were organized with civic organizations, private businesses, and the Belize Defense Force. Again, however, the documentation of these activities is lacking. In addition, the PRIDE/Belize staff has attempted, using a variety of techniques and procedures, to form parent groups but not with much success. Documentation reflecting these efforts is incomplete.

3. Resource Center

The PRIDE/Belize staff assembled an appropriately sized Resource Center of educational materials regarding drug and alcohol use and related topics. These materials, include durable materials, such as books and video tapes, as well as expendable materials such as handouts, pamphlets, and posters. Providing materials to outlying districts is a problem both in terms of time delays and of

policies established by the PRIDE/Belize staff which limit the types of materials that can be loaned for use outside of Belize City (e.g., videotapes). Documentation of material use, especially on a drop-in basis, is not sufficient. The staff has received technical assistance in the organization of the Resource Center and check out procedures but does not have an operational inventory control and distribution monitoring system for the expendable materials stocked in the Resource Center.

D. Community Perceptions of PRIDE/Belize

Views expressed by community members were largely complimentary to the field staff of PRIDE and the work they were doing. Many interviewees had the general notion that everybody appreciated the PRIDE presence and efforts at drug education and prevention. The PRIDE staff were viewed as doing something that was direly needed by the community. However, many thought that PRIDE should do more to address what the respondents view as the root cause of the drug problem: lack of jobs and recreational alternatives. Linkages with other organizations were suggested in many cases, although some people realized that there could be intercommunication problems among leaders and directors of different groups.

While 86% of persons interviewed by Dr. Franklin as part of the initial field research (see appendix 2) had

heard of PRIDE, it wasn't yet clear to all what the organization actually does. Most people apparently formed their perception of PRIDE largely by contact with PRIDE personnel, their presentations and the National Drug Use Prevalence Survey. Nonetheless, most respondents believe that television and FM radio would be the best media for getting information to Belizeans and that PRIDE should use these avenues of communication as their primary method of education.

E. Documentation

In general, the approach to management of information is not adequate. A unified system of information collection, organization, summary and analysis does not seem to exist. Rather, each staff member has attempted to design a method to capture the essential elements of her or his activity. It is unclear as to whether or not staff meet on a regular basis to assess the nature, frequency and implications of their services and activities. For example, the Activity Record was initiated at some later period during the first year of operation because staff realized that they were losing important information learned during their school and community presentations and that they were not fully documenting the scope of their activity. There does not appear to be any system for grouping or tabulating the information from the

assorted Activity Reports, however, to look at what occurred from either an individual or an organizational perspective.

These statements should not be interpreted as a condemnation of staff. The pressure of start-up and the immediate generation of a high demand for services, combined with the relative administrative inexperience of the entire staff with respect to implementing a community educational program, meant that no one had the technical experience to quickly design a system that would be easy to manage and useful in terms of its results. This area is one which requires immediate attention and the provision of technical assistance that will be attuned to the daily realities of the project.

IV. Recommendations

Given the serious narcotics problems perceived in Belize and the significant investment USAID/Belize has in PRIDE/Belize, USAID/Belize should continue to support PRIDE's drug awareness education program for at least another 36 months. In order to help PRIDE to plan for its future development, the evaluation team offers the following suggestions.

A. Community Needs Assessment

Methods need to be designed to assess quantitatively and qualitatively, the perceptions of community residents about the

need for drug abuse prevention in their area and local resources that PRIDE/Belize can draw on to assist in organizing a community effort. These community needs assessment mechanisms require that PRIDE provide quick and understandable feedback to community members.

Therefore, the major priority of PRIDE should be to disseminate the results of the National Drug Use Prevalence Survey in Belize schools. This should be done in a variety of manners to ensure a clear public understanding of the findings:

- a comprehensive letter to principals, with an overview of results for distribution to teachers;
- a brief, bilingual fact sheet which targets parents;
- a fact sheet or flyer with graphics for students;
- press releases for the media;
- coverage in the PRIDE newsletter incorporating all of the above; and
- a packet of the above materials for the public libraries in Belize City and each district town.

PRIDE should also plan as quickly as possible to return to high-risk schools in order to use a public meeting format to discuss the survey results as a mechanism of stimulating the organization of a drug abuse action committee or other appropriate local action. Plans for later contact with other schools should also be developed.

A follow-up prevalence survey should be implemented in January-March 1989 to assess progress in the drug awareness campaign and to serve as a guide for further planning and the determination of future service priorities. The survey instrument should also be adapted to allow for more appropriate regional comparisons. For example, the instrument should be revised to assess used inhalants ("things you sniff to get high") and pills, and a Spanish version should be prepared.

B. Extending the Resource Center: A Cultural Adaptation of the PRIDE Model

The staff of PRIDE/Belize have already begun to modify the PRIDE parent action committee model and, on their own, to incorporate aspects of other PRIDE models, taking on the flavor of a community-based approach to drug abuse prevention. What the project now requires is a more organized and focused effort to incorporate Belizean approaches to community education and civic involvement and to adapt and develop new materials that reflect both Belizean and Caribbean cultures. To accomplish this, PRIDE/Belize needs to maintain its emphasis on drug abuse dangers and to expand into a new phase of affirmation of Belizean young people. The message could thus become a simple two-pronged one: "Drugs are bad/dangerous -- you are good/valuable: Don't do drugs -- you don't need them." In order to accomplish this shift, significant changes in

administrative perspective would be necessary in the project's approach to outreach, the Newsletter, and media and other materials.

