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ANNUAL REPORT  
FOR SECOND YEAR  
POPULATION COMMUNICATION SERVICES  
JOHNS HOPKINS UNIVERSITY  
(October 1, 1983 - September 30, 1984)

Cooperative Agreement No.:  
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Population Communication Services  
Population Information Program  
The Johns Hopkins University  
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Baltimore, MD 21205  
USA

## POPULATION COMMUNICATION SERVICES

October 1, 1983 - September 30, 1984

### SUMMARY AND HIGHLIGHTS

Population/family planning communication activities and expenditures approximately doubled during the second year of the Population Communication Services (PCS) project. Cordial working relations have developed with each of the AID regional bureaus and with AID Missions in more than 30 countries, many of which are now eager to work collaboratively with The Johns Hopkins University/PCS team of staff and key contractors to expand population/family planning communication work. Major accomplishments include:

- o Needs assessments were requested by AID Missions and completed in 11 countries (Burkina Faso, Congo, Liberia, Mali, Nepal, Sierra Leone, Somalia, Sri Lanka, Thailand, North Yemen and Zaire), for a two-year total of 19, thereby exceeding within two years the goal of 16 needs assessments over the lifetime of the project;
- o Nine country projects were initiated in six countries (Colombia, Costa Rica, Honduras (3), Nepal (2), Nigeria and Senegal), making a total of 11 JHU/PCS-funded projects now underway, with an additional 10 projects designed and planned to start in early FY1985;
- o Technical assistance was provided to AID Missions, governments or private agencies in 12 countries (Burkina Faso, Congo, Haiti, India, Liberia, Nigeria, Peru, Somalia, Sri Lanka, Thailand, Zaire and Zimbabwe) and to regional activities in Africa and the Near East;
- o A total of eight meetings and workshops and 60 lectures attended by a total of about 3,200 persons were organized directly by JHU/PCS or by grantee agencies funded through the project during the year;
- o The Media/Materials Collection, which now includes 2,190 items, filled 211 requests for sample materials, provided 231 films to agencies in developing countries, and distributed nearly 1,000 copies each of two PCS Packets of sample materials;
- o To date, more than 400,000 new pamphlets and flyers, 7,000 posters, 425 radio programs, 285 displays and exhibits, and 800 placards have been produced by JHU/PCS-funded activities;
- o Expenditures from October 1, 1983 through September 30, 1984 were \$1,695,640, including subcontract and subgrant accruals. A total of \$1,743,684 has been obligated or approved for obligation to date in 18 subgrants to agencies from developing countries.

The work of the PCS team is designed to provide a broad technical and institutional base for cooperation with AID to transfer knowledge, skills, professional assistance and funds in the area of population and family planning information, education and communication (IEC) to public and private agencies in developing countries. These activities call for diverse skills, ranging from the ability to negotiate with government ministers to organizing focus group discussions with illiterate women; from planning Project Papers and national campaigns to drafting and administering subgrants; from analysis of surveys to design of training workshops; and from preparation of print brochures and posters to production help for radio and television shows. In response to AID Mission needs, these skills were mobilized and these tasks performed during the second year of the PCS project on a much larger scale by the expanded JHU/PCS staff and the staff of the cooperating US contractors: the Academy for Educational Development (AED), the Program for the Introduction and Adaptation of Contraceptive Technology (PIACT), and Needham Porter Novelli (NPN).

The expertise and involvement of these contractors, especially AED and PIACT, played an increased role in the second year as contractual mechanisms for collaboration functioned smoothly. Specifically, AED provided expertise in IEC planning, in broadcasting, and in organizing workshops; PIACT, in development of print materials for family planning users; and NPN, in planning and executing advertising campaigns. AED was especially active in Kenya, Nepal, Sri Lanka, and in the African Regional Broadcast project. PIACT worked primarily in Mexico, Nepal, Nigeria, Sudan and Zimbabwe. NPN provided assistance in Peru and in preparation of PCS packets for mailing (see Part IV, Appendices F, G, and H and individual country accounts).

Over the past two years, JHU/PCS representatives have travelled to 40 countries--14 in Africa, 16 in Latin America and the Caribbean, 4 in Asia and 6 in the Near East. A summary of JHU/PCS travel for Year Two is included in Appendix C. Following are some of the highlights of regional and country activities.

### Africa

During Year Two, activities in Africa more than tripled, covering all parts of the continent. JHU/PCS completed seven needs assessment and planning missions in Africa and provided 56 weeks of technical assistance to eight countries, primarily at the request of USAID Missions. JHU/PCS also developed eight country projects, including a major regional broadcast project, three projects in Nigeria, and projects in Kenya, Liberia, Mali and the Sudan. Project funding was heaviest in Nigeria where no bilateral program is planned; technical assistance was heaviest in Zimbabwe, Somalia, and Zaire in support of AID bilateral programs. JHU/PCS produced a chartbook for the Economic Commission for Africa on population trends in Africa which has been widely distributed among African policy-makers and other leaders. Two workshops on IEC program planning and population education were held at JHU for Nigerian leaders, and a workshop on the use and distribution of family planning booklets was held in Nigeria.

## Latin America and the Caribbean

Five new projects (Colombia, Costa Rica, and three in Honduras) started during Year Two, and projects were developed in Bolivia and Brazil. Technical assistance was provided to Haiti and Peru. A seminar for journalists and two workshops in print and radio materials development were held in Honduras. The project initiated in Mexico during Year One produced 160,000 copies of six leaflets and 13 radio spots. A booklet on Natural Family Planning (NFP) and a special packet of sample materials on NFP in Spanish were also produced. Requests for project funding have increased in Mexico and Brazil where AID bilateral funds are not available.

## Asia

In Asia, needs assessments were completed in Nepal, Sri Lanka, and Thailand; technical assistance was provided in India, Sri Lanka and Thailand; and two country projects were developed in Nepal. A workshop on print materials production was held in Nepal, and a workshop on IEC program planning took place in Sri Lanka. JHU/PCS recruited a senior communication advisor for the Asia region, to be based in New Delhi and funded through a special buy-in in order to meet the urgent needs of the AID Mission for communication expertise to support the large bilateral program.

## Near East

The JHU/PCS-funded project in Jordan produced 40,000 copies of two Arabic booklets and 2,000 copies of two posters and organized 60 family planning lectures attended by 3,088 participants. A packet of sample print materials in Arabic was distributed, efforts were made to involve the Maghreb Pharmacists Association in family planning promotion, and a partial needs assessment for North Yemen was completed.

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## LIST OF ABBREVIATIONS

ABEPF	Associação Brasileira de Entidades de Planejamento Familiar (Association of Brazilian Family Planning Agencies)
ADC	Asociación Demográfica Costarricense (Costa Rican Demographic Association)
AED	Academy for Educational Development
AID/W	Agency for International Development/Washington
ASHONPLAFA	Asociación Hondureña de Planificación de Familia (Honduran Family Planning Association)
AV	Audio-visual
C	Consultant
CEDPA	Centre for Development and Population Activities
COF	Centro de Orientación Familiar (Center for Family Guidance)
COMMAT	Communication Management Advertising Training, Inc. (Nepal)
CNBPF	Comité National du Benin pour le Promotion de la Famille (Benin National Committee for Promotion of the Family)
CP	Country Project
DORC	Development Oriented Research Centre (Nepal)
ECA	Economic Commission for Africa
FEMAP	Federación Mexicana de Asociaciones Privadas de Planificación Familiar A.C. (Mexican Federation of Private Family Planning Associations)
FM	Films and Materials
FP	Family Planning
FY	Fiscal Year

## LIST OF ABBREVIATIONS (continued)

IEC	Information, Education and Communication
IHSS	Instituto Hondureño de Seguridad Social (Honduran Social Security Institute)
IPPF	International Planned Parenthood Federation
IUCD	Intra-uterine Contraceptive Device
JFPPA	Jordan Family Planning and Protection Association
JHPIEGO	Johns Hopkins Program for International Education in Gynecology and Obstetrics
KAP	Knowledge, attitudes and practices
LDC	Less developed country
MCH	Maternal and Child Health
M/MC	Media/Materials Collection
MOH	Ministry of Health
MW	Meetings and Workshops
NA	Needs Assessment
NCIH	National Council on International Health
NFP	Natural Family Planning
NIHFW	National Institute for Health and Family Welfare (India)
NPN	Needham Porter Novelli
PAHO	Pan American Health Organization
PIACT	Program for the Introduction and Adaptation of Contraceptive Technology
PIATA	Programa para la Introducción y Adaptación de Tecnología Anticonceptiva
PID	Project Identification Document
PIP	Population Information Program
PROFAMILIA	Asociación Pro-Bienestar de la Familia Colombiana (Association for Colombian Family Welfare)

## LIST OF ABBREVIATIONS (continued)

PP	Project Paper
PPFN	Planned Parenthood Federation of Nigeria
RAPID	Resources for the Awareness of Population Issues in Development
REDSO/WA	Regional Economic Development Services Office/West Africa
SANRU	Projet de Santé Rural (Rural Health Project of Zaire)
TA	Technical Assistance
UNFPA	United Nations Fund for Population Activities
URTNA	Union des Radiodiffusions et Televisions Nationales D'Afrique (Union of National Radio and Television Organizations of Africa)
USAID	United States Agency for International Development

## I. JHU/PCS OVERSEAS ACTIVITIES BY TYPE OF PROJECT OUTPUT

### Introduction

The JHU/PCS Cooperative Agreement with the U.S. Agency for International Development calls for JHU/PCS to conduct activities in the following five areas:

- o needs assessment and planning;
- o country project development, implementation and evaluation;
- o technical assistance;
- o meetings and workshops; and
- o films and materials, including the Media/Materials Collection.

In every area requests for JHU/PCS assistance increased considerably above the original budget levels, and significant achievements were made. Initial contacts with AID Missions developed into collaborative working relationships that in turn led to requests for new or continued assistance in such countries as Burkina Faso, Kenya, Nigeria, Somalia, Sudan, Zaire, Zimbabwe, Brazil, Haiti, Honduras, Mexico, India, Thailand, and Jordan. At the same time, work with host country individuals and institutions laid the groundwork for productive technical assistance and project funding. Activities in four of the five project output categories are described below. Films and materials activities are reviewed in Section III. Table I provides a summary of major project activities and accomplishments during the first two years of the project.

### Needs Assessment and Planning

Eight needs assessment and planning missions were completed during the second project year--Burkina Faso, Congo, Liberia, Mali, Nepal, Somalia, Sri Lanka and Zaire. Three partial needs assessments were completed for Sierra Leone, Thailand and North Yemen. This brings to 19 the total number of needs assessments conducted by JHU/PCS and already exceeds the 16 needs assessments originally proposed over the five-year period of the Cooperative Agreement. During Year Three, needs assessments and planning missions are tentatively scheduled for at least four additional countries, including Ghana, Swaziland, Turkey and Uganda. The needs assessments conducted during Year One were for Bolivia, Haiti, Honduras, Jordan, Nigeria, Panama, Peru, and Sudan. It is significant to note that in six of these eight countries JHU/PCS has developed country projects or conducted major activities such as workshops. In the other two countries--Panama and Peru--adequate AID/bilateral funds are available to support communication programs.

All of the 11 needs assessments conducted during Year Two are expected to be used as the basis of project formulation, either by JHU/PCS or other donors. The needs assessments in Mali and Nepal led directly to JHU/PCS projects. In Burkina Faso and Liberia, small projects were identified for JHU/PCS funding. Other donors--USAID and World Bank respectively--are planning large information, education and communication (IEC) programs in these two countries based on the JHU/PCS needs assessment report. The needs assessments for the Congo, Somalia, and Zaire were done at the request of the USAID Missions in each country and will serve as the basis for planning of the IEC component of bilateral programs.

TABLE 1. SUMMARY OF JHU/PCS REGIONAL ACTIVITIES BY PROJECT OUTPUT CATEGORY

Region	Needs Assessment & Planning	Country Projects Under Development	Country Projects Underway	Technical Assistance Visits	Meetings and Workshops	Provision of Films and Materials*
<u>FY1983</u>						
Africa	2	1	0	2	0	13
Latin America	5	3	1	11	1	12
Asia	0	0	0	0	0	2
Near East	<u>1</u>	<u>0</u>	<u>1</u>	<u>1</u>	<u>0</u>	<u>1</u>
Subtotal	8	4	2	14	1	28
<u>FY1984</u>						
Africa	7	5	2	10	3	25
Latin America	0	0	5	5	3	16
Asia	3	1	2	4	2	4
Near East	<u>1</u>	<u>0</u>	<u>0</u>	<u>1</u>	<u>0</u>	<u>4</u>
Subtotal	11	6	9	20	8	49
<u>CUMULATIVE TOTAL (FY1983 and FY1984)</u>						
Africa	9	6	2	12	3	38
Latin America	5	3	6	16	4	28
Asia	3	1	2	4	2	6
Near East	<u>2</u>	<u>0</u>	<u>1</u>	<u>2</u>	<u>0</u>	<u>5</u>
	19	10	11	34	9	77

	Needs Assessments	Country Projects Under Development	Country Projects Underway	Technical Assistance Visits	International Meetings and Workshops	Films and Special Materials
TOTAL ACCOMPLISHMENTS TO DATE:	19	10	11	34	1 International Meeting; 8 Workshops	50*
(21 projects developed in 14 countries lasting approximately 29 project-years)						
TOTAL IN JHU/PCS COOPERATIVE AGREEMENT:	16	--	40	60	8 International Meetings; 5 Workshops	
(40 one-year projects in 15-20 countries)						

\*Number of countries receiving films or substantial amounts of materials.

The Sri Lanka needs assessment, done at the request of USAID/Colombo, provided the National IEC Advisory Committee with a framework for IEC program planning which is the basis for its funding request to international donors.

In order to streamline the country project development process, AID/W amended the JHU/PCS Cooperative Agreement during Year Two to reduce the length and complexity of needs assessment and planning missions. Whereas the original Cooperative Agreement called for up to five in-country person-months to be devoted to each needs assessment, the amendment limits each needs assessment to two person-months. JHU/PCS currently defines a needs assessment as a review of the activities and capabilities of the major governmental and non-governmental agencies working in population and family planning IEC and a summary of the major mass media outlets and other communication modes that could be used to promote population and family planning. In nearly all cases, such a review is done in anticipation of the development of a country project to be funded by JHU/PCS or by another donor, such as AID Missions, the United Nations Fund for Population Activities (UNFPA) or World Bank. Most needs assessments recommend communication strategies and activities to be undertaken in the country concerned.

### Country Projects

The number of JHU/PCS-funded country projects grew dramatically during the second project year. Two country projects--in Jordan and Mexico--began operations during the first project year. During the second project year, an additional nine projects started, including a regional project with URTNA/Senegal, three projects in Honduras, two in Nepal, as well as those in Colombia, Costa Rica, and Nigeria. Ten additional projects were developed during Year Two; nine of these are in the final stages of approval and are expected to start in early FY1985. Country projects are listed in Table 2 and described in detail in Part II of this report, entitled "Major Regional and Country Activities."

Project identification and implementation are ahead of the schedule proposed in the JHU/PCS Cooperative Agreement. The Cooperative Agreement calls for support of projects in 15-20 countries. At the end of Year Two, JHU/PCS had 11 projects underway in eight countries and another ten projects had been developed in six additional countries. Thus, after only two years of operation, JHU/PCS has identified 21 projects in 14 countries. These projects range from radio spots promoting community-based distributors in Mexico to brochures for illiterate women in Nigeria to short films for cinema halls in Nepal.

The Agreement also calls for the equivalent of 40 one-year projects or 40 project years; country projects now underway or in the final stages of approval include approximately 29 project-years. This total does not include the continuation of projects currently funded for one or two years; at least 10 additional project-years of funding are likely to be allocated to current JHU/PCS projects, making an estimated total of 39 project-years identified to date.

To date, more than 400,000 new pamphlets and booklets, 7,000 posters, 425 radio programs, 285 displays and exhibits and 800 placards have been produced by JHU/PCS-funded activities, mostly during Year Two. These included the following items:

TABLE. 2 JHU/PCS COUNTRY PROJECTS STARTED OR PLANNED AS OF OCTOBER 1, 1984

REGION/COUNTRY	PROJECT NO.	RECIPIENT	START DATE	TERMINATION DATE	APPROVED BUDGET
<u>Africa</u>					
Regional	AF-SEN-01	URTNA	7/30/84	7/29/85	\$ 72,472
Kenya	AF-KEN-01	Stella-graphics	Projected 4/1/85		
Kenya	AF-KEN-02	Bureau of Educational Reseach	Projected 4/1/85		
Liberia	AF-LIB-01	MEDEX	11/1/84	6/30/85	14,120
Nigeria	AF-NGA-01	Kwara State MOH	4/1/84	3/31/86	86,947
Nigeria	AF-NGA-02	PPFN	11/1/84	10/31/85	74,290
Nigeria	AF-NGA-03	PPFN	1/1/85	12/31/86	245,209
Sudan	AF-SUD-01	University of Khartoum	Projected 4/1/85	9/30/86	
Subtotal Africa:					\$ 493,038
<u>Latin America</u>					
Regional	LA-MEX-02	RCA/Mexico	Projected 3/1/85		240,000
Bolivia	LA-BOL-01	COF	11/1/84	10/31/86	110,250
Brazil	LA-BRA-01	ABEPF	3/1/85	6/30/86	136,757
Colombia	LA-COL-01	PROFAMILIA	3/1/84	2/28/85	59,871
Costa Rica	LA-COS-01	COF	1/1/84	3/31/85	39,734
Honduras	LA-HON-03	ASHONPLAFA	1/1/84	12/31/85	147,600
Honduras	LA-HON-01	MOH	1/1/84	12/31/86	40,000
Honduras	LA-HON-02	IHSS	1/1/84	12/31/85	27,550
Mexico	LA-MEX-01	FEMAP	8/1/83	7/31/85	204,187
Subtotal Latin America:					\$ 1,005,949
<u>Asia</u>					
Nepal	AS-NEP-01	FP/MCH	4/1/84	6/30/85	46,824
Nepal	AS-NEP-03	DORC	4/1/84	8/30/85	4,682
Nepal	AS-NEP-02	COMMAT	12/1/84	9/30/86	41,751
Subtotal Asia:					\$ 93,257
<u>Near East</u>					
Jordan	NE-JOR-01	JFPPA	8/1/83	7/31/85	151,440
Grand Total:					\$ 1,743,684

- o Africa (Economic Commission for Africa)--multi-color chartbook on population trends in Africa;
- o Nigeria (JHU/PCS, PIACT, PPFN)--three Yoruba-language family planning booklets on the pill, IUD and condom.
- o Costa Rica--400 radio programs;
- o Honduras--a flyer for community-based distributors and a poster;
- o Mexico--six leaflets on family planning methods (pill, IUD, condom, female sterilization, vasectomy, and spermicides); and
- o Jordan (JFPPA)--two pamphlets, one on IUD's and a second on the health benefits of family planning, and two family planning posters.