1. Outreach

PRIDE/Belize staff need to continue an assertive outreach campaign to make Belizeans aware of its goals and availability. In order to make its services more accessible to underserved populations in Belize City, staff might consider different possibilities for flexible office hours (e.g., closing one morning and remaining open in the evening, closing Friday afternoon and opening on Saturday morning).

Another key component should be the opening of PRIDE "mini-resource centers" in an appropriate location in each district with staffing by trained local volunteers. Informal educational services, the distribution of materials and coordination with the PRIDE/Belize office would be the major objectives. To facilitate communication, the PRIDE/Belize Driver might have a regular materials distribution schedule.

2. Newsletter

The staff need to develop an organized plan for use and distribution of the Newsletter. In addition, it may be preferable to produce the Newsletter more frequently, in a shorter version (e.g., eight pages every two months).

PRIDE Belize needs to obtain the services of a technical consultant, perhaps a Peace Corps volunteer, to assist with

this effort and to train the staff. The same consultant could probably aid with the development of media and materials. A greater involvement by youth in its production also seems to be an essential need. Options might include:

- a question-and-answer column (requesting letters and/or using questions from school presentations) which would be written by a teenager active in PRIDE/Belize;
- essays and articles by children and youth from different regions in each issue;
- posters or art/cartoons of young people;
- articles from principals, teachers and other key adults; and
- regular articles from the district mini-resource centers.

In addition, PRIDE/Belize would benefit from including a special section on different social service concerns of youth in each issue and inviting a representative from other private voluntary organizations to develop articles for the Newsletter. Although this would require organization by the Education Coordinator, she would no longer be required to write every article, and it would probably increase the interest of young people in the Newsletter.

A regular analysis of the community's needs with respect to the Newsletter is essential, given the costs (both financial and person-hours) to produce and distribute it. The

PRIDE/Belize staff should know exactly how many copies are distributed, who receives them, and why. To facilitate this, a number of activities can be attempted. First, the Director should investigate the possibility of assistance from USAID/Belize in organizing the mailing labels (i.e., alphabetized by category) in order to monitor distribution patterns. Second, the staff should develop a dissemination plan for targetted groups. Third, a telephone sample of newsletter recipients similar to Dr. Franklin's effort (see Appendix 2) should be undertaken at least once a year to assist in identifying interest and concerns. In addition, the Newsletter should include a form to be returned to determine whether individuals want to continue receiving it. Fourth, the staff should also assess the value of charging a small fee for individual international subscribers and a periodical exchange and/or subscription for programs and agencies in other countries.

3. Media and Other Materials

PRIDE/Belize should develop a plan for regular media messages on both television and radio stations, in addition to any special media campaigns. Advertisements and/or public service announcements on Friends/FM were mentioned by numerous young people interviewed by the evaluation team. The possibility of a regular radio and/or television show featuring staff and young people is worth considering. The Asociacion

Dominicana Pro-Bienestar de la Familia produces several community radio shows and might be a useful resource to consult on this aspect.

PRIDE/Belize needs to move ahead in creating more original materials to emphasize the imagery and symbols of different groups in Belizean society, even though they may not be as "slick" as those available from the U.S. There is an urgent need for Spanish materials to be used with parents and young people in the villages. The staff need to develop at least one Spanish handout and one Spanish audiovisual presentation (even if only a taped translation). Information and artwork by Belizean youth can aid this process. For example, if staff document the responses of young people, from their presentations, PRIDE/Belize could develop a pamphlet on "20 Questions of Belizean Teenagers about Drugs and Alcohol", with illustrations by teens.

The PRIDE/Belize staff should evaluate and seek feedback from parents and young people about audiovisual materials. Careful screening of U.S. materials for implicit messages about cultural norms and social class, especially in relation to families and homes, is essential. The staff might aim to develop a slide presentation on the positive aspects of Belizean culture and families as a means of showing why drug abuse prevention is important. Young people or adult volunteers could help with the photography or the development of scripts for these endeavors.

C. Training of Trainers

As PRIDE/Belize moves into Phase II of its existence, the project arrives at a point in the development and implementation of its program when a brief period of self-examination and re-prioritization of goals and activities should occur. The PRIDE/Belize staff, with the aid and assistance of PRIDE/Atlanta and other resource people, can examine and consider alternative service delivery systems and, in light of those systems, reconceptualize staff roles, duties, and activities to achieve their purposes of increased drug awareness and decreased drug use. Within that general framework, there are two more specific suggestions.

First, the PRIDE/Belize staff should assess the advisability of moving away from a primary service delivery model of operation toward a trainer-of-trainers model. The combination of high demand for services, distances and difficult or impossible travel conditions during part of the year indicates the need to develop a cadre of trained and knowledgeable people who reside in the districts (e.g., parents, principals, teachers, health care workers, youth leaders or other volunteers). Such an approach allows more effective use of staff time and resources, as well as broadens PRIDE/Beliz 's ability to meet the needs of the nation's diverse cultural and linguistic groups without the addition of specialized staff or diversion of limited resources. Such an approach would most

likely result in PRIDE/Belize staff being required to make only periodic visits to districts for assistance with special events, delivery of materials, or provision of specialized training to local residents. In addition, staff would have increased opportunities to develop their own knowledge and skills and to design and develop training and information materials, as well as improved distribution and information delivery systems.

Second, the PRIDE/Belize staff in moving toward a trainer-of-trainers model of operation should examine and reconceptualize their roles, duties, and activities in light of the priorities they establish for themselves. For instance, the PRIDE/Belize staff can identify other health promotion programs in Central and South America with similar goals and objectives so that they can share experiences and ideas and learn from each other. One possibility is CEDRO in Lima, Peru, a newly formed drug abuse prevention project also funded by USAID. The upcoming Caribbean Conference will provide an additional vehicle for the development of communication links with other programs in the region and result in a sharing of information and ideas. Additionally, PRIDE/Belize should closely examine the roles and responsibilities of individual staff members in light of the trainer-of-trainers model. The staff might consider expanding the roles and duties of some individuals, while changing completely those of others. For

example, the role of the Driver might be expanded to include duties associated with materials inventory and distribution and, thereby, free other staff members for different duties, such as development of training materials.

D. A Management Information System for PRIDE/Belize

To complement the on-going community needs assessment processes, the PRIDE/Belize staff need to develop more effective and systematic methods of documenting their activities and what they are learning about Belizean attitudes toward drugs and alcohol. The goal is to generate and organize information that will be useful and relevant to the staff and other people concerned about the project.

1. Presentations and Materials

For example, the staff should document:

- a) the questions asked at PRIDE presentations, especially those of young people;
- b) the number of participants at PRIDE presentations (through sign in sheets, "guest books" or photographs of large gatherings);
- c) the number of visitors to the Resource Center and their concerns (a sign-in log or slip indicating area of interest or type of request for assistance, in addition to cards regarding the check-out of materials and staff's use of audiovisual equipment);

- d) the number of requests for information by phone and letters;
- e) the numbers and types of educational materials distributed; and
- f) a history of the project in a scrapbook (e.g., programs of events, photographs, newspaper clippings, flyers).

These documentation processes should not be overly formal or burdensome to the staff, and they should fit into the normal flow of activity; but the processes should be scrupulously honored in order to assist the staff in learning about the effectiveness of their project's operation and the concerns of people they are serving.

2. Regular Evaluations

With these two objectives in mind, PRIDE/Belize needs to develop a brief 1-2 page monthly project activity report (see Appendix 4 for a sample which could be adapted) for each component (Schools or Community) which would facilitate the recording of the type and frequency of activities, as well as staff observations about key community issues. While regular staff meetings help to discuss such information, they do not preserve it. PRIDE/Belize may be losing some essential information due to service delivery pressures. The Office Manager could assume responsibility for collecting and filing the monthly reports and for compiling a quarterly tabulation

which would provide the director, staff, PRIDE/Atlanta and USAID/Belize with indicators of project development and the basis for planning future activities. At the end of each quarter, the PRIDE/Belize staff should reserve 1/2 to 2 days to review the quarterly findings and to assess the objectives of the next quarter. In addition, the project should undertake an interim evaluation at least once a year to assess its achievements, as well as areas needing administrative attention. The most useful results will emerge from an internal group effort at organizational study, and a retreat might facilitate this process.

E. An Emphasis on Primary School Drug Abuse Prevention Education

The PRIDE/Belize staff need to continue to nurture and maintain their relationships with the various educational agencies of the country. First, the relationships with schools is an especially important one. Schools are the primary point of contact with youth and an important forum for the delivery of educational information. That forum needs to be developed and supported however possible. Second, when possible, the PRIDE/Belize staff should be involved in the design and development of health and drug education curricula for implementation in the nation's schools, especially at the levels of Standards 4, 5, and 6. The staff's involvement in the design and development of the primary health care

curriculum is a good example of the type of activity that needs to be continued and expanded wherever and whenever possible. Third, avenues of interaction with Teachers College should be explored to examine how drug education and awareness has been and/or could be incorporated into the training and development of teachers. Finally, a system of in-service training of teachers regarding drugs, based on a trainer-of-trainers model, needs to be designed and implemented through the cooperative efforts of principals, the Ministry of Education, and other groups and individuals to ensure that teachers have current and accurate information that they can in turn impart to the children they teach.

F. Linkages: Developing a Belizean Community-Based Model

The PRIDE/Belize staff have been instrumental in forming some youth groups into cohesive units with resolute direction and purpose in their battle against drugs through education. These groups remain almost militantly loyal to PRIDE and to their own decision to avoid the use of drugs. On the other hand, several other youth groups have asked PRIDE for advice and technical help in establishing a drug education program for their members. The latter youth groups are as resolute as the former and thus present a unique opportunity for PRIDE to substantially extend their drug education effort.

Working within already established groups offers obvious advantages over having to form groups and then devise ways to

hold them together. While such an organizational effort should not be discouraged, the potential for working with existing youth and civic groups must be encouraged. PRIDE/Belize staff cannot be expected to cure the symptoms and cause of drug use and abuse in the entire nation. Nonetheless, every effort should be made to direct the education effort in such a manner as to leave the most lasting positive imprint on youth and society, at the same time taking all possible measures to minimize the potential disillusionment of young people. Great concern was expressed by many respondents about this point: Once an individual youth knows that drugs are dangerous, then what? Most people identified jobs and alternative recreational activities as the key. PRIDE/Belize should not move into those two areas and thereby risk weakening its ability to provide effective drug education. But the project can provide creative leadership to collaborative efforts of varying dimensions (e.g., ranging from the National Youth Conference to joint efforts to develop a handout on health), as well as learn from the efforts of other organizations. The approach whereby linkages are utilized could therefore prove very valuable. Work being done with the baseboys by the Peace Corps, the CVSS Guidance and Placement Center and the Belize Chamber of Commerce is a good example.