Table 3 shows the materials produced by JHU/PCS, either through country projects or through direct funding of materials developed.

### Technical Assistance

Requests for technical assistance more than doubled during the second project year. This is largely because JHU/PCS became more widely known in the field and because of increased requests from AID Missions for extensive technical assistance in support of bilateral projects. During Year Two, JHU/PCS representatives made a total of 20 technical assistance (TA) visits to 14 countries, resulting in about 73 person-weeks of TA (see Table 4). Most of these TA visits (56 weeks) were to Africa where AID is developing many new bilateral family planning programs. Several AID Missions in Africa have requested JHU/PCS assistance in the development of IEC components of Project Papers (see Table 5).

In order to identify communication experts with specialized skills for possible use by JHU/PCS or for referrals to other agencies, JHU/PCS maintains a roster of population/family planning consultants. As of September 30, 1984, JHU/PCS has collected more than 400 curricula vitae of communication experts representing a wide variety of international work experience, communication and program management expertise, and language skills. Each person on the Consultant Roster is asked to complete a "Professional Profile" form so that the Consultant Roster can be searched to identify specific communication skills held by the consultant. At the end of the program year, plans were underway to enter all "Professional Profile" forms on an IBM Personal Computer. This will allow for quick retrieval of information on consultants in the roster based on key variables (e.g., geographic experience, language expertise, knowledge of specific media, etc.). The Consultant Roster has been used to recommend prospective consultants to a number of AID Missions, including those in North Yemen and Somalia, and to other agencies working in international health and population, including the World Bank and the United Nations Fund for Population Activities.

TABLE 3. MASS-MEDIA MATERIALS DEVELOPED UNDER JHU/PCS PROJECT  
OCTOBER 1, 1983 - SEPTEMBER 30, 1984

Region/Country PCS Project Number	Pamphlets/ Flyers	Posters	Radio Programs	Other
AFRICA				
Regional--ECA (PCS-FM-03)	5,000			
Nigeria (PCS-FM-02)	105,000			
LATIN AMERICA				
Regional (PCS-FM-01)	300			1 1-hour videotape
Colombia (LA-COL-01)			4	100 displays 850 exhibits 800 placards
Costa Rica (LA-COS-01)			400	
Honduras (LA-HON-03)	100,000	5,000	8	
Mexico (LA-MEX-01)	160,000		13	
Mexico (PIACT-8)	3,000			
NEAR EAST				
Jordan (NE-JOR-01)	40,000	2,000		
TOTAL	413,300	7,000	425	1,086

TABLE 4. SUMMARY OF JHU/PCS TECHNICAL ASSISTANCE VISITS  
(October 1, 1983 - September 30, 1984)

Region	Visits	Countries	Duration (person-weeks)
Africa	10	8*	56 weeks
Latin America	5	2	5 weeks
Asia	4	3	11 weeks
Near East	<u>1</u>	<u>1</u>	<u>1 week</u>
Total	20	14	73 weeks

\*Includes a visit to provide assistance to the Population Division, United Nations Economic Commission for Africa, located in Ethiopia.

TABLE 5. TECHNICAL ASSISTANCE VISITS FUNDED BY JHU/PCS--FY1984

Region/Country	Month/Year	Personnel	Sponsoring Agency(s)	Type of Assistance	Source of Project Funding	Duration
<b>AFRICA</b>						
Regional	May 1984	Nelson (C)	Economic Commission for Africa	Provide assistance in media relations, public information and publications	ECA/UNFPA	4 weeks
Burkina Faso	October 1983	Langlois (C)	USAID/Ouagadougou	Draft PID for bilateral project	AID Bilateral	3 weeks
Congo	March 1984	Parlato, JHU/PCS	USAID/Kinshasa	Develop IEC component of project paper for bilateral FP/MCH project	AID Bilateral	2 weeks
Liberia	November 1983 July 1984	Pielemeier (C)	MOH and MOI	Develop with GOL National Family Health IEC plan	World Bank	10 weeks
Nigeria	Nov./Dec. 1983	Boone (C); Leonard, PIACT	MOH's in Niger, Ogun and Gongola States; USAID/Lagos	Assist state MOH's to develop IEC Family Health Plans	JHU/PCS	4 weeks
Somalia	Feb./March 1984	Roppa (C)	USAID/Mogadishu	Develop IEC component of AID bilateral project	AID Bilateral	4 weeks
	Sept. 1984	Cohen (C)	USAID/Mogadishu	Conduct resources inventory including identifying roles of various Somalian organizations in Family Health plus develop job description for IEC Director	AID Bilateral	4 weeks

C = Consultant

TABLE 5. TECHNICAL ASSISTANCE VISITS FUNDED BY JHU/PCS--FY1984 (continued)

Region/Country	Month/Year	Personnel	Sponsoring Agency(s)	Type of Assistance	Source of Project Funding	Duration
<b>AFRICA</b>						
Zaire	Nov. 1983	Parlato, JHU/PCS	SANRU and Urban FP Project	Plan actions needed for communi- cation support for agencies	AID Bilateral	2 weeks
	March 1984	Brown (C)	SANRU and Urban FP Project	Study to develop message guide- lines for IEC	AID Bilateral	4 weeks
Zimbabwe	Feb. 1984	Fussell, PIACT	CSFPC	T.A. to develop print materials	AID Bilateral	8 weeks
	June 1984	Langlois (C)	CSFPC	T.A. in mass media and public relations	AID Bilateral	4 weeks
	July 1984	Fussell, PIACT	CSFPC	Assist in final production of pill and condom booklets	AID Bilateral	3 weeks
<b>LATIN AMERICA</b>						
Haiti	May 1984	Parlato, JHU/PCS	MOH	Assist in developing plans for radio training workshops for Regional Health Education	JHU/PCS	1 week
Peru	Oct. 1983	Porter, NPN	MOH	Assist MOH to select advertising agency for Health Literacy Campaign	AID Bilateral	1 week
	Nov. 1983	Coleman, JHU/PCS; Pareja (AED); de la Cueva (C)	MOH	Assist MOH in developing Health Literacy Campaign	AID Bilateral	1 week

C = Consultant

TABLE 5. TECHNICAL ASSISTANCE VISITS FUNDED BY JHU/PCS--FY 1984 (continued)

Region/Country	Month/Year	Personnel	Sponsoring Agency(s)	Type of Assistance	Source of Project Funding	Duration
<b>ASIA</b>						
India	Sept. 1984	Reed (C)	NIHFW	Assist in developing IEC training plan	AID Bilateral	1 week
Sri Lanka	Feb./March 1984	Green, JHU/PCS; Lediard, AED	AID and MOPI	Develop framework for National IEC Plan	UNFPA or AID Bilateral	3 weeks
Thailand	June/July	Griffin (C)	USAID/Bangkok	Assist GOT to develop long-term IEC Plan for National FP program	AID Bilateral	4 weeks
<b>NEAR EAST</b>						
Regional	April 1984	Bachbaouab (C)	Maghreb Pharmacists Association	Present information on role of pharmacists in family planning	-	1 week

C = Consultant

## Meetings and Workshops

During Year Two, JHU/PCS sponsored eight workshops and 60 lectures attended by a total of about 3,200 participants. These activities encompassed a variety of events, including training of IEC specialists in production of print materials and radio programs, a seminar for journalists, and lectures for potential clients and community leaders (see Table 6).

Among the major types of meetings and workshops supported by JHU/PCS during FY1984 were:

- o Training of IEC specialists in the development of print materials for non-literates or semi-literates--Honduras and Nepal;
- o Training of regional and district staff on the use and distribution of family planning booklets--Nigeria;
- o Training of IEC specialists in radio production--Honduras;
- o Orienting journalists on population and family planning issues--Honduras;
- o Developing national or state IEC plans--Nigeria and Sri Lanka; and
- o Providing information to diverse audiences, including health clinic patients, social workers, community leaders and adult groups--Jordan.

In addition, many informal training and orientation sessions were held during the year with small groups. For example, JHU/PCS regularly makes presentations to attendees of the Johns Hopkins Program for International Education in Gynecology and Obstetrics (JHPIEGO), the Centre for Development and Population Activities (CEDPA), and some Census Bureau courses. After these presentations, follow-up meetings are often held to discuss possible JHU/PCS technical assistance and/or project funding and to provide films and prototype materials from the Media/Materials Collection.

JHU/PCS staff members have made several public presentations on various aspects of population/family planning communication. Media/Materials Coordinator Ann B. Jimerson gave a slide presentation of JHU/PCS activities in the collection and dissemination of prototype materials at the Annual Meeting of the National Council on International Health in June 1984. Regional Program Coordinator Patrick L. Coleman led a seminar on use of mass media for fundraising at a Latin America regional workshop held in San Andres, Colombia in October 1983.

In addition to these activities, plans were developed during the year for several in-country meetings, including two regional meetings for broadcasters to be sponsored by URTNA in Nairobi (English) and Dakar (French), two radio workshops in Haiti and a workshop for Near East region IEC directors, which will be held at the Johns Hopkins University in July/August 1985.

TABLE 6. MEETINGS, WORKSHOPS AND LECTURES SUPPORTED BY JHU/PCS--FY1984

Region/Country	PCS Project Number	Dates	Host Agency	Activity	Number of Participants
AFRICA					
Nigeria	PCS-MW-02	Oct. 17-19, 1983	JHU/PCS	Workshop on family life education for Ministry of Education officials from Ondo, Ogun and Plateau States.	4
Nigeria	PCS-MW-03	Oct. 19, 1983	JHU/PCS	Workshop on IEC program planning for family planning leaders from Ogun, Ondo, Lagos, Niger and Plateau States	14
Nigeria	PCS-MW-07	Aug. 31, 1984	PPFN	Training workshop on use and distribution of Yoruba family planning booklets for PPFN staff from 5 Yoruba-speaking states	15
LATIN AMERICA					
Honduras	PCS-MW-05	Nov. 23-25, 1983	ASHONPLAFA and Honduran Press Assoc.	Seminar for Honduran journalists on population and family planning.	24
Honduras	LA-HON-01 LA-HON-02 LA-HON-03	Feb. 13-24, 1984	ASHONPLAFA, IHSS and MOH	Workshop on development and pre-testing of print materials for semi-literates	15
Honduras	LA-HON-01 LA-HON-02 LA-HON-03	March 5-16, 1984	ASHONPLAFA, IHSS and MOH	Workshop on development of radio programs and spots	12
ASIA					
Nepal	PCS-MW-04	Nov. 7-18, 1983	FP/MCH Project	Workshop on development and pre-testing of print materials for non-literates	12
Sri Lanka	PCS-MW-06	March 8, 1984	National IEC Steering Committee	Workshop for family planning program administrators and IEC specialists to develop the framework of a national IEC plan	15
NEAR EAST					
Jordan	NE-JOR-01	Oct. 1, 1983- Sept. 30, 1984	JFPPA	60 lectures and presentations to diverse audiences, including health clinic patients, social workers, community leaders and adult groups	3,088
TOTAL :				8 workshops and 60 lectures	3,199

## II. MAJOR REGIONAL AND COUNTRY ACTIVITIES

Regional and country activities undertaken by JHU/PCS during the past two years are described in detail below (see also Table 7). A progress report on each JHU/PCS country project follows the country narrative. The abbreviations following each regional or country heading indicate the major JHU/PCS activities during FY1984: NA=Needs Assessment; CP=Country Project; TA=Technical Assistance; and MW=Meetings and Workshops.

### AFRICA

#### Overview

During the second year of the PCS project, activities in the Africa Region accelerated considerably. JHU/PCS representatives travelled to 13 sub-Saharan African countries and provided technical assistance to six countries--Congo, Liberia, Nigeria, Somalia, Zaire and Zimbabwe--and the Economic Commission for Africa. Needs assessments for seven countries--Burkina Faso, Congo, Liberia, Mali, Sierra Leone (partial), Somalia and Zaire--were completed. Eight country projects were developed, including a regional broadcast project, three projects in Nigeria, and projects in Kenya, Liberia, Mali and the Sudan. These eight new projects involve a variety of media, including radio, TV, print materials and videotape, and include broad-based multimedia campaigns linked with interpersonal communication (Kwara State MOH and PPFN/Plateau State, Nigeria, and Mali) as well as smaller pilot studies to determine the effectiveness of a single medium (Kenya, Liberia and Sudan).

#### Regional Activities (CP,MW)

In recognition of the widespread influence of the broadcast media in Africa, JHU/PCS developed a project with the Dakar-based Union des Radiodiffusions et Télévisions Nationales d'Afrique (URTNA), a pan-African professional organization for broadcasters. JHU/PCS representatives visited URTNA headquarters in Dakar in November 1983 and February 1984 to finalize the project proposal. In addition, the President and Secretary General of URTNA visited JHU/PCS in May 1984 to review project plans. JHU/PCS Regional Program Coordinator Margaret B. Parlato and Dr. Allan Kulakow of the Academy for Educational Development visited URTNA headquarters in Dakar in July 1984 to finalize plans for the two broadcasters' workshops to be held in Nairobi in November 1984 and in Dakar in February 1985.

\* \* \* \* \*

**Progress Report:** URTNA Family Health Broadcasting Project (AF-SEN-01)

**Grantee:** Union des Radiodiffusions et Télévisions Nationales d'Afrique  
(Union of National Radio and Television Organizations of Africa--URTNA)

TABLE 7. SUMMARY OF MAJOR JHU/PCS COUNTRY ACTIVITIES  
DURING THE FIRST AND SECOND PROJECT YEARS

Region/Country	Output Category					
	Needs Assessment & Planning	Country Project Development	Country Project Initiation	Technical Assistance	Meetings and Workshops	Provision of Films and Materials
AFRICA Regional				FY84		FY84
URTNA		FY84	FY84			FY83,FY84
Benin						FY84
Botswana						FY83,FY84
Burkina Faso	FY84					FY84
Burundi						FY84
Central African Republic						FY84
Congo	FY84			FY84		FY84
Ivory Coast						FY83
Kenya		FY84				FY83,FY84
Lesotho						FY84
Liberia	FY84	FY84		FY84		FY83,FY84
Madagascar						FY84
Mali	FY84	FY84				FY83,FY84
Mauritius						FY83,FY84
Nigeria	FY83			FY84	FY84	FY84
Kwara State		FY83	FY84			FY83,FY84
PPFN--print materials		FY84			FY84	FY84
PPFN--Plateau State		FY84				
Rwanda						FY84
Senegal						FY83,FY84
Seychelles						FY84
Sierra Leone	FY84*					FY84
Somalia	FY84			FY84		
Sudan	FY83	FY84				FY84
Swaziland						FY83,FY84
Togo						FY83
Zaire	FY84			FY84		FY83,FY84
Zimbabwe				FY83,FY84		FY83,FY84

FY83 = JHU/PCS Project Year One

FY84 = JHU/PCS Project Year Two

\*Partial needs assessment

TABLE 7. SUMMARY OF MAJOR JHU/PCS COUNTRY ACTIVITIES  
DURING THE FIRST AND SECOND PROJECT YEARS

Region/Country	Output Category					
	Needs Assessment & Planning	Country Project Development	Country Project Initiation	Technical Assistance	Meetings and Workshops	Provision of Films and Materials
LATIN AMERICA/ CARIBBEAN Regional		FY84		FY83	FY83	FY84
Bolivia	FY83	FY84				FY83,FY84
Brazil		FY84				FY84
Colombia		FY84	FY84			FY84
Costa Rica		FY84	FY84	FY83		FY83,FY84
Dominican Republic						FY83
Ecuador				FY83		FY83,FY84
Guatemala						FY83,FY84
Haiti	FY83			FY84		FY83,FY84
Honduras	FY83			FY83	FY84	
ASHONPLAFA		FY83	FY84		FY84	FY83,FY84
IHSS		FY83	FY84			FY84
MOH		FY83	FY84			FY84
Jamaica						FY83,FY84
Mexico		FY83	FY83			FY83,FY84
Panama	FY83			FY83		FY83,FY84
Paraguay						FY83,FY84
Peru	FY83			FY83,FY84		FY83,FY84

FY83 = JHU/PCS Project Year One  
FY84 = JHU/PCS Project Year Two

TABLE 7. SUMMARY OF MAJOR JHU/PCS COUNTRY ACTIVITIES  
DURING THE FIRST AND SECOND PROJECT YEARS

Region/Country	Output Category					
	Needs Assessment & Planning	Country Project Development	Country Project Initiation	Technical Assistance	Meetings and Workshops	Provision of Films and Materials
ASIA						
Bangladesh						FY83
India				FY84		FY83, FY84
Nepal	FY84					FY84
FP/MCH		FY84	FY84		FY84	
DORC		FY84	FY84			
COMMAT		FY84				
Sri Lanka	FY84				FY84	FY84
Thailand	FY84*			FY84		FY84
NEAR EAST						
Regional				FY84		FY84
Jordan	FY83	FY83	FY83		FY84	FY84
Lebanon						FY84
Tunisia						FY83
Yemen, North	FY84*			FY84		FY84

FY83 = JHU/PCS Project Year One  
 FY84 = JHU/PCS Project Year Two  
 \*Partial needs assessment

This one-year, \$72,472 project was initiated in July 1984 with the major objective of increasing radio and television coverage of family planning and population issues throughout Africa. The project is designed to reach senior-level broadcast officials in Africa to ensure that family planning and child spacing are incorporated into health-related programs and that population issues are included in discussions about national development. Principal project activities include: development and distribution of a broadcast information bulletin in French and English with ready-to-air news and program notes on family health; organization of two broadcast workshops--one in English and one in French--to stimulate consideration of population, family planning and related issues and orient broadcasters on techniques for incorporating these topics in their existing programs; provision of technical assistance to at least four countries interested in developing new programs dealing with family planning; and exchange of innovative radio and TV programs through the URTNA Programme Exchange Centre located in Nairobi.

Major activities since initiation of the project include hiring of the Editor of the Family Health Broadcast Bulletin, initiation of a survey of family planning information included in radio broadcasts of URTNA members, and planning for a workshop for approximately 40 anglophone broadcasters and family planning IEC specialists, scheduled for Nairobi from November 19-24, 1984.

\* \* \* \* \*

#### Assistance to the Economic Commission for Africa (TA)

At the request of the Population Division of the Economic Commission for Africa (ECA), JHU/PCS provided extensive technical assistance to upgrade the ECA's public information activities in the field of population, particularly in the areas of media relations, publications planning and design, and outreach to key decision-makers. JHU/PCS consultant Daniel Nelson, a journalist with extensive experience in population communication, spent a month at ECA headquarters in Addis Ababa in May/June 1984, conducting an extensive review of ECA's public information program in population. In addition to on-the-spot training of various ECA staff members, he provided numerous recommendations for further program improvements. His report was a key document in UNFPA's review of ECA activities in the field of population information dissemination.

JHU/PCS also assisted ECA in the design and production of a colorful 28-page chartbook entitled "African Population." The chartbook, which includes a text in English and French, consists mainly of maps of the African continent providing information on each country's population growth rate, fertility and mortality rates, urbanization and migration trends, and social, health, and educational status. By using the expertise of the Population Information Program and JHU's materials production unit, JHU/PCS was able to produce the chartbook in record time so that it could be distributed at the International Conference on Population, held in Mexico City in August 1984. The chartbook was an instant hit among the African delegates; many requested extra copies and all copies displayed at the Population Information Program booth at the conference were taken. Of the 5,000 copies originally printed, about 3,500 have been distributed to the ECA, and to UNFPA representatives and USAID Missions in Africa.

## Regional Print Materials Project

Late in FY1984, discussions were held with AID/W and PIACT regarding the need for the development of a series of basic "universal" print materials on contraception for distribution throughout Africa. Preliminary plans were made to develop "generic" materials in English and French for distribution throughout Africa. Materials being considered for development included leaflets for clients and for health workers, a methods poster, as well as a flipchart for health workers. JHU/PCS plans to draw up more detailed plans for the development of these materials.

### Benin

JHU/PCS has provided three family health films to the Ministry of Health. Three films and IEC reference materials also were sent to Comité National du Benin pour la Promotion de la Famille (CNBPF), the national affiliate of the International Planned Parenthood Federation (IPPF). The CNBPF has requested JHU/PCS assistance in developing their IEC programs. A technical assistance visit is planned for mid-1985.

### Burkina Faso (NA)

The USAID Mission requested JHU/PCS assistance in reviewing IEC needs and recommending IEC initiatives that could be included in an AID bilateral project. JHU/PCS consultant Philippe Langlois was a member of the AID planning team which conducted a needs assessment and developed a Project Identification Document (PID) from October 14 through November 5, 1983. As FY1984 ended, JHU/PCS was in the process of finalizing arrangements for Mr. Langlois to prepare the IEC section of a Project Paper (PP) being developed by an AID team from October 14 through November 14, 1984.

### Central African Republic

USAID/Bangui requested JHU/PCS assistance in identifying the need for family health IEC in the Central African Republic and possibly developing a country project. The U.S. Embassy staff member handling population visited JHU in May 1984 to discuss assistance available through PCS. JHU/PCS is now awaiting an official request for assistance from the Mission.

### Congo (NA,TA)

In March 1984 JHU/PCS Regional Program Coordinator Margaret B. Parlato served as a member of a Project Paper design team and developed the IEC component of the paper for an AID bilateral FP/MCH project. As part of the planning process, the team visited health facilities and institutions throughout the country in an effort to assess needs and resources. The IEC plan calls for training of health and social affairs personnel in communication techniques and for extensive use of radio. If the project is approved, JHU/PCS would provide

about 12 weeks of technical assistance to develop print materials and radio programs.

### Ivory Coast

JHU/PCS was advised by REDSO/WA that the potential exists for the development of IEC activities with the Government of the Ivory Coast and possibly with private family planning organizations. JHU/PCS is planning a visit to the Ivory Coast in mid-1985 in conjunction with other regional travel.

### Kenya (CP)

During an August 1984 World Bank mission to Kenya, Mark Lediard of AED was requested by the AID Mission to develop an experimental project to demonstrate the acceptability of TV programs on family planning. Mr. Lediard contacted a private Kenyan communication organization, Stellagraphics, Inc., and made preliminary plans for a pilot videotape project. This JHU/PCS-supported project includes the planning, pretesting, production, evaluation and national distribution of a series of videotaped population/family planning messages for use both on national TV and through the mobile film van systems of Kenya. It is expected that this project will begin in early 1985.

### Liberia (NA,CP,TA)

JHU/PCS developed a national IEC plan and a project in Liberia during Year Two. JHU/PCS Regional Program Coordinator Steven C. Smith and JHU/PCS consultant John Boone visited Liberia in October 1983. After an analysis of IEC needs, they engaged Dr. Nancy Pielemeier as a JHU/PCS consultant to prepare a detailed needs assessment and a national IEC plan. Dr. Pielemeier worked closely with a number of key governmental and private agencies in the country and, through a series of meetings, developed a needs assessment and a National Family Health IEC Plan. This plan was then submitted to the World Bank for use in its project planning. Additional visits to Liberia were made by Steven C. Smith in February 1984 and by Mr. Smith and JHU/PCS consultant Philippe Langlois in July 1984. In collaboration with Dr. Pielemeier, JHU/PCS developed a proposal with MEDEX, a private Liberian communications firm, for the production of a simplified videotape of the RAPID presentation on Liberia for TV broadcasting. The project document and subagreement were completed in September 1984; the project is officially slated to begin November 1, 1984.

JHU/PCS also provided to the Ministry of Information two videotapes on family health and family planning. Both videotapes were aired on national TV.

### Mali (NA,CP)

In September 1984, JHU/PCS Regional Program Coordinator Margaret B. Parlato conducted a needs assessment visit and developed a project with the Association Malienne pour la Protection et la Promotion de la Famille (Malian Association for the Protection and Promotion of the Family--AMPPF). Activities

will focus on: improving the use of radio broadcasts on family planning and family health; development of videotapes for use in the National Adult Literacy Program and for use on television; and the production of a question and answer booklet for health personnel to help them respond to inquiries and deal with problems related to family planning. The project is expected to begin in June 1985. Contact also was established with the National Women's Union of Mali, and plans were discussed to hold a workshop to press for adoption of a national population policy. In addition, JHU/PCS provided AMPPF with three films on family health and family planning and a variety of reference materials on how to plan and implement an IEC program.

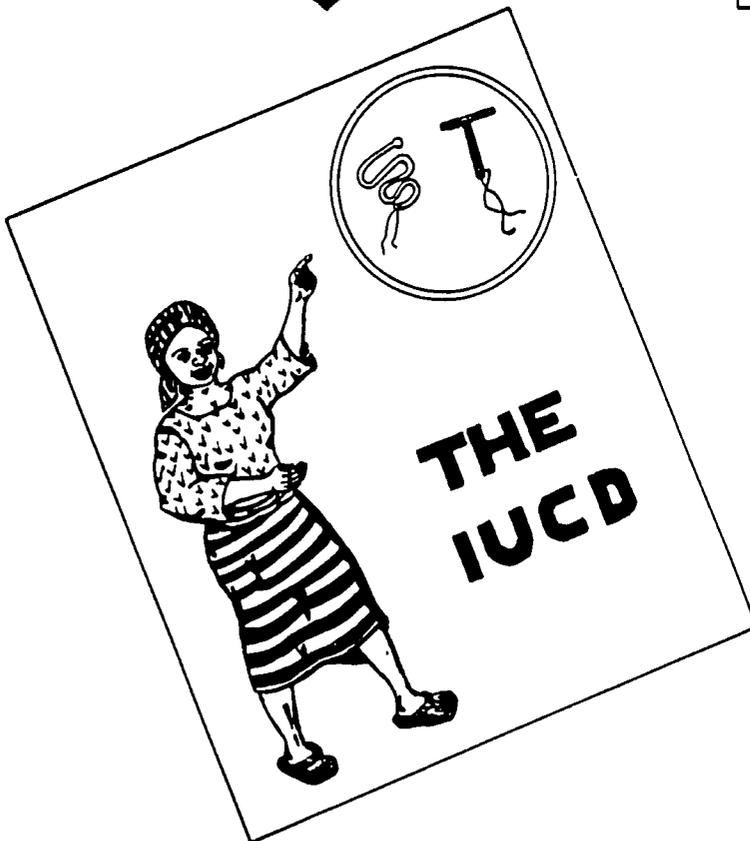
### Nigeria (CP,TA,MW)

Responding to requests from the AID Affairs Officer in Lagos, JHU/PCS placed considerable emphasis and human and financial resources on addressing various IEC needs. Many of these needs were identified in the JHU/PCS Nigeria needs assessment and IEC plan completed during Year One. Nine visits to Nigeria were conducted during Year Two by various JHU/PCS staff, consultants, and subcontractors, which included Deputy Project Director Dr. Ronald H. Magarick (July 1984), Regional Program Coordinator Steven C. Smith (November 1983, February and July 1984), JHU/PCS consultants John Boone (October and November 1983), Philippe Langlois (July 1984), and PIACT consultant Ann Leonard (November 1983 and March 1984). Numerous activities have resulted from these various visits to Nigeria.

During the first JHU/PCS visit in June 1983 by Steven C. Smith and JHU/PCS consultant Dr. Rocco De Pietro, a "Five Year Plan for Family Planning Communication in Nigeria" was developed. From this plan, a number of national and state-level IEC activities were proposed. During the second year, these plans were further refined and elaborated. During September 1983 visits, Steven C. Smith and John Boone drafted a proposal with the Kwara State Ministry of Health to produce family health radio, TV and newspaper announcements and provide orientation on communication techniques to MOH clinical staff. This project was initially developed by Dr. Donald Bogue of the University of Chicago.

During these various visits, and in collaboration with the AID Affairs Officer, a need was identified to develop print materials for current and potential family planning clients on the IUCD, oral contraceptives, and the condom. Ann Leonard, a PIACT consultant, and John Boone carried out message design investigations in five states in November/December 1983. Ms. Leonard then developed preliminary prototypes for booklets on the above topics and returned to Nigeria in February/March 1984 and pretested and finalized them in Yoruba. Final versions of the booklets (105,000 copies), which were produced under the auspices of the Planned Parenthood Federation of Nigeria, were available for distribution throughout Yoruba-speaking areas of Nigeria in July 1984. A local JHU/PCS consultant, Dr. Carol Becker, helped to develop Hausa and Ibo versions of the booklets.

# The Condom



## D O N ' T F O R G E T !

- \* GO THROUGH EACH PAGE ONE BY ONE WITH THE CLIENT.
- \* GIVE EACH CLIENT AT LEAST ONE BOOKLET TO TAKE HOME.

During a July 1984 visit by Dr. Ronald H. Magarick, Steven C. Smith and Philippe Langlois, two proposals were developed with the Planned Parenthood Federation of Nigeria (PPFN). One was for the printing and distribution of the Hausa, Ibo and Pidgin English family planning booklets developed with JHU/PCS assistance. In addition, a second proposal amounting to more than \$200,000 was also developed for a statewide communication project to be implemented by the PPFN branch in Hausa-speaking Plateau State. PPFN, in conjunction with a local advertising firm, will implement a model state-wide comprehensive media campaign and will develop and produce other materials for national distribution. Both projects are scheduled to start in FY1985.

To facilitate distribution of the family planning booklets, PPFN organized a one-day training workshop for 15 participants from all PPFN branches in the Yoruba-speaking states of Nigeria. Specific objectives of the workshop, which was held in Lagos on August 31, 1984, were:

1. To introduce selected PPFN branch staff in Yoruba-speaking areas to the FP booklets;
2. To explain to the workshop participants, the purpose, use, and benefits of the FP booklets;
3. To review the distribution system for the booklets, and appropriate recipients; and
4. To review proper storage, record keeping, and reporting of the booklets.

As a result of this workshop, PPFN has been able to adopt a more active distribution program, and the booklets have been enthusiastically received in a number of states.

As a result of the various visits to Nigeria, many requests were received for resource materials. These included packages of IEC resource materials being sent to Niger and Ondo States in May 1984.

In October 1983, JHU/PCS conducted two workshops for Nigerian officials visiting the United States on an AID-sponsored study tour. JHU/PCS funded the 12-day visit of three officials from Ondo and Plateau states and organized a three-day workshop on population/family life education for these three officials and a fourth educator from Ogun state. The purpose of the workshop was to assist these officials in developing action plans for introducing population and family life education into their state's curriculum. The program included sessions on curriculum content, materials development and teacher training led by several experts in the field, as well as visits to three local organizations working in population and family life education. Participants were also given background information and copies of exemplary student and teacher training materials.

A second workshop for 14 family planning leaders from Ogun, Ondo, Lagos, Niger and Plateau states was also held at JHU. This one-day session, which was intended to assist the participants in developing the IEC component of their state-wide family planning programs, covered various communication concepts and strategies appropriate to family planning. Topics covered included: audience identification, message design, media selection and media mix. This workshop was useful in establishing contacts with Nigeria family planning leaders and in developing ideas regarding state-level JHU/PCS initiatives.

\* \* \* \* \*

**Progress Report:** Kwara State Family Health Project (AF-NGA-01)

**Grantee:** Kwara State (Nigeria) Ministry of Health

This two-year project was started April 1, 1984; the total budget is \$86,947. This project will produce family health radio, TV and newspaper announcements and will provide orientation on communication techniques to MOH clinic staff. The project was visited by Dr. Ronald H. Magarick, Steven C. Smith and Philippe Langlois in July 1984. Since a telegraphic transfer of funds was delayed in Nigeria, project activities were delayed. The major project activity during FY1984 was the completion of a statewide baseline survey of knowledge and attitudes on family planning, upon which the media campaign will be based. A visit by JHU/PCS Principal Investigator Dr. Phyllis T. Piotrow was scheduled for October 1984 in order to review project activities. It was anticipated that the media campaign would be launched in early 1985.

\* \* \* \* \*

### Senegal

JHU/PCS has received project proposals from several Senegalese organizations but was advised by the AID Mission to give priority to technical assistance in support of the bilateral program. The AID Mission has requested JHU/PCS to assist the AID Family Health Project to assess its IEC plans and determine technical assistance needs. As a result, Regional Program Coordinator Margaret B. Parlato was planning a mission to Senegal in October 1984 to draft technical assistance plans.

### Sierra Leone (NA)

JHU/PCS Regional Program Coordinator Steven C. Smith and JHU/PCS consultant John Boone visited Sierra Leone briefly in October 1983 to assess the need for JHU/PCS assistance. They concluded that technical assistance was needed in the evaluation of current radio programs and in planning of more systematic radio coverage of family planning. (A technical assistance visit is being scheduled in FY1985 in conjunction with other travel in the region.) Since the World Bank is currently planning to include IEC in its new project in Sierra Leone, the JHU/PCS representatives did not recommend that JHU/PCS develop a project.

At the request of the AID Mission, John Boone prepared a background paper on the use of two-way radio in health and rural development programs.

### Somalia (NA,TA)

In March 1984, JHU/PCS consultant Dr. Guy Roppa, who had been a communication advisor in Somalia a decade ago, was a member of an AID team designing a Project Paper. Dr. Roppa visited the various governmental and

private agencies with activities related to population/family planning communication and prepared the IEC portion of the Project Paper. His visit was followed in September/October 1984 by JHU/PCS consultant Sylvie Cohen, a program planning specialist. Her assignment was to provide more in-depth information regarding the institutional resources identified by Dr. Roppa and to develop a framework clarifying the roles of the various organizations. She also assisted the newly formed Somalia Family Health Care Association in laying the foundation for its IEC program, to be funded through the AID bilateral project.

At the request of the AID Mission, JHU/PCS also provided suggestions regarding appropriate consultants to conduct a review of existing literature and a baseline survey of social-cultural characteristics related to family planning. Dr. Judith Brown, a consultant who had done a similar study for JHU/PCS in Zaire, was selected for this assignment. JHU/PCS provided her with a large collection of background materials on Somalia.