Establishment of linkages with organizations such as church youth groups, the Ministry of Education, Teachers

College, the YMCA, the Lions, the Rotary, the Boy Scouts, the Girl Guides, the Belize Chamber of Commerce and others should be fully exploited. This approach expands the perspective of PRIDE/Belize during its first 18 months which emphasized parent action committees into a broader based community model.

F. Summary: Planning for the Future

One of the interesting features of Belize as a country and society is its cultural uniqueness in Central America and the Caribbean. For example, it is the only country in Central America where English is the official language, and its literacy rate is considerably higher than other countries in the region. In addition to its Latino cultural elements, it does have a distinct Caribbean orientation, and given the high emigration to the U.S. and daily broadcasts of American TV programs, Belize is developing an increasingly intense identification with many values and patterns of behavior in that country. The cultural picture is further complicated when one considers the large number of ethnic groups in the country. Furthermore, almost every religious denomination is represented in Belize.

PRIDE recognized the complexity of the culture in its initial assessment of the drug use picture in Belize. Establishment of baseline values was critically important to the inception of the drug education program. The questionnaire was field-tested in Belize and adapted to the culture. Thus,

PRIDE/Belize should not lose its sensitivity towards the uniqueness and diversity of Belizean culture in the implementation of future drug education. The society cannot be molded and forced into fitting the requirements of a program; rather, the parameters of the program should be such as to adapt and fit into the Belizean context. This point cannot be overemphasized.

Given the Belizean economy and traditional level of local funding of non-governmental organizations (NGO's) in Belize, one significant projection must be made. The PRIDE/Belize staff must be cognizant that USAID funding will inevitably cease, and PRIDE/Belize must be prepared to continue its services with alternative funding. This requires long-range planning to arrive at a less costly administrative structure.

Therefore, the evaluation team recommends that the following concepts guide PRIDE/Belize in its planning during the next 36 months of its operation:

- commitment, both organizationally and administratively to make the project culturally reflective of and responsive to the diversity of Belizean society;
- movement toward a training of trainers model;
- development of a simple but efficient management information system with emphasis on regular documentation of efforts and periodic organizational self-evaluation to assess the fit between long-range

- goals and short-term accomplishments and difficulties;
- collaboration with the Government of Belize to incorporate drug education programs in the school curricula, with standards IV, V, and VI as primary targets;
 - development of a permanent and easily accessible resource center in Belize City, with mini-centers in each district maintained by volunteers;
 - intensive networking and full utilization of already established youth and civic groups in an effort to develop wholesome alternative activities and jobs, especially for youth at high risk of drug abuse; and
 - focused training and technical assistance for the PRIDE/Belize staff to help them accomplish these long-range goals.

APPENDIX I

List of People/Groups Interviewed

Velda Aguet, Executive Director, Council of Voluntary Social Services (CVSS), Belize City

Henry Anderson, President, Belize City STOPP

Judy Behrendt, Executive Director, Belize Family Life Association (BFLA), Dangriga

Allison Blease, student, Technical High School, Orange Walk

Neboysha R. Brashich, AID Representative, USAID/Belize

Joan Burrell, Education Coordinator, PRIDE/Belize

Belizario Carballo, Principal, Muffles College, Orange Walk

Solomon Constanza, Principal, Technical High School, Orange Walk

Judith Cuellar, member, ACTION Youth Group, Belize City

Gerry David, Manager, Belize Flour Mills

Rodney Davis, Program Director, Belize YMCA

Santos Diaz, President, Belize City Rotary Club

William Fraenkel, PhD., U.S. Peace Corps Volunteer, Belize City

Brenda Garbutt, Representative, Orange Walk Women's Group

Otilio Garcia, Principal, Guinea Grass Primary School

Thomas J. Gleaton Jr., PhD., Executive Director, PRIDE/Atlanta, Georgia

Sylvano Guerrero, Program Director, CARE International, and Member of Belize City Lions Club

Karen Henry, Member of Belize City PRIDE Drug Abuse Action Committee

Andrew Kelly, F Company Commander, Belize Defense Force

Rev. Frederick Kelly, Pastor, Methodist Mission, and Vice President, Community College, Corozal

Father Noel Leslie, Pastor, St. Joseph's Church, Belize City

Jeannie Lewis, B.A., Community Coordinator, PRIDE Belize

Marion Liu, President, Belize Family Life Association (BFLA), Dangriga

Arturo Lizano, M.D., D. Psy., Director, PRIDE/Belize

Barbara Mayo, Resource Center Personnel, PRIDE/Belize
Kent McField, Proprietor, Belize Glass Shop and Past President,
Belize Chamber of Commerce
Rosanna Navarette, student, Technical High School, Orange Walk
Bryan Noguera, Facilitator, Youth Group, Corozal
Ruben Nunez, Social Development Officer, Ministry of Local Services,
Government of Belize, Dangriga
Adela Pilgrim, Office Manager, PRIDE/Belize
Oscar Riverol, Moderator, St. Francis Xavier Youth Group, Corozal
Jenny Sajia, PRIDE Parent Committee organizer, Corozal
Ines E. Sanchez, M.A., Chief Education Officer, Ministry of
Education and Youth, Government of Belize
Stephanie Sanchez, Member of Belize City PRIDE Drug Abuse Action
Committee and member of Belize City Rotaract
Len Scensny, Political Officer, U.S. Embassy/Belize
K. B. Smith, Mayor of Belize City
Romy Smith, President, Student Awareness Against Drugs (SAAD),
Pallotti High School, Belize City
Rev. Walter Smith, Methodist Church, Belize City
Mary Ellen Duffy Tanamly, General Development Officer, USAID/Belize
Hon. Curl Thompson, Deputy Prime Minister and Minister of Home
Affairs, Government of Belize
Abel Vargas, Member, St. Francis Xavier Youth Group, Corozal
Marilyn Young, Resource Person, Belize City and San Pedro STOPP

APPENDIX 2

Interview Data of Dr. Erasmo J. Franklin

Methodology

"Person on the Street" Survey

The interviewer used the attached questionnaire. For adults, every 6th person was interviewed. All interviewees were encountered along a principal street in a busy shopping area and/or around the central market, alternating with men and women. If the person with the appropriate gender wasn't encountered as a multiple of six, then the person to first fill the criterion immediately after that multiple would be interviewed. In as much as was possible, persons interviewed were set at ease before questioning. Students were interviewed in the vicinity of the high schools.

QUESTIONNAIRE FOR "PERSON ON
THE STREET" INTERVIEWS RE AWARENESS

Sex:

Age:

District:

Occupation:

1. Do you think there is a drug problem in Belize?

If yes describe

If No why not?

2. If yes, what do you think should be done about the problem?

The Government

The people, private citizens

3. Have you heard of PRIDE/Belize? If yes what is it?

How did you hear about them?

TV spots

Radio

Posters

Newspapers

Other

4. To get information to Belizeans about drug problems, which media are best?

TV spots

Radio

Posters

Newspapers

Other

"PERSON ON THE STREET" SURVEY

Number of Interviews 46

QUESTION # 1

<u>Perceived Problem</u>	<u>Frequency of Perception</u>		<u>Frequency of Perception</u>
"YES"	42	"NO"	4
Marijuana use	39	Not aware of any problem	3
Teen-age (youth) problems (ex. peer pressure)	15	People just use drugs for fun	1

<u>Perceived Problem</u>	<u>Frequency of Perception</u>	<u>Frequency of Perception</u>
Cocaine use	15	
Alcohol use	12	
Marijuana production as a business	8	
Valium use	4	
Cocaine as a business	3	
Inadequate alternative activities	3	
Sickness (alcohol & marijuana use)	1	
Parental negligence	1	
"Aliens" (production of marijuana)	1	
Lack of enforcement	1	
Drug related violence	1	

QUESTION # 2

<u>Suggested Government Action</u>	<u>Frequency of Suggested Action</u>
Pressure on "barons", more enforcement of law	21
Destruction of crops	17
Drug education programs for youths and parents	15
More sports and alternative facilities and activities (national parks), jobs	13
Rehabilitation facilities	8
Increased and stricter penalties	6
Clean up police force	1
Screen police for drug use (drug testing)	1

Suggested Action by Private Citizens

	<u>Frequency of Suggested Action</u>
Advise and educate especially the youth (vocational centers)	19
Counselling, formation of social support groups and contact groups especially for the youth.	11
Provide alternative activities and jobs	9
Report to authorities	7
Lobby to influence Government action	6
Drug awareness programs	5

QUESTION # 3

- A. Have Heard of PRIDE/Belize: "YES": 36 "NO": 10
- B. Interviewees' Perception of PRIDE/Belize Frequency of Perception

Group concerned with the prevention of drug use and drug problems through education. 30

Had heard of PRIDE/Belize but had always wondered what it was. 4

Group running surveys on use of drugs and trying to stop their use. 1

Lady going around teaching. 1

- C. Medium Through Which First Heard of PRIDE/Belize Frequency

Talk (presentation/survey) by PRIDE/Belize personnel 11

Radio 7

School 6

Magazines, Newspapers 5

Children, Parents and Siblings 3

TV Spots 3

Friends 3

Posters	2
Youth Group	2
PRIDE/Belize Newsletter	1
T-Shirt	1
PRIDE/Belize Office	1

QUESTION # 4

<u>Rating of Media for Getting Information on Drug Problems to Belizeans</u>	<u>Frequency of Suggested Medium</u>
TV Spots	40
Radio (Friends FM), Programs for the young	19
Newspapers	7
Youth groups, presentations, workshops	7
Films (Movies)	5
Schools/Teachers	5
Pamphlets	4
Posters	4
Personal testimonies	1

Newsletter Recipients Survey

A list of recipients of the PRIDE/Belize Newsletter was obtained, and the fifth individual listed on each page was chosen to be interviewed using the attached questionnaire. Persons were interviewed exclusively by telephone, except for four people who were interviewed in person.

QUESTIONNAIRE FOR INTERVIEWS WITH
PRIDE/BELIZE NEWSLETTER RECIPIENTS

Name of reader:

Name of Organization (if applicable):

Occupation of reader:

District:

Age of reader:

1. How long have you been receiving the PRIDE/Belize newsletter?
How regularly?
2. Do you read the entire newsletter or certain sections or
articles? If only certain ones, which ones?
3. Have you learned anything new from the newsletters?
If yes, for example?
If no, why not?
4. Do you share the newsletter with others? If yes, with
whom? How many people do you think
read this copy?
5. Do you have suggestions for improving the newsletter?
6. Would you like to continue receiving the newsletter?