### Sudan (CP)

JHU/PCS consultants Anwar Bachbaouab and Alexander Shaw visited the Sudan in January 1984 to follow up on the Bachbaouab/Yacoob needs assessment conducted in May 1983. Bachbaouab and Shaw attempted to develop a project with the newly formed National Population Committee, but the Committee was unable to undertake an extensive IEC project. During meetings with USAID Health and Population Officer Mary Ann Micka in June 1984, JHU/PCS was asked to support the development of print materials on family planning for clients as well as field workers. To follow up these discussions, Joan Haffey of PIACT visited Khartoum from September 25-October 6, 1984. Ms. Haffey developed a country project with the University of Khartoum's Sudan Community Based Family Health Project to support the development of print materials. Current plans call for two client booklets to be developed--one on oral contraceptives and one on the benefits of child spacing. Two additional print materials also will be developed for field workers. It is expected that this project will start in early 1985.

### Uganda

JHU/PCS received a request from AID/W to develop the IEC component of the AID Family Health Initiatives Project planned to begin in late 1984. JHU/PCS plans a visit to Uganda in early 1985 after a long-term AID advisor has started work.

### Zaire (NA,TA)

JHU/PCS Regional Program Coordinator Margaret B. Parlato conducted a needs assessment/technical assistance visit to Zaire in November 1983. Communication strategies were developed for the AID-supported Basic Rural Health Project (Projet de Santé Rural--SANRU) and the Urban Family Planning Project. In working with these two groups, emphasis was given to identifying common communication activities and working out ways to share limited IEC funds and dividing responsibilities for media production. Major media activities planned

were in the areas of radio, graphic materials and songs. Clinic and village-level interpersonal communication was also built into the programs. Mrs. Parlato provided technical assistance in designing IEC training modules for use in training family planning service delivery personnel as well.

As a result of this visit, the need was identified to conduct a study to identify appropriate family planning IEC messages for use in family planning programs throughout the country. The study was conducted by JHU/PCS consultant Dr. Judith Brown, who was residing in Zaire, in collaboration with representatives of SANRU, the Urban Family Planning Project and the National Committee on Desired Births. These organizations are now developing media production plans based on the research findings. With the completion of the message guidelines study, JHU/PCS awaited the hiring of IEC staff by the Urban Family Planning Project. Word was received that IEC staff were hired in November 1984, and it was expected that in early 1985 JHU/PCS assistance will be requested to provide technical assistance for the development of print materials and radio programs by SANRU and the Urban Family Planning Project.

### Zimbabwe (TA)

At the request of USAID/Harare, JHU/PCS provided substantial technical assistance to the Child Spacing and Family Planning Council (CSFPC) during 1984 in order to implement the national IEC plan developed by JHU/PCS. To assist in materials development, Diana Fussell of PIACT provided technical assistance in developing IUD, pill and condom booklets during a February/March 1984 visit. A return visit by Ms. Fussell in July 1984 resulted in the final production of the pill and condom booklets. During her visits, Ms. Fussell also assisted the CSFPC print manager in producing a flip book. A return visit by Ms. Fussell to assist in finalization of the flip book is scheduled for October 1984. To advise on a variety of mass media activities, JHU/PCS consultant Philippe Langlois visited in May 1984. During his visit, Mr. Langlois drafted specifications and a proposed treatment for two films to be funded through the AID bilateral project. Assistance also was provided in radio program evaluation, public relations (development of a media kit) and advertising.

## LATIN AMERICA AND THE CARIBBEAN

### Overview

During the second year of the JHU/PCS project, five new country projects (Colombia, Costa Rica and three in Honduras) started in the Latin America region, plans for two projects in Bolivia and Brazil were developed, and the country project in Mexico, which started during the first PCS project year, made significant advances. During Year Two, JHU/PCS representatives travelled to eight countries in Latin America. Close working relationships were developed with AID Mission staff. Extensive technical assistance was provided to Peru, a pictorial booklet on NFP was developed by PIACT in Mexico, and a packet of sample materials on NFP was produced. A widely acclaimed seminar for journalists and two workshops on print and radio materials production were held in Honduras, and plans were made to hold two workshops in Haiti for health educators during 1985.

### Regional Activities

Arising from the AID Latin America Bureau's interest in developing mass media materials that could be used throughout Latin America, JHU/PCS developed a project to produce broadcast materials targeted at young people. Production and distribution costs are to be supported with a \$300,000 buy-in from the Latin America Bureau. JHU/PCS Regional Program Coordinator Patrick L. Coleman developed the idea of using popular music which could be broadcast on radio and TV and distributed through commercial channels through the sales of records and video cassettes. After assessing the capabilities of several leading Latin American record production and distribution companies, he selected RCA/Mexico, which has excellent production and distribution facilities and has the leading Latin American singers under contract. RCA is the largest record distributor in Latin America. A contract with RCA/Mexico was developed; at the end of FY1984 it was awaiting AID Contracts Office approval.

Following the August 1983 Latin America Regional Meeting, held in Quito, JHU/PCS edited and printed the meeting proceedings. About 250 copies of the proceedings, which are available in Spanish only, have been distributed to Latin American family planning leaders and AID officials in the region. Copies of a one-hour videotape of the meeting's highlights have been given to AID/W officials and have been shown to groups of Latin American family planning leaders to encourage them to use mass media more extensively in their programs.

For the Latin America meeting on Natural Family Planning, held in Cali, Colombia July 11-13, 1984, JHU/PCS prepared special packets of sample materials on NFP in Spanish. More than 50 copies of the packets were distributed at the meeting, and JHU/PCS continues to fill requests for the special NFP packets.

Bolivia (CP)

JHU/PCS Regional Program Coordinator Patrick L. Coleman visited Bolivia in January and July 1984 to develop a project proposal with the Centro de Orientación Familiar (COF), the IPPF affiliate. This project represents the first systematic IEC efforts to promote family planning in Bolivia. Radio, print materials and audio cassettes on buses will be used to inform couples of reproductive age about the availability of family planning services and the benefits of family planning. Another element of the project will be a series of 8-10 one day seminars for community and professional leaders in Bolivia's major cities to educate them on the impact of population growth on Bolivia's socio-economic development and to enlist their support for family planning programs. The project is expected to start in November 1984.

Brazil (CP)

JHU/PCS Regional Program Coordinator Nancy D. Loy and JHU/PCS consultant Danielle Rodriguez Schneider visited Brazil in October/November 1983 to meet with the major Brazilian agencies working in family planning and with AID officials. The team recommended that JHU/PCS consider funding projects in Brazil that would produce and distribute IEC materials for both service providers and clients. As a result of the trip the Associacao Brasileira de Entidades de Planejamento Familiar (ABEPF) submitted a project proposal to develop and distribute IEC materials for its 125 affiliated organizations and their clients. The proposal was placed on hold for much of FY1984 due to a U.S. Congressional prohibition on new projects for Brazil. At the close of the fiscal year, the ban was lifted and the project proposal was revised and updated for submission to AID/W.

Colombia (CP)

In order to test the effectiveness of advertising contraceptive products without using brand names, JHU/PCS and the Contraceptive Social Marketing Project of the Futures Group jointly funded a generic condom advertising campaign in Cali, Colombia. If this pilot project proves successful, it could open the way to expanded advertising campaigns on various contraceptive products, with cost savings as various materials or strategies are shared among several countries. Colombia was selected as the test site because PROFAMILIA, the IPPF affiliate, has extensive community-based distribution and social marketing programs and there are no legal or social constraints to contraceptive advertising on the radio.

\* \* \* \* \*

**Progress Report:** Generic Condom Promotion Project (LA-COL-01)

**Grantee:** Asociación Pro-Bienestar de la Familia Colombiana (PROFAMILIA)

This project, which is jointly funded by JHU/PCS and the Futures Group, consists of a generic condom advertising campaign in the city of Cali. JHU/PCS is contributing \$59,871 toward the total cost of \$115,859 for this one-year project. The campaign supports the Social Marketing and Community-Based Distribution Programs of PROFAMILIA. The Futures Group is funding most of the baseline research, the campaign design and media production parts of the project, while JHU/PCS is funding additional baseline research and transmission of the radio spots as well as the final evaluation. Since March 1, 1984, when the project started, the baseline research has been completed and an advertising agency has been selected to develop the campaign and materials. The advertising campaign launch is set for late October 1984.

JHU/PCS has been closely involved in the planning and implementation of this project and has provided considerable technical assistance, in collaboration with the Futures Group. JHU/PCS Regional Program Coordinator Patrick L. Coleman visited Colombia in January 1984 to assist in designing the overall strategy for the campaign; in July 1984 he returned to review the draft questionnaire for the baseline survey. In September 1984, L. Edward Lucaire of Needham Porter Novelli reviewed the ongoing communication strategy, media plan, and drafts of the radio spots and point-of-purchase materials.

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### Costa Rica (CP)

During FY1984, JHU/PCS initiated a project with Centro de Orientación Familiar (COF) in support of its radio programs and print materials for rural, low-income women. The project and JHU/PCS technical assistance activities in support of it are described in more detail in the following section.

\* \* \* \* \*

**Progress Report:** Educational Radio for Costa Rican Women (LA-COS-01)

**Grantee:** Centro de Orientación Familiar (COF)

The COF project, which began January 1, 1984, is designed to provide rural, low-income women with information on family planning, responsible parenthood, and women-in-development themes. The project is budgeted for \$39,734 over one year.

COF's radio program, Diálogo, has been on the air for more than a decade and is very popular with rural women. In deciding to fund the COF project, JHU/PCS recognized that the format of Diálogo needed updating and the content needed to be more varied in order to hold the audience's attention. In addition, because COF is a recognized authority on many topics, print materials were needed to fill the numerous requests for information that COF receives from its listeners.

In addition to program planning visits by Patrick L. Coleman in January and April/May 1984, JHU/PCS supported four technical advisors: 1) JHU/PCS consultant Clara Olaya developed an evaluation plan in January 1984; 2) AED consultant Barbara Case provided assistance in radio program planning and production in March 1984; 3) JHU/PCS Media/Materials Coordinator Ann B. Jimerson trained COF staff in pretesting and assisted in organizing focus group discussions in August 1984; and 4) in August 1984 JHU/PCS consultant Lawrence Kincaid assisted COF in developing techniques for obtaining audience feedback on various programs that were previously broadcast. JHU/PCS recommendations on radio formats and styles have been incorporated into the normal programming, and additional changes in both technical and content areas are being studied.

After nine months of operation, COF has produced more than 400 radio programs and has designed three booklets, which have been pretested with the target audience. COF has surpassed established goals in the number of radio stations broadcasting the Diálogo program, number of programs transmitted and amount of locally generated donations.

\* \* \* \* \*

### Haiti (TA)

JHU/PCS Regional Program Coordinator Margaret B. Parlato visited Haiti May 14-18, 1984 to design two radio workshops to train regional health educators of the Department of Health and Population in how to plan and produce radio broadcasts. Family planning and nutrition are the two themes to be addressed during the training. The first workshop is planned for January 28-February 8, 1985 for 22 participants. The second workshop will be held in June 1985 and will include health educators as well as producers from local radio stations.

Ginette Dessé, Haitian market research expert, was hired by JHU/PCS to review existing studies on family planning in Haiti and draw up guidelines for family planning messages for use in the mass media program. Study results were completed in late October.

Plans to fund a series of booklets on Natural Family Planning methods for use by Action Familiale d'Haiti have been delayed. The Department of Public Health and Population, responsible for coordinating all family planning activities in the country, is reviewing funding requests made by Action Familiale d'Haiti and may seek to finance all activities under a single grant.

### Honduras (CP, MW)

The JHU/PCS needs assessment conducted in January/February 1983 concluded that the climate for family planning in Honduras had improved markedly and that it would be highly beneficial to encourage collaboration among the major governmental and private agencies working in family planning. Consequently, JHU/PCS developed three mutually supportive projects in Honduras. The largest project is with ASHONPLAFA, the IPPF affiliate, to support a broad-based communication effort, including radio and print materials, to promote ASHONPLAFA's Community-Based Distribution Program. The second project, with

the Instituto Hondureño de Seguridad Social (Honduran Social Security Institute--IHSS), is intended to prepare the IHSS personnel for an active institutional family planning program and to prepare print, and possibly radio, materials for IHSS beneficiaries. The third project is with the Ministry of Health and is intended to support its rural delivery system through the use of radio and print materials. More detailed descriptions of these three projects are included in the following section.

So far, the joint venture has been highly successful. IEC representatives from the three agencies meet on a monthly basis to discuss their respective IEC activities and areas of possible collaboration. AED in-country representative Oscar Viganò has provided some backstopping and technical assistance to the three agencies and has helped to encourage their continued collaboration.

The collaboration among the three agencies has also helped to maximize the impact of JHU/PCS technical assistance. All three agencies sent representatives to two training workshops sponsored by JHU/PCS: one on the development of pictorial print materials for semi-literates, held in February 1984, was led by Maria Elena Casanova of PIACT; the second, on radio program planning and production, held in March 1984, was led by AED consultant Barbara Case.

Another major JHU/PCS activity during FY1984 was the convening of a seminar for Honduran journalists on "Population Dynamics and Family Planning." Held in November 1983 and co-sponsored by the Honduran Press Association and ASHONPLAFA, the three-day seminar was attended by 24 journalists representing all the major print and broadcast outlets in Honduras. Speakers included Honduran government leaders and family planning experts as well as a Guatemalan family planning physician and a Puerto Rican social communication specialist. As a result of the seminar, a two-page article appeared in the leading national newspaper, six other newspapers carried stories on the seminar, and two television programs have been aired; JHU/PCS consultant Danilo Salcedo assisted ASHONPLAFA in the administrative arrangements for the seminar and served as a facilitator in the small group discussions.

The following JHU/PCS representatives travelled to Honduras during FY1984: 1) Regional Program Coordinator Patrick L. Coleman, in January, May and August 1984 for project planning and monitoring; 2) JHU/PCS consultant Danilo Salcedo, in November 1983, for journalists' seminar administration and project development; 3) JHU/PCS consultant Clara Olaya in January 1984 to develop evaluation plans; 4) Maria Elena Casanova of PIACT in February 1984 to conduct a workshop on print materials; and 5) AED consultant Barbara Case in March 1984 to conduct a radio workshop.

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**Progress Report:** ASHONPLAFA Radio and Print Materials Campaign for its Rural CBD Program (LA-HON-03)

**Grantee:** Asociacion Hondureña de Planificacion de Familia (ASHONPLAFA)

This two-year, \$147,600 project provides funding for the production and distribution of radio and print materials in support of ASHONPLAFA's rural community-based distribution program. Since the project started January 1, 1984, audience research has been carried out in two regions of the country where the materials will be introduced first. Following print and radio materials production training workshops in February and March 1984 and an analysis of the audience research findings, radio and print materials were developed, pretested, revised and produced in final form. The radio campaign began in mid-September 1984, and the print materials were scheduled for distribution in late 1984.

The close interaction and coordination among ASHONPLAFA's IEC Department, the CBD Department and Evaluation Unit has enabled this project to function with few delays. ASHONPLAFA was able to recruit a very well-qualified professional communicator to manage the project, and he has been instrumental in overcoming the few problems that have arisen.

\* \* \* \* \*

**Progress Report:** IHSS Family Planning IEC System (LA-HON-02)

**Grantee:** Instituto Hondureño de Seguridad Social (IHSS)

This two-year, \$27,550 project was designed to provide IEC support to the introduction of family planning services throughout the IHSS system. The project includes the orientation of IHSS staff to family planning and interpersonal communication techniques and the development and production of print materials for IHSS patients. Following its January 1, 1984 start date, the project initially progressed slowly due to changes in the IHSS administrative structure. Subsequently, the IHSS established an inter-divisional work group to coordinate the day-to-day activities of the project. The work group has conducted a KAP survey of IHSS staff and has analyzed the data. From the data the work group has clearly identified both the communication and other needs of IHSS personnel in the family planning field. A series of communication training sessions for both the work group and the IHSS service delivery personnel is being developed. IHSS representatives attended both the print and radio training workshops held in February and March 1984.

\* \* \* \* \*

**Progress Report:** Ministry of Health Family Planning IEC Activities (LA-HON-01)

**Grantee:** Ministerio de Salud Publica

The JHU/PCS project with the Ministry of Health (MOH) is to produce radio and print materials for use in promoting the MOH's family planning service delivery system. The \$40,000 that JHU/PCS allocated over a three-year period represents a small portion of the total MOH project costs. USAID/Tegucigalpa and UNFPA, through PAHO, are providing the major funding for the MOH's family planning program. Nevertheless, JHU/PCS' status as a donor has facilitated the

provision of technical assistance to the MOH and has given it more influence in suggesting program directions.

Soon after the project's start on January 1, 1984, the MOH aired radio spots on responsible parenthood and produced one poster. These initial activities were well received by both the general public and MOH officials. Since these efforts, however, the MOH has curtailed its activities in family planning communication. A baseline audience survey was conducted, but the data were not tabulated for more than six months. All family planning activities have been postponed due to a severe outbreak of polio and several other health emergencies. The Minister of Health has declared that family planning must be offered on a nationwide basis as soon as possible. However, neither the MOH personnel or its logistical delivery system is ready to handle an increase in demand for family planning services. It is expected that family planning IEC activities will resume in early 1985.

\* \* \* \* \*

### Mexico (CP)

Many of JHU/PCS activities in Mexico during FY1984 revolved around its project with FEMAP, a federation of private family planning agencies. The project, which is to provide print and broadcast materials in support of the community-based distributors of FEMAP member agencies, is described in the following section.

In addition to the FEMAP project, JHU/PCS funded the development of pictorial booklets on Natural Family Planning for use in Mexico and throughout Latin America. PIACT, in conjunction with its Mexican affiliate PIATA, conducted a series of focus group discussions among low-income women to determine their attitudes and knowledge regarding fertility awareness and NFP methods. Based on these discussions, a colorful booklet on NFP was developed and pretested to ensure comprehension. Three thousand copies of the booklet were printed for distribution to family planning agencies throughout Latin America.

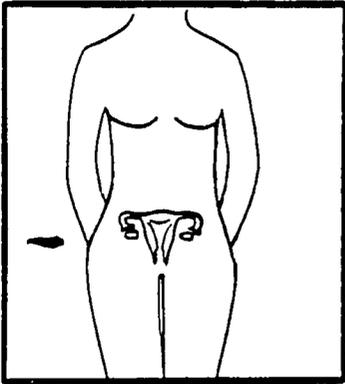
\* \* \* \* \*

Progress Report: Promotoras (LA-MEX-01)

Grantee: Federación Mexicana de Asociaciones Privadas de Planificación Familiar A.C. (FEMAP)

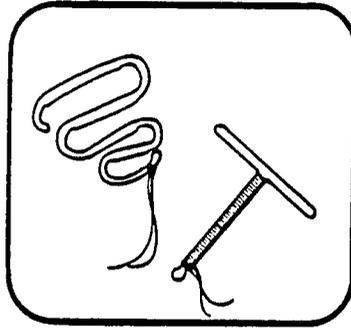
The two-year, \$204,187 FEMAP project, which was designed to provide print and broadcast materials to support "promotoras," community-based contraceptive distributors, has made considerable progress during its first year and a quarter of operation. Since the project began on August 1, 1983, an audience research survey has been completed in Ciudad Juarez, where the FEMAP headquarters is located, and 13 radio spots and 160,000 copies of seven family planning leaflets have been produced. These materials were designed to be used in the Ciudad Juarez area. FEMAP staff are now testing them in other areas of Mexico to

lo más  
seguro



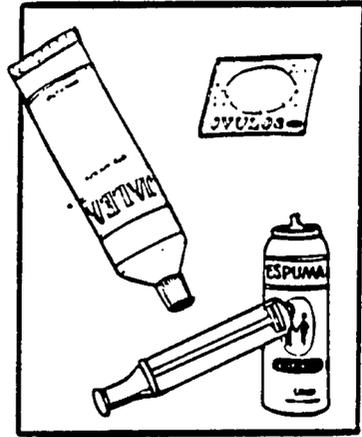
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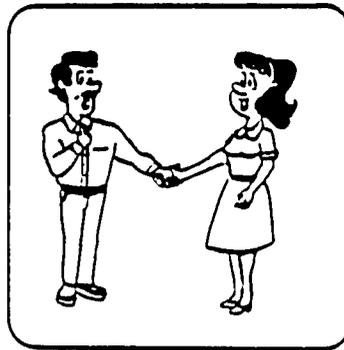
espermaticidas

una cada día  
fácil, sencillo  
y sin molestias



la pastilla

ahora me  
toca a mí



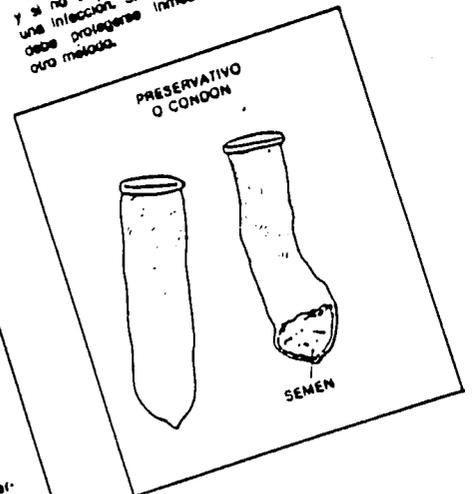
vasectomía

¿Qué debe hacerse si un preservativo  
llega a romperse durante la relación  
sexual?

Si esto pasara, la mujer debe prote-  
gerse inmediatamente usando otro  
método de planificación familiar  
como espuma, óvulos, o jaleas para  
evitar que ocurra el embarazo.

¿Qué sucede cuando un preservativo  
se queda dentro de la mujer?

La mujer puede quedar embarazada  
y si no se saca pronto, puede causar  
una infección. Si esto pasara la mujer  
debe protegerse inmediatamente con  
otro método.



¿Para qué sirve el preservativo?  
Sirve para que el líquido del hom-  
bre (semen) no pase a la mujer y no  
se embarace

No deves  
ativo más de una

determine their effectiveness in various locales. If necessary, the materials will be revised for use in other cities. FEMAP plans to expand its IEC activities to at least four other cities during the second year of the FEMAP project.

FEMAP's communication specialist has visited 15 of the 16 FEMAP affiliates in order to familiarize himself with their IEC activities and needs. A film lending library for FEMAP affiliates has been established, and JHU/PCS has provided 58 films for use in the lending library. FEMAP is also developing a film targeted at young people. A story treatment is now under development.

JHU/PCS representatives made nine technical assistance visits to FEMAP during FY1984: 1) JHU/PCS Regional Program Coordinator Nancy D. Loy visited in October 1983 and July 1984 to assist in developing pretesting and evaluation plans; 2) Regional Program Coordinator Patrick L. Coleman visited in April 1984 to assist in developing the communication strategy and in July 1984 to meet with the National Population Commission (CONAPO), the Social Security Institute (IMSS), and the largest labor union (CTM); and 3) Maria Elena Casanova and Evelyn Folch-Lyon of PIACT visited in May, June, July and September 1984 to assist in the print and radio materials pretesting.

After an initially slow start, attributable to FEMAP's newness as an organization and to its lack of experience in materials production, the FEMAP project has made considerable progress. The radio spots and leaflets produced to date have been well received, and the groundwork has been laid for expansion to other cities.

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### Peru (TA)

At the request of the AID Mission, JHU/PCS provided several consultants to assist the Ministry of Health to select and provide direction to an advertising agency to spearhead its Health Literacy Program. Jack Porter of Needham Porter Novelli visited Peru in October 1983 to draw up specifications for proposals to be submitted by Peruvian advertising agencies and to review the capabilities of the bidding agencies. After the bids had been submitted in November 1983, JHU/PCS provided a team of three technical experts--Regional Program Coordinator Patrick L. Coleman, Reynaldo Pareja of AED, and JHU/PCS consultant Xavier de la Cueva--to assist the MOH. Dr. William Smith of AED (funded by other sources) also participated in this assignment. The team aided the MOH in: selecting a local advertising agency for the program; conducting a three-day seminar between the MOH and the local ad agency; selecting three themes for the media part of the program (oral rehydration, immunizations and family planning); establishing lines of communication and "ground rules" between the MOH and the ad agency; and developing an initial work plan. This pioneering effort of bringing together a Ministry of Health with a commercial advertising agency may be replicable in other countries.

## ASIA

### Overview

During PCS project Year Two, members of the JHU/PCS team travelled to four countries in the Asia region. Two projects were developed in Nepal; one of these has already started, and the second is scheduled to start in early 1985. (A third project provides administrative support for the first.) A needs assessment and planning mission was conducted in Sri Lanka and resulted in a consensus on the future direction of Sri Lanka's population/family planning IEC program. JHU/PCS provided extensive technical assistance to Thailand, including an evaluation of the government's IEC program and the development of an IEC plan for the next AID funding cycle.

Through a buy-in of \$350,000 from AID/W, JHU/PCS agreed to provide a senior communication advisor for the Asia region for a period of two years. The advisor, who would be based in New Delhi, would provide technical assistance in support of USAID bilateral programs in India for approximately 70 percent of the time and in other Asian countries for the remaining 30 percent. After an intensive recruitment effort involving more than 75 applicants, Dr. Fred W. Reed, Professor of Sociology at the University of Montana, was selected. He is expected to assume his post in January 1985.

### India (TA)

To follow-up on discussions that Dr. Steven Sinding and Ms. Anne Aarnes of AID/W had had with USAID/New Delhi regarding the need for a senior communication advisor in the AID Mission, JHU/PCS Project Director Cynthia P. Green visited New Delhi in March 1984. Meetings with the major governmental and non-governmental agencies working in family planning communication confirmed the need for a seasoned communication expert who could facilitate contacts among various individuals and agencies working at national, state and district levels. In particular, the National Institute for Health and Family Welfare (NIHFW), which was expected to be designated the lead agency in family planning communication training under the new bilateral project, is understaffed and needs assistance in developing a coherent plan for IEC training. Dr. Fred Reed, on a JHU/PCS consultancy to India in September 1984, assisted the NIHFW in developing a training plan for the next five years.

### Nepal (NA,CP,MW)

In November/December 1983, Mark Lediard of AED and Margot L. Zimmerman of PIACT completed a needs assessment and planning mission to Nepal and identified two projects for JHU/PCS funding: 1) a project with the Family Planning/Maternal Child Health (FP/MCH) Project of the Ministry of Health to produce print materials for use by field workers; and 2) a project involving several agencies to produce short film spots to be shown in cinema halls. During this visit, Ms. Zimmerman also conducted a workshop for FP/MCH staff involved in materials development and distribution at the national level. Proposals for both projects were developed during this visit.

During a March 1984 visit by Mark Lediard of AED and JHU/PCS Project Director Cynthia Green to finalize arrangements for the two projects, extensive discussions were held with several Nepali agencies working in family planning IEC regarding the appropriate implementing agency for the film spots project. Ultimately, it was decided that COMMAT (Communication Management Advertising Training, Inc.), a private communication firm, would be the recipient agency. JHU/PCS and AED staff met with the COMMAT director during his visit to Washington, D.C. in August 1984 to finalize the project proposal. The start of the project was pushed back further by a delay in the completion of the audience survey, which was funded by the Nepal Contraceptive Retail Sales Co. The COMMAT project (AS-NEP-02) is now expected to start in early 1985.

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Progress Report: Print Materials (Training, Production and Use of IEC Print Materials) (AS-NEP-01)

Grantee: Nepal Family Planning and Maternal Child Health Project (MOH)

This 15-month, \$46,824 project addresses the need for pictorial materials suitable for educating rural Nepalis about family planning. The IEC staff of the FP/MCH Project of the MOH, along with representatives from other related agencies, will receive training in the preparation and pretesting of print materials as well as in the use of print materials to explain proper contraceptive use.

During the first six months of the project, which started April 1, 1984, the following activities have been completed:

- o IEC staff and staff of the Training and Evaluation Division of the FP/MCH Project have been trained in the methodology for audience research and pre-testing of primarily pictorial support materials;
- o Hill and Terai versions of booklets on the pill and condom have been pretested and revised;
- o Focus group discussions have been held and messages have been designed for a booklet on family planning motivation; and
- o Both the Hill and Terai versions of the booklets had been finalized and were ready for printing by the end of September 1984.

So far, the project has met or exceeded its original objectives and is slightly ahead of schedule.

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**Progress Report:** Technical Services Contract (AS-NEP-03)

**Grantee:** Development Oriented Research Centre (DORC)

This 17-month, \$4,682 project was established to provide financial management services to the the FP/MCH project funded by JHU/PCS. DORC ensures that funds are received, provided to the FP/MCH Project and are reported according to the requirements of JHU/PCS. Since the project started April 1, 1984, DORC has submitted financial and progress reports as required.

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Sri Lanka (NA, MW)

During a February/March 1984 needs assessment mission to Sri Lanka, JHU/PCS Project Director Cynthia P. Green, Mark Lediard of AED and Javed A. Ahmad of the Association for Voluntary Sterilization (not funded by JHU/PCS) conducted an extensive review of the IEC activities of the various governmental and private agencies working in population and family planning. The PCS team participated in two meetings of the National IEC Advisory Committee and organized an informal IEC Planning Workshop designed to identify major problem areas that IEC programs need to address. The one-day workshop was attended by 15 Sri Lankan family planning leaders and IEC specialists. The issues identified by this group were incorporated into the team's report, along with recommendations for future actions to develop a revitalized national IEC program systematically. The PCS team's report was accepted, with some modifications, by the National IEC Advisory Committee and has been used as the basis for funding requests to international donors.

Thailand (NA, TA)

At the request of USAID/Thailand, JHU/PCS consultant Robert Griffin in June/July 1984 conducted a IEC needs assessment and developed a plan for future IEC activities of the National Family Planning Program. In addition, Mr. Griffin made recommendations regarding IEC strategy and programs to an AID team which evaluated AID's bilateral Thailand program in population during June/July 1984.

## NEAR EAST

### Overview

During Year Two, members of the JHU/PCS team worked in four Near East countries--Algeria, Jordan, Tunisia and North Yemen. The country project in Jordan has resulted in the production of two booklets and two posters and in the organization of 60 lectures attended by potential clients and community leaders.

Efforts to involve the Maghreb Pharmacists Association in family planning promotion were not successful, although useful information on the role of pharmacists was collected. Plans were made to convene a workshop for IEC specialists from Arabic-speaking countries in July/August 1985.

### Regional Activities

In order to provide samples of Arabic materials to family planning agencies in the Near East region, JHU/PCS assembled a collection of print materials from Egypt, Morocco, Tunisia and Lebanon and reproduced them in full color. Copies were distributed to USAID Missions and family planning agencies in these four countries, as well as Jordan, North Yemen and the Sudan.

In order to involve pharmacists in educating their clients on contraceptives and family planning, JHU/PCS consultant Anwar Bachbaouab met with the leaders of the Maghreb Pharmacists Association and discussed possible collaboration with JHU/PCS. In April 1984, Mr. Bachbaouab travelled to Algiers to the Association's Annual Meeting to request the Board's approval to hold a special session on family planning. Unfortunately, his request was turned down.

During FY1984, Dr. Mohamed Bouzidi, Director of the IPPF Arab World Region, requested JHU/PCS assistance in organizing a workshop for IEC specialists from Arabic-speaking countries. As a result of discussions held in February and August 1984, it was decided that JHU/PCS would convene an IEC workshop in Arabic in late July/early August 1985. Detailed planning is now underway for the workshop, which will be held at JHU, with some sessions at AED's office.

Two of the activities described under the Africa Region section--the URTNA regional broadcast project and the technical assistance and materials production provided to the ECA--cover countries in the Near East region, since URTNA and ECA are both pan-African organizations.

### Jordan (CP, MW)

JHU/PCS activities in Jordan focused on the project with the Jordan Family Planning and Protection Association (JFPPA), which started August 1, 1983. In November 1983, JHU/PCS Deputy Project Director Dr. James R. Echols and JHU/PCS consultant Anwar Bachbaouab held informal training sessions with JFPPA staff members to develop a detailed IEC plan and provided the technical backstopping for the JFPPA IEC Director to lead a workshop for agencies working in family planning and development communication. The workshop helped

# أسرة صغيرة = حياة أفضل



جمعية تنظيم وخدمات الأسرة الأردنية

مقر الجمعية: عمان، الأردن

-42-



# التنظيم العائلي يحقق رفاهية الأسرة والمجتمع



جمعية تنظيم وخدمات الأسرة الأردنية

Two family planning posters--JFPPA, Jordan

to orient the participating agencies to family planning and to various communication techniques.

In July 1984, JHU/PCS Deputy Project Director Ronald H. Magarick conducted a monitoring visit to JFPPA and assisted them in planning activities for the second year of the JFPPA project.

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**Progress Report:** Information, Education Communication Support (NE-JOR-01)

**Grantee:** Jordan Family Planning and Protection Association (JFPPA)

This two-year, \$151,440 project supports a multifaceted IEC campaign by the JFPPA, including the development of print materials and organization of seminars. The project, which began August 1, 1983, has made steady progress, despite some staff turnover. During the first year, JFPPA developed and printed two family planning pamphlets (40,000 copies) and two posters (2,000 copies). In addition, it organized 60 lectures on family planning/MCH topics for potential family planning clients and decision makers, which were attended by 3,088 participants. At the end of FY1984, plans were made to assess the feasibility of broadcasting family planning spots and to expand the scope of the JFPPA lecture series to include communication sessions for nurses working in the Ministry of Health and the Jordan University Hospital.

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### Turkey

JHU/PCS staff have participated in AID planning meetings on Turkey, and JHU/PCS has received requests for funding and technical assistance from the Family Planning Association of Turkey and the Environmental Foundation. At the end of the PCS project Year Two, JHU/PCS was still awaiting word from the U.S. Embassy in Ankara regarding the timing of a proposed needs assessment/project planning visit.

### Yemen, North (NA)

In October 1983, JHU/PCS consultant Anwar Bachbaouab attended a one-week project planning meeting in North Yemen sponsored by the Yemen Family Planning Association. Mr. Bachbaouab conducted a partial IEC needs assessment, reviewing the major governmental and private agencies working in family planning and related fields and the major media outlets. His report provided useful background information in planning the new AID bilateral project, which is expected to start in FY1985.

In August 1984 JHU/PCS received a request from the AID Mission for sample print materials in Arabic and also a request for assistance in identifying a long-term IEC advisor. Copies of appropriate sample materials and résumés of possible candidates for the advisor's position were pouched to the AID Mission.

### III. MEDIA/MATERIALS COLLECTION

The JHU/PCS Media/Materials Collection (M/MC) serves as a major source of sample and reference materials on IEC for population/family planning agencies in developing countries, as well as for USAID Missions worldwide and for AID/Washington. The M/MC has several functions:

- o Provision of sample and reference materials;
- o Development of packets of sample materials for worldwide distribution; and
- o Distribution of films produced by the Airlie Foundation/George Washington University.

#### Media/Materials Collection

The Media/Materials Collection has grown significantly during Year Two in the quantity and the quality of items in the collection and in the services offered. At the end of Year One, the M/MC contained 1,380 items. By the end of Year Two, the M/MC had grown to 2,190 items, representing more than 70 developing countries, as Table 8 shows. These items provide examples of creative uses of different media for a multitude of topics, target audiences, and languages. Approximately three to five individuals or groups visit the M/MC each week.

TABLE 8. ITEMS IN THE JHU/PCS MEDIA/MATERIALS COLLECTION

<u>Type of Material</u>	<u>End of Year 1</u>	<u>End of Year 2</u>
Films	250	260
Video Tapes	5	10
Audio Tapes	10	35
Slide Sets	15	35
Photographs	150	400
Pamphlets	500	750
Posters	200	300
3-D Items	50	150
Reference Materials	<u>200</u>	<u>250</u>
Total	1,380	2,190

In addition to the acquisitions referred to in Table 8, the M/MC keeps a stock of approximately 25 reference materials provided free of charge in response to requests from the field. The materials are also provided to visitors and are distributed by Regional Program Coordinators during field visits. Multiple copies

of materials produced by JHU/PCS projects in Mexico, Nigeria and Jordan are also made available.