SURVEY OF PRIDE/Belize NEWSLETTER RECIPIENTS

Number interviewed	35		
Number receiving Newsletter		29	
Number not receiving Newsletter		6	
1. <u>No. of Months since</u>	<u>No. of Recipients</u>	<u>Regularly Received?</u>	
<u>initial receipt</u>			
3	4	Yes	
6	6	Yes	
9	3	Yes	
12	15	Yes	
2. No. reading entire newsletter		20	
No. reading selected articles or sections		9	
Sections or articles read:			
Peer pressure			
PRIDE/Belize activities country wide			
Headlines			

Drug effects on youngsters
General drug education
Drug situation within country
Dangers of drugs
Articles on drug abuse

3. a. Learned something new from Newsletters

"YES" 23

"NO" 6

b. Things learned by "Yes" Respondents:

- information on spectrum of drugs that can be abused, their harmful effects
- glue as a stimulant
- gasoline sniffing
- distinguishing drugs through their effects on athletes, youths
- goals of PRIDE/Belize and plans for Belize; PRIDE/Belize activities in Belize
- have followed information on STOPP Groups
- explanation of STOPP
- news on Orange Walk drug situation
- approach being taken with youths emphasizing prevention rather than cure
- the Belizean exposure to American situation; exposure to narcotic situation in Belize
- reasons why people might take drugs
- all personal knowledge about drugs has been learned from PRIDE/Belize newsletter
- marijuana dangers to physiological system, e.g., mental development.
- effects of prescription drugs and possible abuse
- diagnosing drug use through appearance of people
- heavier drugs that can be injected or sniffed; their side effects, e.g., teratogenicity

c. Reasons for a "NO" response

- Wide-ranging previous knowledge, involvement 5

- Couldn't recall any reason at the time 1

4. No. respondents sharing Newsletter 28

No. respondents not sharing Newsletter 1

<u>Persons with whom Newsletters shared</u>	<u>No. Readers of each shared newsletter.</u>
Student/Staff in schools	20, 40, 8, 5, 10, 100, 20, 15, 93, 18, 5, 10, 20, 5, 10
Library	-?-
Waiting Rooms	-?-
Village Council Members & Community Leaders	7, 7, 10
Friends	10, 50
Youth Group Members	10, 10
Village youths	10
Pharmacy Staff (Hospital)	6
Government (Ministry) Staff	5

5. Suggestions 13 recipients

- articles by youth groups, students, teachers; items showing problems
- pictures and diagrams
- need greater appeal to younger students; mostly for adults as is
- more articles relevant to schools so teachers can accept and discuss existing problems with drugs
- more on the effect of drugs; dramatic appeals (in short-story form) to youths that they not take drugs
- question/answer column - naive questions with helpful answers
- give credit to PRIDE/Belize staff
- increase amount of concrete information - facts
- do surveys to get true drug picture in Belize; use newsletter forum to show results, e.g., personal testimonies to show full impact
- must be acculturized to Belizean situation; too American
- articles on medicinal (traditional) effects or uses of marijuana in Belize before the commercialization of the plant

No Suggestions 16 recipients

6. All people interviewed wanted to receive or continue receiving the Newsletter.

PRIDE/Belize-Assisted Organizations

A list of PRIDE/Belize assisted organizations was obtained, and each Leader of each respective groups was interviewed (one exception). The attached questionnaire was utilized.

QUESTIONNAIRE FOR INTERVIEWS

WITH PRIDE/BELIZE ASSISTED ORGANIZATIONS

Name of Organization:

Name of Person(s) Interviewed:

Position of Person(s) Interviewed:

District:

1. A. How did you first learn about PRIDE/Belize?
B. Who initiated the exchange - PRIDE/Belize or your organization?
2. Are there drug problems in your organization/community?
If yes, please describe.
3. A. What type of assistance has PRIDE/Belize given to your organization?
B. If a talk or presentation, how many people attended? Who were they?
Was the information presented adequate/appropriate for the level of the audience?
4. A. How quickly did PRIDE/Belize respond to your request?
B. Were you satisfied with assistance given by PRIDE/Belize?
If yes, why?
If no, why not?
5. What were the results/outcome of input by PRIDE/Belize?

6. Are there other types of assistance or more of the same that you would like to assist you to expand your drug education/prevention program?

Technical advice	Training
Audio-visual material	Other
Printed matter	

SURVEY OF PRIDE/BELIZE-ASSISTED ORGANIZATIONS

Number of Organizations Interviewed		10
Distribution According to District:	Cayo	2
	Corozal	2
	Belize	6
Number of Adult Organizations		2
Number of Youth Organizations		8
1. How Organizations first learned about PRIDE/Belize		
a. Youth Convention/Conference sponsored by PRIDE/Belize		2
PRIDE/Belize survey in schools on Drug Use		1
Posters		1
PRIDE/Belize personnel talks/presentations in schools, Rotaract, Youth Groups		7
b. <u>Initiators of exchange</u>		<u>Frequency</u>
PRIDE/Belize		5
Assisted Organizations		5
2. <u>Drug Problems as Perceived by PRIDE/Belize-Assisted Organizations</u>		<u>Frequency of: Perception</u>
- increasingly deeper involvement and/or experimenting with drugs: marijuana, valium, alcohol, or heavier drugs (cocaine)		5
- parents failing to admit or realize existence of a problem when young people <u>know</u> there is a problem		2