All appropriate reference materials are shared with the JHU Population Information Program Resource Center for inclusion in the POPLINE bibliographic retrieval system. The M/MC Librarian performs 10-15 searches on POPLINE each month in response to direct requests from JHU/PCS staff and overseas agencies. Posters and other materials are used as illustrations in Population Reports.

#### Requests for Sample Materials

Requests for samples from the Media/Materials Collection have been increasing steadily from approximately six requests per month during the first project year to approximately 20 requests per month by the end of Year Two. The majority of requests arrive directly from the field, including USAID Missions, with the largest percentage of requests (37%) coming from Africa (see Table 9.) Other sources include JHU/PCS staff, visitors to JHU/PCS, and other agencies active in international family planning work.

TABLE 9. REQUESTS FOR SAMPLE MATERIALS--FY1984

<u>Region</u>	<u>Number</u>	<u>Percent</u>
Africa	78	37
Asia	25	12
Latin America/Caribbean	48	23
Near East	9	4
Other*	<u>51</u>	<u>24</u>
Total	211	100%

\*Many of the requests listed in this category are in response to inquiries from USAID and from international agencies or US nongovernmental agencies and are eventually utilized in developing countries or in training sessions with participants from developing countries.

The following are illustrative of requests filled by the M/MC during the past fiscal year:

- o Nigeria--JHU/PCS compilation "Examples of materials about family planning from Egypt, Lebanon, Morocco and Tunisia," several books and studies on Islam and family planning, and the 16mm film "Two Roads" were sent to the Ministry of Health, Niger State, to assist in the development of IEC programs with special attention to Islamic leaders and youth.

- o Somalia--35mm slide copies of seven sample posters, three sample booklets and PCS Packet #2 were provided to two physicians attending a JHPIEGO training session to illustrate communication approaches on teenage pregnancy, breast feeding and family planning.
- o Mexico--Audio cassettes of family planning radio spots, jingles, programs and mini-dramas from four Latin American countries were sent to Mexican broadcasters as examples of various treatments of family planning on radio.
- o Jamaica--A videotape copy of Hong Kong TV spots, PCS Packet #2 and other sample materials and articles on male responsibility for family planning were given to Jamaica's National Family Planning Board to aid in planning new IEC initiatives directed at men.
- o North Yemen--samples of Arab language family planning materials were provided to USAID/San'a for possible adaptation for use in North Yemen.

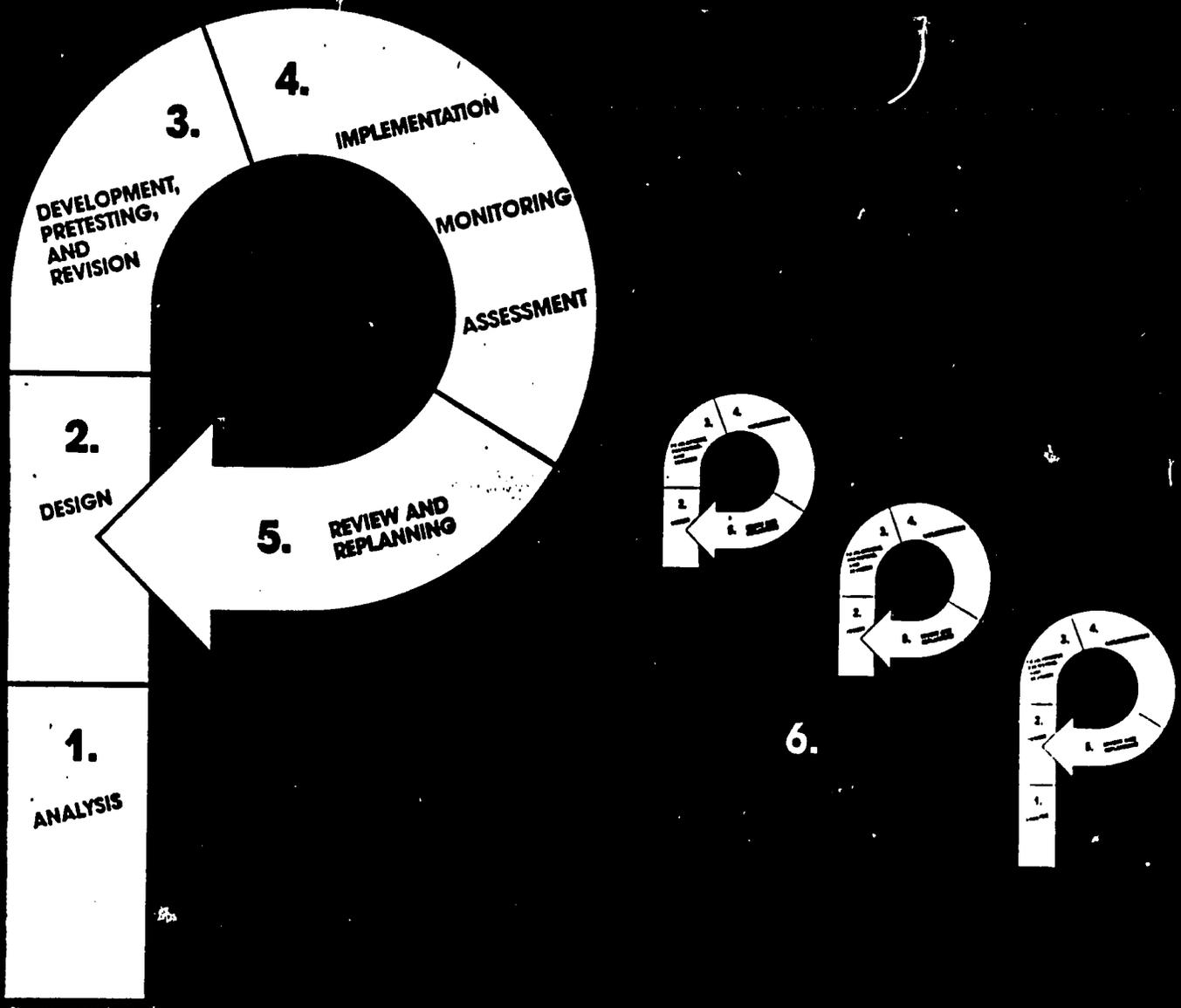
### PCS Packet Series

Through the PCS Packet Series, samples of materials on a particular topic or theme are distributed twice annually to more than 450 individuals and institutions worldwide. Three Packets were developed during Year Two. Packet #2, entitled "Male Responsibility for Family Planning," was developed in response to numerous requests for materials from the field on techniques to involve males in family planning. The Packet features five exemplary projects in developing countries. Packet #3, "Basic Processes and Principles for Population/Family Planning Communication," was developed in close collaboration with AED, PIACT and NPN. The brightly colored brochure and poster, designed by NPN, were intended to cover the basic steps needed to plan and implement any successful communication program. During Year Two, Packet #4 on "Contraceptive Packaging" was also developed. It will be distributed in early 1985.

All Packets are distributed in English, French and Spanish. Examples of some of the materials included in the Packet Series are illustrated on the following pages.

The mailing list for the Packets consists of 456 individuals and agencies worldwide. Many receive multiple copies, often in more than one language. In addition to the Packets distributed by mail, at least 500 more copies of each Packet are provided by JHU/PCS staff and consultants to training and orientation sessions in developing countries, to visitors to JHU/PCS, or in response to requests. Table 10 shows regions to which the packets are mailed, with the largest percentage (33%) being shipped to Africa. A total of 1,600 copies of each Packet are produced--1,000 in English, 300 in French and 300 in Spanish.

# POPULATION COMMUNICATION PROCESS



## 1. ANALYSIS

Review Potential Audiences  
Assess Existing Policies and Programs  
Select Sponsoring Institutions  
Evaluate Communication Resources

## 2. DESIGN

Decide on Objectives  
Identify Audiences  
Develop Messages  
Select Media  
Plan for Interpersonal Reinforcement  
Draw up Action Plan

## 3. DEVELOPMENT, PRETESTING, AND REVISION

Develop Message Concepts  
Pretest with Audience  
Complete Messages and Materials  
Pretest with Audience  
Retest Existing Materials

## 4. IMPLEMENTATION MONITORING ASSESSMENT

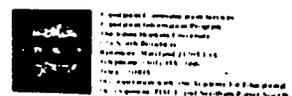
Implement Action Plan  
Monitor Outputs  
Measure Impact

## 5. REVIEW AND REPLANNING

Analyse Overall Impact  
Replan Future Activities

## 6. CONTINUITY OVER TIME

Plan for Continuity  
Adjust to Changing Audience Needs



Basic Processes and Principles for Population/Family Planning Communication  
wallchart--JHU/PCS, AED, PIACT, NPN. 48



TABLE 10. JHU/PCS PACKET SERIES

<u>Region</u>	<u>Number of Recipients*</u>	<u>Percent</u>
Africa	152	33
Latin America/Caribbean	107	24
Asia	83	18
Near East	32	7
Other	<u>82</u>	<u>18</u>
Total	456	100%

\*This figure represents the number of recipients; many receive additional copies of the Packet, often in more than one language.

Those working in the IEC field have shown great interest in these packets as shown from the level of response listed in Table 11.

TABLE 11. RESPONSES TO JHU/PCS PACKETS

<u>Region</u>	<u>"Print Materials for Nonreaders"</u>	<u>"Male Responsibility for Family Planning"</u>
Africa	16	10
Latin America/Caribbean	28	14
Asia	16	7
Near East	2	1
Other	<u>14</u>	<u>7</u>
Total	76	39

A task group made up of representatives from JHU/PCS, AED, PIACT, NPN and AID met five times during the year to select Packet topics and to provide editorial guidance for the Packets.

#### Film Distribution

During Year Two, JHU/PCS distributed a total of 232 films as gifts or loans to non-profit agencies in developing countries. The majority of films was provided to Latin America and the Caribbean (64%), 31% percent to Africa, and the remainder to Asia and the Near East. The reason for the large percentage sent to Latin America and the Caribbean is that the majority of Airlie films were made in that region and are in Spanish. An additional 127 films were sold or rented; fees from sales or rentals amounted to \$13,418. Table 12 shows the regional distribution of film gifts. Appendix D provides a more detailed listing of films donated and loaned, while Appendix E lists film sales and rentals.

TABLE 12. JHU/PCS DISTRIBUTION OF AIRLIE FILMS

<u>Films Provided as Gifts</u>				
<u>Region</u>	<u>Year 1</u>	<u>Percent</u>	<u>Year 2</u>	<u>Percent</u>
Africa	5	6	64	31
Asia	7	7	7	3
Latin America/Caribbean	66	70	133	64
Near East	0	0	4	1.5
Other (AID/Washington)	<u>16</u>	<u>17</u>	<u>1</u>	<u>0.5</u>
TOTAL	94	100	209	100
<u>Loans and Rentals</u>				
	<u>Year 1</u>		<u>Year 2</u>	
	18		23	
<u>Sales</u>				
	<u>Year 1</u>		<u>Year 2</u>	
	77		127 films	
Fees obtained from film sales and rentals	(\$6,603)		(\$13,418)	

During Year Two, a number of changes were instituted in the film distribution system. Distribution, handling, and record-keeping systems were streamlined. All films from the Airlie collection were reviewed and cataloged, and 18 films were retained for active promotion and distribution. The remaining 92 films will be distributed only by special request. Several films were recalled from the National Archives, and all internegatives and soundtracks were transferred to a single lab from which copies are obtained. All slide/tape sets were dropped from the active distribution list, since they were found to be outdated.

#### Slide Presentations

The Media/Materials Collection maintains original and duplicate slides for use in JHU/PCS presentations on the communication process and on JHU/PCS activities and services. The slide collection includes photographs of a wide variety of items from the M/MC, charts and maps, computer-generated slides, title slides and photos from field projects. During Year Two, the M/MC prepared or assisted in the preparation of slide presentations for the JHU/PCS Advisory Group meeting, the NCIH annual meeting, and a variety of orientation sessions for JHPIEGO and CEDPA trainees and visitors to JHU/PIP/PCS.

#### IV. ACTIVITIES OF US CONTRACTORS

JHU/PCS worked very closely with three US organizations -- the Academy for Educational Development (AED), the Program for the Introduction and Adaptation of Contraceptive Technology (PIACT), and Needham Porter Novelli (NPN) in the second project year. Each of these organizations is experienced in different aspects of population/family planning communication programs and is widely respected worldwide. The Academy for Educational Development has particular expertise in development communication, in the organization and planning of training workshops, use of mass media for health programs, and educational broadcasting. PIACT is well known for its pioneering work in the development of print materials for nonreaders. Needham Porter Novelli, a social marketing firm, has developed a mass media family planning campaign in Egypt and is experienced in public service campaigns in the health field. Each organization contributed to a variety of JHU/PCS activities and worked closely with JHU staff. USAID Missions commented favorably on the work of AED, PIACT, and NPN staff members. Their participation and assistance made a significant contribution to the project.

The activities of each contractor are described in detail in their Annual Reports, included as Appendices F, G, and H. In addition, staff members of AED, PIACT, and NPN provided continuing advice on project development and monitoring, suggestions for consultants, assistance in preparing packets of sample materials for mailings, extra copies of pamphlets, brochures, print materials for the Media/Materials Collection, and help in generating new projects. Major contractor activities are summarized in Table 13 on the three following pages by country and type of activity.

During the second project year, requests for assistance in developing print materials increased greatly. As a result, PIACT staff or consultants worked extensively in six countries. The heavy emphasis on print materials reflects the close contacts AID and other family planning organizations have developed with health personnel, especially those in clinical facilities. In this setting, the absence of family planning posters or brochures is noticed and considered a serious lack. At the same time, much evidence suggests that radio reaches many people and has an important impact both in expanding knowledge about and in legitimizing modern practices. Thus JHU/PCS is taking the initiative whenever possible to promote more use of radio and, where appropriate, TV or films. The AED is therefore expected to play an expanding role, especially in Africa, through the URTNA project with radio broadcasters, the Kenya Family Planning Films Project, and other projects designed to reach broadcasters and use radio more effectively. Because most social marketing activities are funded through a separate project and because subcontracts with advertising agencies are still being negotiated, Needham Porter Novelli played a smaller role during the second project year. Expenditures (including accruals) by each contractor for the 12-month period October 1, 1983-September 30, 1984 are:

AED	\$244,093
PIACT	158,230
NPN	44,209

TABLE 13. SUMMARY OF US CONTRACTOR ACTIVITIES -- YEAR TWO

Academy for Educational Development (AED):

<u>Region/ Country</u>	<u>Needs Assessment</u>	<u>Country Projects</u>	<u>Technical Assistance</u>	<u>Films and Materials</u>	<u>Other</u>
<b>AFRICA</b>					
		Kulakow, Lediard & Lioy helped plan URTNA meeting in Nairobi for expanded broadcasting about FP.			
Kenya			Lediard developed long term IEC plan for AID.*		
<b>LATIN AMERICA AND CARIBBEAN</b>					
Costa Rica		Case (C) assisted COF in improving radio programs.			
Honduras		Case (C) & Vigano assisted ASHONPLAFA, IHSS & MOH in IEC strategy, production & radio workshop.			
<b>ASIA</b>					
Nepal	Lediard conducted needs assessment.	Lediard helped to develop and monitor 2 country projects.			
Sri Lanka	Lediard conducted needs assessment and developed IEC plan				
<b>GLOBAL</b>					
				Brace assisted in development of 3 packets.	Smith reviewed CP proposals. Smith & Lediard attended Advisory Group meeting.

\*Not funded by JHU/PCS.

SUMMARY OF US CONTRACTOR ACTIVITIES -- YEAR TWO (cont.)

Program for Introduction and Adaptation of Contraceptive Technology (PIACT):

<u>Region/ Country</u>	<u>Needs Assessment</u>	<u>Country Projects</u>	<u>Technical Assistance</u>	<u>Films and Materials</u>	<u>Other</u>
<b>AFRICA</b>					
Nigeria		Leonard (C) provided extensive TA to develop, test, & produce 3 methods pamphlets in 4 languages.			
Sudan		Haffey developed and started implementing proposal for materials to be used in CBD project.			
Zimbabwe			Fussell provided extensive TA to CSFPC to develop print materials & train IEC staff.		
<b>LATIN AMERICA AND CARIBBEAN</b>					
Honduras		Casanova conducted workshop on materials development for illiterates for ASHONPLAFA, MOH, & IMSS staff.			
Mexico		Folch-Lyon and Casanova pretested & revised 6 leaflets plus radio spots for FEMAP.		Folch-Lyon conducted focus groups on NFP & designed messages for pamphlets to be offered in LAC region.	
<b>ASIA</b>					
Nepal	Zimmerman assisted in needs assessment.	Zimmerman developed one project; Zimmerman & Wittet trained MOH staff, developed, tested, & arranged for production & evaluation of 2 methods pamphlets for 2 areas.			
GLOBAL			Zimmerman, Haffey & Kazi assisted in development of 3 packets.		Perkin reviewed 7 CP proposals. Perkin & Zimmerman attended Advisory Group meeting.

SUMMARY OF US CONTRACTOR ACTIVITIES -- YEAR TWO (cont.)