- bases - drug use, distribution 1
- drinking, doing marijuana, valium due to lack of other activities 1
- abuse of marijuana, alcohol, cocaine -- especially among teenagers 1

3. a. Assistance given by PRIDE/Belize:

- information and technical personnel resources, presentations 6
- organizational advice (orientation talks), help in planning activities 5
- leadership training, education, orientation 4
- access to equipment 2
- PRIDE/Belize office as venue for group meetings 1

b. Estimated Number of Participants at Eight Events Sponsored by PRIDE/Belize-Assisted Organizations*

20-40 students
35-40 students
150 students, parents and teachers
25 Youth Group members
1000 visited booth at tourism fair; a hit; all ages.
10 out of 20 parents
25 members and visitors
15 members and visitors

Described as "appropriate", "good", "adequate", "eye-opening."

* Two organizations have not yet had presentations by PRIDE/Belize personnel.

4. a. Rating of PRIDE/Belize response to requests for assistance from organizations.

- immediately 5
- quickly 4

b. Reasons for satisfaction with PRIDE/Belize assistance

(1) - want to see the group succeed and improve

- willing to help at all times
- if it weren't for PRIDE/Belize problems would be countless
- there wasn't anyone else to turn to; assistance was appreciated
- response is immediate; no waiting for things to happen as in previous Youth Group
- provides information (resource people and literature)
- dependable; there when you need them; make good suggestions

(2) Perceived reason for lack of rapid assistance by PRIDE/Belize

- not yet clear about material requested

5. Outcome of assistance by PRIDE/Belize to eight (8) organizations

- has facilitated organization of group
- many members have modified their behavior
- people and members are more aware
- drug-free parties; greater cooperation
- no response from parents; need to try again with core group or reach children
- greater outreach to the community
- have only survived because of input by PRIDE/Belize
- now know where to go for information

6. Types of Assistance Desired by PRIDE/Belize Assisted Groups

Frequency

Technical advice	7
Audio visual material	7
Training	6
Printed matter	4
Alternative activities; places for these	4

Work towards a rehabilitation center and drug counselling center	3
Library with options (tapes, books, etc.)	2
Financial and fund raising assistance	2
Meeting place	2
Transportation	2
More conferences (input from groups in planning)	2
Periodic meeting of people trained in Atlanta	1
Promotion of <u>DAAC</u> itself to organize legal lobbying	1
Workshop for coordinators	1
Organize intercommunication (interconsultation) among STOPP groups	1

Classification, by Occupation, of Newsletter Recipients

<u>Occupation</u>	<u>Frequency</u>
Teacher/Instructor (10 principals/vice principals)	14
Minister of Religion	3
Town Clerk	2
Company Managing Director	1
Clerk/Typist	1
Dental Surgeon	1
Executive Director (Voluntary Organization)	1
Political Officer (Embassy)	1
Medical Practitioner	1
Insurance Representative	1
Farmer	1
Health Educator	1
Psychiatric Nurse	1
Pharmacist	1
Student	1
Chief Education Officer	1
Housewife	1
Cook	1
Secretary	1

Breakdown, by Geographical District, of
Newsletter Recipients Surveyed

<u>District</u>	<u>No. of Recipients Interviewed*</u>
Belize	16
Cayo	6
Corozal	4
Orange Walk	4
Toledo	3
Stann Creek	2

*Age Range 16-62

Mode (s) 45

Mean 36

Median 35

Results: Survey of Newsletter Recipients

A total of thirty-five people from the list of newsletter recipients were interviewed. Of this number, eighty-three percent (83%) had received the newsletter. The rest had not ever received a copy. Of those who received the newsletter, 52%, 14%, 21%, and 14%, had been receiving it for 12, 9, 6, and 3 months, respectively.

A majority of the recipients (69%) read the entire newsletter, the others read selected sections or articles. Eighty-eight percent (88%) of the readers learned something new from each newsletter. These learning experiences ranged from specific information about drugs, their dangers and effects, to objectives of PRIDE/Belize and its organizational activities throughout the country. Those who customarily learned nothing from the newsletter stated that they had substantial previous and current awareness of drugs from other sources (83%) and the rest simply couldn't recall anything at the time (17%).

Almost all the newsletter recipients (97%) shared their newsletter copy with others: in this regard, the median and the modal number of persons with which the newsletter was shared was ten (10), with the range being 5-100. Sixteen recipients or 55% of readers had no suggestions for improving the newsletter. The

rest (45%) had suggestions (see appendix). All the persons interviewed wanted to receive, or continue receiving the newsletter.

Results: "Person-on-the-Street" Survey

An overwhelming ninety-one percent (91%) of the individuals interviewed thought that there was a problem with drugs in Belize. Of this group, ninety-three percent had the perception that the problem was one of marijuana use.

Other strong views expressed were that the major drug problems were teenage (youth) problems that were peer-pressure related (38%), cocaine use (36%), alcohol use (29%), and marijuana production as a business (19%). There were eight (8) other perceptions of the problem (less than 10%, respectively, of the people interviewed). Approximately ten percent (10%) of the people interviewed thought that there were no problems with drugs. The reasons given for that perception were non-awareness and the view that people simply used drugs for fun.