Needham Porter Novelli (NPN):

<u>Region/ Country</u>	<u>Needs Assessment</u>	<u>Country Projects</u>	<u>Technical Assistance</u>	<u>Films and Materials</u>	<u>Other</u>
<b>AFRICA</b>					
Nigeria					Lucaire, Novelli and Greenberg advised on use of advertising firms in Nigeria.
<b>LATIN AMERICA AND CARIBBEAN</b>					
Colombia		Lucaire assisted PROFAMILIA condom advertising project.			
Peru			Porter assisted in selection of ad agency for MOH health/FP campaign.		
<b>GLOBAL</b>					
				Art Dept. designed poster & brochure on IEC Principles & Processes.	Novelli reviewed 3 CP proposals.
				Greenberg assisted in development of 3 packets.	Novelli and Greenberg attended Advisory Group meeting.
					Greenberg advised on specific projects and evaluation needs

# PLANIFICACION FAMILIAR METODOS NATURALES



## V. JHU/PCS ADVISORY GROUP

During the second year, the Advisory Group, consisting of 11 internationally recognized population/family planning communication experts, played an active role. The PCS Advisory Group members are:

Dr. Jane T. Bertrand, Assistant Professor, Applied Health Sciences  
Department, Tulane University

Dr. Ruth R. Faden, Associate Professor, Department of Health Policy  
and Management, Behavioral Sciences and Population Dynamics and  
Associate Professor of Psychology, The Johns Hopkins University

Mrs. Peggy Lam, Executive Director, Family Planning Association of  
Hong Kong

Mr. Tennyson (Don) Levy, Executive Manager, Dunlop Corbin Compton  
Associates, Jamaica

Mr. William D. Novelli, President, Needham Porter Novelli (ex-officio)

Dr. Gordon W. Perkin, Executive Director, Program for the Introduction and  
Adaptation of Contraceptive Technology (PIACT) (ex-officio)

Mr. Lyle Saunders, consultant

Mrs. Tara Sinha, Chief Executive Officer, Clarion Advertising, India

Dr. William A. Smith, Vice President, Academy for Educational  
Development (ex-officio)

Mr. William O. Sweeney, Executive Director, International Advertising  
Association

Dr. Robert P. Worrall, former President, Population Reference Bureau

Various Advisory Group members reviewed seven project proposals during the second project year. Examples of points raised by the Advisory Group are: need for collaboration among local agencies, extensive pretesting, importance of broadcast as well as print materials, need for quantitative goals in evaluation, and need for coherent country IEC planning.

Individual Advisory Group members have provided specific assistance. For example, Bill Sweeney visited Senegal to help make initial arrangements for collaboration with URTNA, and proposed a bulletin for broadcasters. Tara Sinha helped in briefing Dr. Fred Reed, JHU/PCS Asia Regional Communication Advisor, on social marketing programs in India.

All the members of the Advisory Group, with the exception of Dr. Jane Bertrand, attended a two-day Advisory Group meeting in April 1984 at The Johns Hopkins University. A full report on the Advisory Group Meeting was submitted to AID in October 1984. Among the issues discussed were: what makes an

effective communication project?; Country Projects or Technical Assistance--how to assign priorities?; role of training in the PCS project; and strategies for evaluating JHU/PCS projects. The agenda of the meeting is included as Appendix I.

## VI. ORGANIZATION AND MANAGEMENT

The JHU/PCS project is administered through the Population Information Program (PIP) of The Johns Hopkins University School of Hygiene and Public Health. Phyllis T. Piotrow, Ph.D. is the Director of the Population Information Program and serves as the Principal Investigator of the JHU/PCS project. The Project Director for JHU/PCS is Cynthia P. Green, M.A. The Project Director is responsible for the day-to-day operations of JHU/PCS, working in close collaboration with the Deputy Project Director, Ronald H. Magarick, Ph.D. The PIP Administrator, Linda Donhauser, oversees fiscal management of the project. Regional Program Coordinators are responsible for overseeing all JHU/PCS activities in their respective countries, including project development and monitoring. Materials collection and dissemination are handled by the Media/Materials Collection staff, directed by Ann B. Jimerson.

### Staffing

During project Year Two, as JHU/PCS funding levels more than doubled from \$757,000 to \$1,557,000 and planned expenditures for Year Three increased rapidly, it became clear that the exceedingly heavy workload required a substantially larger staff with a wide range of communication and management skills. In mid-1984 an intensive recruiting campaign began which, by early 1985, resulted in a total staff of about 21, up from 15 throughout most of Year Two. By October 1, 1984, Wilma H. Lynn, M.A., an experienced broadcaster with developing country experience, was on board. Jose G. Rimon II, M.A. former director of family planning mass communication programs in the Philippines, had accepted a position. Fred W. Reed, Ph.D., Professor of Sociology at the University of Montana, was lined up for the position of Senior Communication Advisor--Asia. By mid-January 1985, two additional Regional Program Coordinators with extensive media and health education experience had joined JHU/PCS: Mona Y. Grieser, M.A. and M.P.H., and Maxwell S. Senior, Ed.D. Steps were also underway to provide expanded program support services, to increase administrative and financial backup, and to add clerical assistance. A Financial Manager (Linda Donhauser) and one additional administrative post will be added to provide tight financial and contractual monitoring.

As a result, JHU/PCS will be in a much stronger position technically to provide the type of professional communication expertise on a long-term basis that is requested by AID Missions. At the same time, expanded administrative support will make it possible to monitor budgets and subgrants in greater depth. With an estimated Third Year budget of about \$3.8 million, these shifts and additions provide a realistic framework and highly qualified people to handle the anticipated workload (see Appendix A for a list of personnel as of September 30, 1984).

### Space

Space available was increased slightly. A planned move to the 8th floor of Hampton House in early 1985 will provide substantially more space, but additional needs are under negotiation.

The Academy for Educational Development has regularly provided convenient space for Washington, D.C. meetings and activities at no additional charge.

### Audits

According to the terms of the Cooperative Agreement, JHU shall ensure an audit is conducted on all subrecipient records in which expenditures total \$35,000 and above. A contract has been signed by JHU with Peat, Marwick, Mitchell and Co. to perform these services. As of September 30, 1984, audits were scheduled for the US contractors. The AED and PIACT audits are scheduled for November 1984, and the NPN audit is scheduled for April 1985.

Because of the high cost of audit services, JHU will investigate the possibility of changing the terms of the audit provisions. Currently, the terms state that after each Subagreement period, not to exceed 18 months, an audit must be conducted for projects in which cumulative expenditures total \$35,000 or above. JHU is requesting that the terms be changed to 24 months and \$50,000.

## VII. ISSUES AND CHALLENGES

Whereas the problems for the first year were primarily start-up problems--formalizing relations with US proposed contractors, recruiting staff, familiarizing AID Missions and host governments with the project, securing entry to countries, and identifying feasible projects--the challenges of the second year were dramatically different. The level of expenditures more than doubled; the workload at least tripled; and the major challenge was to keep pace with an escalating demand for JHU/PCS services to expand family planning communication activities. Between October 1983 and October 1984, inquiries and requests for help from all regions increased substantially. The largest volume of requests is for technical assistance in countries with bilateral family planning programs underway or being planned and for project support in countries such as Nigeria, Mexico, and Brazil where there are no bilateral programs. Responding to advice from the Office of Population that JHU/PCS should be "fully responsive" to AID Mission requests, JHU/PCS has tried to provide at least some help to all requests.

The major challenges that have arisen during the second year are:

- (1) ensuring a sufficient number of staff with the requisite skills and the ability to travel extensively;
- (2) budgeting and accounting for buy-in funds from AID regional bureaus;
- (3) providing adequate administrative support for overseas activities;
- (4) collaborating with agencies training health personnel; and
- (5) setting priorities among competing needs.

(1) **Sufficient Staff with Requisite Skills.** Five professional staff members resigned and were replaced, by January 1985, with six senior staff and four assistants. Their skills were carefully reviewed to identify the appropriate languages, technical experience, and other abilities required. The first year's work suggested that hands-on experience in production of print materials, radio broadcasting, and other media work in developing countries is necessary as well as ability to carry out broad IEC planning and on-the-job training. New professional staff are well-qualified along these lines. Nevertheless, despite an expanded staff, there is still substantial need for consultants with special combined skills such as Arabic and radio production or French and anthropology. There is also need for staff or consultants stationed overseas, as in India, Nigeria, and possibly Kenya, even though this is costly and involves a heavy administrative burden.

The staff of two US contractors, AED and PIACT, have played a larger role in the second project year. This has provided an expanded pool of experts who are now accustomed to working closely with JHU staff and who can schedule large blocks of time for TA missions, planning workshops, or other activities. These relationships are now working well, under somewhat fewer restrictions than the first year. Use of Needham Porter Novelli has not expanded. NPN, now deeply involved in two major social marketing projects, indicated its desire to discontinue as a regular contractor in the third year, although Bill Novelli will continue as a member of the Advisory Group. JHU/PCS will explore the possibility of recruiting another advertising firm, but, at present, closer ties with AED and PIACT seem more appropriate for project needs than the services of an

advertising firm, necessarily more specialized and more expensive. Additional staff at JHU or AED with advertising experience may be recruited. What the best balance is between US-based staff, consultants, US contractors, advertising agencies, and overseas representatives is still under review.

(2) **Budgeting and Accounting for Buy-in Funds.** As indicated in the regional summaries and in the Financial Report, a total of \$1,150,000 has been provided for specific activities in Africa, Asia, and Latin America. Yet the funds provided are not additional, but, as far as budget and financial planning are concerned, must be subtracted from future year operations. This will have a serious impact on projects undertaken during the third year, since neither adequate funds nor sufficient staff may be available in the fourth and fifth years to continue ongoing projects, implement new projects or provide the essential technical assistance and monitoring. If the ceiling is not raised and/or the project life extended, the staff capabilities and resources that have been created in the first two to three years of the project will essentially have to be dismantled in the fourth and fifth years with a devastating effect on many of the projects still underway.

(3) **Adequate Administrative Support.** Administrative support for a staff of 21, with one or possibly two persons stationed overseas, and 15 to 20 LDC subgrants requiring quarterly financial payments, all in accordance with detailed and newly amended AID regulations, is time-consuming and requires considerable expertise. The need for a larger administrative staff was identified during the second project year. An IBM personal computer was obtained to cover budgets more closely and attribute buy-in expenditures. Steps are underway as of January 1985 to establish a specialized financial management unit and add two staff members.

(4) **Collaboration with Agencies Training Health Personnel.** Because much of the material initially developed by JHU/PCS is for use by health personnel (pamphlets and posters), closer links are needed with the organizations which train health care providers, especially INTRAH, Development Associates, and RONCO, to be sure that these workers know about these materials and know how to use them properly. Sessions are regularly planned with all JHPIEGO trainees in Baltimore. JHU/PCS is developing closer links with other family planning training groups so that regular training sessions can include guidance in the use of pamphlets and other materials for nonliterates. Joint training sessions and workshops may be appropriate in some countries.

(5) **Setting Priorities Among Competing Needs.** The high and ever-growing level of requests for JHU/PCS assistance makes it increasingly necessary to set priorities among regions, countries, and activities. The Regional Allocation Plan of the Office of Population provides welcome guidance and clearly identifies very great needs in several countries with no bilateral programs. If Africa continues to have highest regional priority, this will mean higher expenditures for travel, consultants, technical assistance, and other activities, with a lower level of output or country projects than in other regions. Projects in Latin America, Asia, and the Near East may be more cost-effective, yet would at present have to be turned down unless additional regional funds are provided. In practice, country priorities also depend on the interests of AID field personnel in requesting help. There are also many requests to provide staff or consultants to assist in preparing Country Strategies or other AID documents. This expertise is

extremely helpful to AID Mission staff and helps to build close working relationships, but it does not produce measurable IEC results in the short run. In addition, there is often great demand from health personnel for posters, brochures, and other materials for use in health centers. There is rarely demand for broadcast or mass media coverage of family planning, yet mass media messages reach a wide audience and may be more cost-effective in the long run. Thus there is a continuing need to balance immediate expressed requests against the longer-term challenge of building durable LDC institutional capabilities and using the most powerful channels to develop and carry family planning messages.

## VIII. FINANCIAL REPORT

Vouchered expenditures for the period October 1, 1983 through September 30, 1984 were \$1,557,737, and cumulative vouchered expenditures for the period October 1, 1982 through September 30, 1984 were \$2,314,801, as indicated in Appendix J, Summary of Vouchered Expenditures and Quarterly Financial Status Reports. The total amount of funds obligated as of September 30, 1984 was \$5,156,845, leaving an unexpended balance of \$2,842,044. (The Financial Status Report does not include the obligation made in Amendment No. 4 of May 29, 1984 in the amount of \$650,000.)

The expenditures as reported in the quarterly Financial Status Reports (Appendix J) do not include either accrued expenditures or advance payments for subagreements. A separate accounting has been prepared which includes accrued expenditures for US contractors (expenses incurred through September 30, 1984 but not vouchered) and advance payments for subagreements. Including accrued expenditures and advance payments in the amount of \$137,903, total expenditures for the period October 1, 1982 through September 30, 1984 were \$1,695,640, and cumulative expenditures for the period October 1, 1982 through September 30, 1984 were \$2,452,705. Appendix K, Statement of Account, indicates expenditures compared to budget for Year Two of the project. Appendix L, Cumulative Expenditures, reflects the cumulative expenditures for Year One and Year Two of the project. Of the funds obligated to the project as of September 30, 1984 in the amount of \$5,156,845, a balance of \$2,704,140 remains.

Advance payments for subagreements through Year Two of the project were provided by the University. Per discussions with the University auditors, AID Project Monitor, and AID Contract Specialist, as of October 1, 1984, advances will be charged directly to the PCS budget. As a result, future reports will reflect advances. JHU/PCS Country Projects started or planned as of October 1, 1984 are estimated to require \$1,743,684 (see Table 2).

Significant changes were made to the budget as a result of the provision of buy-in funds from several AID regional bureaus. Buy-in funds have been provided for activities in the following regions:

Africa	\$500,000
Latin America	300,000
Asia (India)	350,000

Since AID has indicated that it is not feasible to increase the ceiling of the project budget at this time, the funds provided by the regional bureaus have been allocated as appropriate to the second, third and fourth years, and the fifth year has been reduced accordingly. Thus, in effect, JHU/PCS has drawn down funds from the fifth year to accommodate current additional regional needs. JHU/PCS submitted a revised budget to AID on May 11, 1984 and requested that the Cooperative Agreement be changed accordingly. AID informed JHU/PCS that it was not necessary to make this change at this time. JHU recently prepared a revised budget which reflects actual expenditures through September 30, 1984 which is shown in Appendix M, Five-Year Financial Plan. As shown in the Five-Year Financial Plan, the activity levels will have to be reduced significantly

in Years Four and Five of the project unless the project budget ceiling is increased.

The reporting requirements for buy-in funds were recently finalized. As of October 1, 1984 a separate accounting of the Africa buy-in funds will be provided on the quarterly Financial Status Reports (SF269). The AID Project Monitor advised JHU that the Africa buy-in was the only one which would require separate reporting. However, JHU has prepared a report indicating expenditures and budget for each regional buy-in. These are included in Appendices M1, M2, and M3.

In summary, significant financial changes have occurred during the past year. Year Two expenditures were more than double those in Year One and the Year Three budget is more than double Year Two expenditures. Resources have been moved ahead to accommodate the increased requests for immediate JHU/PCS assistance, and budgets have been adjusted accordingly. Budgets for future years, however, must be addressed in the near future since the ceiling of the Cooperative Agreement remains unchanged at this time.

In accordance with Standard Provision No. 13A, paragraph C, listed below are the non-expendable equipment purchases during the period October 1, 1983 through September 30, 1984 having an acquisition cost of \$1,000 or more.

<u>Vendor</u>	<u>Description</u>	<u>Number of Items</u>	<u>Date Purchased</u>	<u>Cost</u>	<u>P.O. Number</u>
CPT Corp.	Rotary VIII Printer	1	06/21/84	\$1,600	71444

## APPENDIX A

September 30, 1984

## THE JOHNS HOPKINS UNIVERSITY STAFF WORKING ON THE PCS PROJECT

<u>Name</u>	<u>Title</u>	<u>Percent of Time Allocated to PCS</u>	<u>Function</u>
Phyllis T. Piotrow	Director, PIP and Principal Investigator, PCS project	50%	Program guidance and communication expertise
Cynthia P. Green	Project Director	100%	Program management and coordination
Ronald H. Magarick	Deputy Project Director	100%	Program administration; supervision of field support and Media/Materials Collection
Patrick L. Coleman	Regional Program Coordinator	100%	Latin American programs (excluding Haiti)
Nancy D. Loy <sup>1</sup>	Regional Program Coordinator	100%	Programs in Asia, Brazil and Mexico; evaluation
Margaret B. Parlato	Regional Program Coordinator	80%	Programs in Francophone Africa and Haiti; Africa regional broadcasters' project
Steven C. Smith	Regional Program Coordinator	100%	Programs in Anglophone West African countries; training programs
Milma H. Lynn	Regional Program Coordinator	100%	Programs in Anglophone East & Southern Africa, and the Near East
Walter W. Stender	Associate Director, PIP	10%	Distribution of films and audio-visual materials
Ann B. Jimerson	Media/Materials Coordinator	80%	Media/Materials Collection
Susan Leibtag	Librarian	40%	Media/Materials Collection
Joseph H. Maier	Foreign Language Editor, PIP	5%	Translations and foreign language editing
Evelyn Brodie	Editorial Assistant, PIP	10%	Proofreading and copy editing
Linda Donhauser	Administrator, PIP	50%	Administration
Vera E. Ford	Administrative Assistant II	100%	Administration
Shawn Brownson	Mail Clerk	10%	Mailing
Constance A. Townsend	Secretary to Project Director	100%	Administrative support
J. Eric Davis <sup>2</sup>	Bilingual Secretary/Program Support Assistant	100%	Clerical and field support
Dolores Sawicki	Secretary	100%	Clerical support
Linda McCall	Clerk Typist	100%	Clerical support
Constance Van Zelm	Secretary to Principal Investigator	25%	Clerical support
Miriam H. Labbok	Assistant Professor, Department of Population Dynamics	5%	Project development, evaluation

<sup>1</sup>Resigned 9/18/84<sup>2</sup>Promoted to Program Support Assistant 10/28/84

## APPENDIX B

### BACKGROUND INFORMATION ON THE JOHNS HOPKINS UNIVERSITY PROFESSIONAL STAFF WORKING ON THE PCS PROJECT

Phyllis T. Piotrow, Ph.D. (Political Science and Population Dynamics) -- Director, Population Information Program (PIP) and Principal Investigator Population Communication Services project. Dr. Piotrow has worked in international population, development and communication programs since 1965. She initiated PIP and has served nine years as head of PIP. She has served in numerous advisory and executive positions, both in the public and private sectors.