One half (50%) of the people who perceived a drug problem thought that government action should be multi-pronged: pressure on "barons" and more enforcement of the law (50%), destruction of crops (40%), drug education programs for youths and parents

(36%) and more sports and alternative facilities and activities (31%). The major types of actions suggested that should be taken by private citizens in addressing the drug problem were advise and education (especially of youth) and establishment of vocational centers (45%), counselling activities and social support groups, especially for youths (26%). Twenty-one percent (21%) of those who thought there was a problem thought that private citizens should provide alternative activities and jobs in addressing the drug problem.

The Majority of people interviewed (86%) had heard of PRIDE/Belize. However, only sixty-five percent (65%) of those interviewed had a clear view of what the group was all about (drug education). Most had first heard of PRIDE/Belize from PRIDE/Belize personnel through presentations and a survey (31%), radio (19%), and through local schools (17%).

The preferred media for getting information on drug problems to Belizeans were television (87%), FM radio (41%), newspapers (15%), and group presentations and workshops (15%).

"Person-on-the-Street" Survey:

Breakdown by Occupation, Geographical Area, and Sex*

<u>Occupation</u>	<u>Frequency</u>						<u>Total</u>
	<u>Belize District</u>		<u>Northern District</u>		<u>Cayo District</u>		
	<u>Female</u>	<u>Male</u>	<u>Female</u>	<u>Male</u>	<u>Female</u>	<u>Male</u>	
Student	8	7	4	4	2	3	28
Domestic Work/ Housewife	4	0	1	0	3	0	8
Taxi Driver	0	2	0	0	0	0	2
Jobless/unemployed	0	1	0	0	0	1	2
Farmer	0	1	0	1	0	0	2
Instructor/Teacher	0	0	0	1	0	1	2
Electrician	0	0	0	1	0	0	1
Businessman	0	0	0	0	0	1	1
Total	012	11	5	7	5	6	46

*Age Range - Male: 14-79 Female: 15-69

Age Mean 29 25

Age Median 13 17

Age Mode(s) 17, 18 16

APPENDIX 3

Sample of Monthly Activity Report: Presentations

District _____

PRIDE Component _____

VILLAGES						TOWNS					
Type of Event	Frequency	Sum	Number Served	Frequency	Sum	Type of Event	Frequency	Sum	Number Served	Frequency	Sum
PTA Mtg.			1-10			PTA Mtg.			1-10		
			11-25						11-25		
			26-50						26-50		
			51-100						51-100		
			over 100						over 100		
Youth Mtg.			1-10			Youth Mtg.			1-10		
			11-25						11-25		
			26-50						26-50		
			51-100						51-100		
			over 100						over 100		
Civic Group Mtg			1-10			Civic Group Mtg			1-10		
			11-25						11-25		
			26-50						26-50		
			51-100						51-100		
			over 100						over 100		
Other (Specify			1-10			Other (Specify			1-10		
			11-25						11-25		
			26-50						26-50		
			51-100						51-100		
			over 100						over 100		
Key community concerns and/or staff observations						Key community concerns and/or staff observations					

APPENDIX 4

SCHEDULE FOR PRIDE/BELIZE EVALUATION TEAM

An evaluation team of three professionals (see Appendix 5) interviewed numerous people, visited programs and observed activities related to the drug and alcohol prevention awareness goals of PRIDE/Belize (Appendix 1 lists all individuals who were formerly interviewed). The Belizean member of the team spent an additional five days prior to the arrival of the other members interviewing individuals directly served by the project and a sample of Belizean residents about their attitudes toward PRIDE/Belize (see Appendix 2).

Sunday, March 1, 1987

- Meeting with PRIDE/Belize Director

Monday March 2, 1987

- Briefing with USAID/Belize Representative and General Development Officer
- Orientation meeting with PRIDE/Belize
- Meeting with US Embassy Political Officer

Tuesday, March 3, 1987

- Meeting with representatives of civic, religious and youth organizations in Belize City

Wednesday, March 4, 1987

- Meeting with the Deputy Prime Minister in Belize City
- Field trips to Corozal, Orange Walk and Dangriga by individual team members to meet with representatives of local civic, religious and youth organizations

Thursday, March 5, 1987

- Meeting with the Chief Education Officer in Belmopan
- Meetings with representatives of civic, religious and youth organizations in Belize City
- Meeting with PRIDE/Belize
- Meeting with the Executive Director of PRIDE/Belize

Friday, March 6, 1987

- Preparation of the evaluation report
- Debriefing of PRIDE/Belize staff
- Debriefing of USAID/Belize Representative and Executive Director of PRIDE/Belize

Saturday, March 7, 1987

- Submission of the written report to USAID/Belize

APPENDIX 5

Background of the Evaluators

Sally J. Andrade, PhD., is President of Center for Applied Systems Analysis, Inc., a private corporation in Austin, Texas, which specializes in social policy research and program evaluation for the health promotion field. A community psychologist, she has provided consultation to programs in Guatemala, the Dominican Republic, Colombia, Peru and Brazil.

James R. Craig, PhD., is a Professor of Psychology at Western Kentucky University in Bowling Green and Director of Research for the Kentucky Career Ladder Commission, which is studying teacher evaluation systems. He has conducted research on program evaluation systems and has provided technical assistance to the Bowling Green Parents for Drug-Free Youth, for the last three years.

Erasmus J. Franklin, PhD., is the Analytical Biochemist and Administrator of the Central Veterinary Lab for the Ministry of Agriculture of the Government of Belize. A native of Progreso, Belize, he was active in Belizean youth groups, worked as a teacher for 11 years, and participates in the directorship of several private voluntary organizations in Belize City.