Cynthia P. Green, M.A. (Communication Arts and Demography) -- Project Director. Ms. Green has worked in population/family planning communication for the past 15 years and has served as a consultant and volunteer for a number of private agencies in the population field. She has extensive experience in media relations, print materials production, public information and training.

Ronald H. Magarick, Ph.D. (Health Education) -- Deputy Project Director. Dr. Magarick has worked in family planning training and health education programs for more than a decade and has developed training programs in a number of African and Near East countries. He has taught health education at the university level and holds a faculty appointment at Johns Hopkins University.

Linda L. Donhauser -- Administrator, PIP. Mrs. Donhauser has 17 years experience in financial and personnel management. This is her 21st year at Johns Hopkins, of which the last four have been with PIP.

#### Field Operations

Patrick L. Coleman, M.A. (Communication) -- Regional Program Coordinator for Latin America (excluding Haiti). Mr. Coleman is a specialist in radio and TV production and audio-visual equipment. He trained and worked with Professor Donald Bogue at the University of Chicago and has worked in family planning communication in several Latin American countries.

Nancy D. Loy, Ph.D. (Sociology) -- Regional Program Coordinator for Asia, Brazil and Mexico. She also works on program evaluation. Dr. Loy has substantial experience in social marketing and evaluation of health and family planning programs and IEC materials, with Porter, Novelli and Associates and as an independent consultant. She has taught sociology and research methods at the Universidade Federal da Paraiba in Brazil.

Margaret B. Parlato, A.B. (Economics) -- Regional Program Coordinator for Francophone Africa and Haiti. Ms. Parlato has extensive field experience as an independent consultant in planning and execution of mass communication programs, evaluation of primary health care programs, and health policy and planning.

Steven C. Smith, M.P.H. (Health Services Administration) -- Regional Program Coordinator for Anglophone West African countries. Mr. Smith has considerable experience in Asia, especially as an Associate Regional Director for AVS, in family planning project design, implementation and monitoring, in strategy development, planning and evaluation.

Lynn A. Keeyes, M.A. (International Development with emphasis on Development Communication) -- Field Support Assistant. Ms. Keeyes has worked in public information, promotion and research in the fields of international communication and development and related areas for the last nine years.

#### Media/Materials Collection

Ann B. Jimerson, B.F.A. (Art Education) -- Media/Materials Coordinator. Ms. Jimerson has extensive experience in the production of low-cost audio-visual aids and the design of non-formal education programs, as an independent consultant. She has also worked in training, curriculum design and materials pretesting and evaluation.

Susan Leibtag, M.L.S. (Library Science) -- Librarian. Ms. Leibtag has worked as a cataloger/reference librarian at the JHU Population Dynamics/Maternal and Child Health Library and as an abstractor and indexer for PIP. She is particularly experienced in the cataloging and maintenance of special collections.

#### Administration

Vera E. Ford, B.S. (Business Administration) -- Administrative Assistant. Ms. Ford has nine years experience in financial and administrative operations in both the public and private sectors, including budget analysis, evaluation and implementation, auditing and program management.

## TRAVEL SCHEDULE--JHU/PCS PROJECT YEAR TWO

October 1983	November 1983	December 1983
<p><b>Bachbaouab (C)</b> Yemen: 10/1-6</p> <p><b>Boone (C)</b> Nigeria: 10/1-9 Sierra Leone: 10/9-12 Liberia: 10/12-15</p> <p><b>Coleman</b> Colombia: 10/16-22</p> <p><b>Langlois (C)</b> Burkina Faso: 10/14-11/5</p> <p><b>Loy</b> Mexico: 10/3-14 Brazil: 10/21-11/7</p> <p><b>Porter (NPN)</b> Peru: 10/17-18</p> <p><b>Schneider (C)</b> Brazil: 10/23-11/8</p> <p><b>Smith</b> Nigeria: 10/1-9 Sierra Leone: 10/9-12 Liberia: 10/12-15</p>	<p><b>Bachbaouab (C)</b> Jordan: 11/3-15</p> <p><b>Boone (C)</b> Nigeria: 11/12-12/14</p> <p><b>Coleman</b> Peru: 11/7-11</p> <p><b>de la Cueva (C)</b> Peru: 11/7-11</p> <p><b>Echols</b> Jordan: 11/4-14 Senegal: 11/15-20</p> <p><b>Kulakow (AED)</b> Senegal: 11/14-23</p> <p><b>Langlois (C)</b> Bourkina Faso: 11/1-5</p> <p><b>Lediard (AED)</b> Nepal: 11/7-12/2</p> <p><b>Leonard (PIACT)</b> Nigeria: 11/12-12/14</p> <p><b>Loy</b> Brazil: 11/1-7</p> <p><b>Pareja (AED)</b> Peru: 11/7-11</p> <p><b>Parlato</b> Zaire: 11/18-12/15</p> <p><b>Pielemeier (C)</b> Liberia: 11/22/83-7/10/84</p> <p><b>Salcedo (C)</b> Honduras: 11/18-27</p> <p><b>Schneider (C)</b> Brazil: 11/1-8</p> <p><b>Sweeney (C)</b> Senegal: 11/15-20</p> <p><b>Zimmerman (PIACT)</b> Nepal: 11/7-18 Hong Kong: 11/20-23</p>	<p><b>Boone (C)</b> Nigeria: 12/1-14</p> <p><b>Parlato</b> Zaire: 12/1-15</p> <p><b>Leonard (PIACT)</b> Nigeria: 12/1-14</p> <p><b>Smith</b> Dominican Rep.: 12/5-9</p>

TRAVEL SCHEDULE--JHU/PCS PROJECT YEAR TWO (continued)

January 1984	February 1984	March 1984
<p><b>Bachbaouab (C)</b> Sudan: 1/14-30</p> <p><b>Coleman</b> Honduras: 1/19-23 Costa Rica: 1/23-24 Colombia: 1/24-25 Bolivia: 1/26-2/2</p> <p><b>Olaya (C)</b> Honduras: 1/23-26 Costa Rica: 1/27-30</p> <p><b>Shaw (C)</b> Sudan: 1/14-30</p>	<p><b>Bachbaouab (C)</b> Baltimore, MD: 2/6-17</p> <p><b>Coleman</b> Bolivia: 2/1-2</p> <p><b>Casanova (PIACT)</b> Honduras: 2/12-25</p> <p><b>Fussell (PIACT)</b> Zimbabwe: 2/1-3/29</p> <p><b>Green</b> England: 2/22-24, 3/26 Sri Lanka: 2/27-3/17</p> <p><b>Kulakow (AED)</b> Senegal: 2/14-19</p> <p><b>Lediard (AED)</b> Sri Lanka: 2/27-3/17</p> <p><b>Leonard (PIACT)</b> Nigeria: 2/21-3/9</p> <p><b>Roppa (C)</b> Somalia: 2/25-3/21</p> <p><b>Smith</b> Liberia: 2/17-21 Nigeria: 2/21-3/7</p>	<p><b>Case (AED)</b> Honduras: 3/5-16 Costa Rica: 3/17-24</p> <p><b>Fussell (PIACT)</b> Zimbabwe: 3/1-29</p> <p><b>Green</b> Sri Lanka: 3/1-17 Nepal: 3/17-20 India: 3/20-25</p> <p><b>Lediard (AED)</b> Sri Lanka: 3/1-17 Nepal: 3/17-25</p> <p><b>Leonard (PIACT)</b> Nigeria: 3/1-9</p> <p><b>Parlato</b> France: 3/9-11 Congo: 3/12-26 Zaire: 3/27-3/29</p> <p><b>Roppa (C)</b> Somalia: 3/1-21</p> <p><b>Smith</b> Nigeria: 3/1-7</p>

TRAVEL SCHEDULE--JHU/PCS PROJECT YEAR TWO (continued)

April 1984	May 1984	June 1984
<p>TO ADVISORY GROUP MEETING Baltimore, MD: 4/5-6</p> <p>Lam--from Hong Kong Levy--from Jamaica Novelli--from Washington, DC Perkin--from Seattle, WA Saunders--from Santa Fe, NM Sinha--from India Smith--from Washington, DC Sweeney--from New York, NY Worrall--from Washington, DC</p> <p>Bachbaouab (C) Algeria: 4/16-19</p> <p>Coleman Mexico: 4/23-27 Costa Rica: 4/28-5/2</p> <p>Wittet (PIACT) Nepal: 4/22-5/22</p> <p>Zimmerman (PIACT) Nepal: 4/22-5/7</p>	<p>Casanova (PIACT) Ciudad Juárez: 5/27-6/2</p> <p>Coleman Costa Rica: 5/1-2 Honduras: 5/3-17</p> <p>Langlois (C) Zimbabwe: 5/7-6/7</p> <p>Nelson (C) Ethiopia (ECA): 5/3-6/1</p> <p>Parlato Haiti: 5/13-19</p> <p>Wittet (PIACT) Nepal: 5/1-22</p> <p>Zimmerman (PIACT) Nepal: 5/1-22</p>	<p>TO AID AFRICA POPULATION OFFICERS' MEETING Gettysburg, PA: 6/17-21</p> <p>Green Magarick Parlato Smith</p> <p>Casanova (PIACT) Ciudad Juárez: 6/1-2 Ciudad Juárez: 6/24-30</p> <p>Folch-Lyon (PIACT) Ciudad Juárez: 6/23-29</p> <p>Griffin (C) Thailand: 6/9-7/25</p> <p>Langlois (C) Zimbabwe: 6/1-7</p>

TRAVEL SCHEDULE--JHU/PCS PROJECT YEAR TWO (continued)

July 1984	August 1984	September 1984
<p><b>Coleman</b> Mexico: 7/9-11 Bolivia: 7/12-14 Colombia: 7/15-18</p> <p><b>Folch-Lyon (PIACT)</b> Mexico: 7/22-24</p> <p><b>Fussell (PIACT)</b> Zimbabwe: 7/9-27</p> <p><b>Griffin (C)</b> Thailand: 7/7-25</p> <p><b>Kulakow (AED)</b> Senegal: 7/6-10</p> <p><b>Langlois (C)</b> Liberia: 7/6-11 Nigeria: 7/11-27</p> <p><b>Loy</b> Mexico: 7/23-26</p> <p><b>Magarick</b> Jordan: 7/11-15 Nigeria: 7/15-25</p> <p><b>Parlato</b> Senegal: 7/6-10</p> <p><b>Pielemsier (C)</b> Liberia: 11/22/83-7/10/84</p> <p><b>Smith</b> Liberia: 7/6-11 Nigeria: 7/12-27</p>	<p><b>Coleman</b> Honduras: 8/27-31</p> <p><b>Green</b> Mexico: 8/5-11</p> <p><b>Jimerson</b> Costa Rica: 8/13-25</p> <p><b>Kincaid (C)</b> Costa Rica: 8/12-18</p>	<p><b>Cohen (C)</b> Somalia: 9/8-29</p> <p><b>Coleman</b> Mexico: 9/1-7</p> <p><b>Folch-Lyon (PIACT)</b> Ciudad Juárez: 9/17-28</p> <p><b>Haffey (PIACT)</b> Sudan: 9/27-10/10</p> <p><b>Langlois (C)</b> Liberia: 9/13-19</p> <p><b>Lucaire (NPN)</b> Colombia: 9/16-26</p> <p><b>Parlato</b> Mali: 9/22-10/6</p> <p><b>Reed (C)</b> India: 9, .-21</p>

## FILM AND SLIDE DISTRIBUTION -- GIFTS AND LOANS --

FILM GIFTS AND LOANS -- OCTOBER 1983

<u>NAME AND ADDRESS</u> <u>FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD</u> <u>OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>PRICE</u>	<u>TOTAL</u> <u>COST</u>	<u>TRANS</u> <u>TYPE</u>
Dr. Amine Ghorbe Service de Gyneco-Obstetrique Sfax, Tunisia	Hand Delivered	Choosing A Contraceptive Method (Slide Set)	French	1			Gift
		The Cheerful Revolution	French	1			Gift
Francisco J. Zamora AID Official Bamako, Mali	Hand Delivered	The Cheerful Revolution	French	1			Gift
Dr. Ibra Ndoye Ministere de Sante Dakar, Senegal	\$1.63 Parcel Post	Technique of Laparoscopy	French	1			Gift
	Hand Delivered	Laparoscopy Equipment Care	French	1			Gift
		Social Marketing	French	1			Gift
		The Cheerful Revolution	French	1			Gift
		Choosing a Contraceptive Method (Slide Set)	French	1			Gift
		Indonesia, Family Planning First	French	1			Gift
Asociacion Guatemalteca de Educacion Sexual (Ages) Guatemala, Guatemala	\$58.90 Air Parcel Post	The Cheerful Revolution	Spanish	2			Gift
		Choosing a Contraceptive Method (Slide Set)	Spanish	1			Gift
		Two Roads	Spanish	1			Gift
		Lessons for the Future	Spanish	1			Gift
		You	Spanish	4			Gift
		A Method for Juan and Maria	Spanish	2			Gift
Jr. Antonio J. Cisneros Centro de Investigaciones Sociales La Paz, Bolivia	\$11.65 Parcel Post	Breast Self Examination	Spanish	1			Gift
		Commerical Retail Sales (Slide Set)	English	1			Gift
		Social Marketing	Spanish	1			Gift
		Technique of Laparoscopy	Spanish	1			Gift
Rebeca Ramos EMAP Guarez, Mexico	\$5.88 First Class	Candelaria	Spanish	1			Gift

<u>NAME AND ADDRESS FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
Dr. Aly Ngom Maternite Hopital a le Dantec Dakar, Senegal	Hand Delivered	Choosing a Contraceptive Method (Slide Set)	French	1			Gift
David Mahoungou-Moucle Programme National de lutte contie le maladie a transmission sexuelle (ORST) Brazzaville, Congo	Hand Delivered	Choosing a Contraceptive Method (Slide Set)	French	1			Gift
		Technique of Laparoscopy	French	1			Gift
		Social Marketing	French	1			Gift
		The Cheerful Revolution	French	1			Gift
		Laparoscopic Equipment Care	French	1			Gift
		Indonesia, Family Planning First	French	1			Gift
		The Island Way	English	1			Gift
		We Go Where They Are	English	1			Gift
Rebeca Ramos FEMAP Mexico	\$2.15 Parcel Post	We Go Where They Are	Spanish	1			Gift
Ms. Claire Taplin United Nations Dept. of Public Information New York, New York	Hand Delivered	The Joyful Day	English	1			Loan
		The Cheerful Revolution	English	1			Loan

FILM GIFTS AND LOANS -- NOVEMBER 1983

<u>NAME AND ADDRESS FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
Edna Borady USAID/Mbabare Swaziland	\$2.41 Parcel Post	Choosing a Contraceptive Method (Slide Set)	African- English	1			Gift
		About Loving (Slide Set)	English	1			Gift
		A Question of Choice	English	1			Gift
		The Cheerful Revolution	English	1			Gift
Fred Perry USAID/Lusaka Zambia	\$2.51 Parcel Post	Laparoscopic Equipment Care	English	1			Gift
		A Question of Choice	English	1			Gift
		Communicating FP-Speak They Are Listening	English	1			Gift

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FILM GIFTS AND LOANS -- DECEMBER 1983

<u>NAME AND ADDRESS FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
Dr. Antonio J. Cisneros Centro de Investigaciones Sociales La Paz, Bolivia	\$13.50 Air Parcel Post	Restoring the Balance	Spanish	1			Gift
		Sowing the Seeds of Health	Spanish	1			Gift
		Lessons for the Future	Spanish	1			Gift
		A Method for Juan and Maria	Spanish	1			Gift
Richard Metcalf Population Officer U.S.A.I.D. Dept. of State Washington, D.C. 20523	\$2.74 Parcel Post	A Question of Choice	French	1			Gift
		The City	French	1			Gift
		The Social Debt	French	1			Gift
Eugenia de Monterroso c/o American Embassy Guatemala Washington, D.C. 20523	\$3.42 Parcel Post	The Cheerful Revolution	Spanish	1			Gift
		Lessons for the Future	Spanish	1			Gift
		Restoring the Balance	Spanish	1			Gift
		A Method for Juan and Maria	Spanish	1			Gift
Dr. Guillermo Tagliabue Asociacion de Trabajo Laico Familiar Lima, Peru	\$5.35 Parcel Post	Two Roads	Spanish	1			Gift
Marschal Rothe USAID Washington, D.C. 20523	\$4.34 Air Parcel Post	Two Roads	Spanish	1			Gift
		A Method for Juan and Maria	Spanish	1			Gift
		We Go Where They Are	Spanish	1			Gift
Carmen de Pozo APROFE Ecuador	\$1.79 Air Parcel Post	Two Roads	Spanish	1			Gift

FILM GIFTS AND LOANS -- JANUARY 1984

<u>NAME AND ADDRESS FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
Dr. Ibra N. Doye Service de Hygiene de Dakar Dakar, Senegal	\$21.90 Air Parcel Post	Social Marketing	French	1			Gift
		The Cheerful Revolution	French	1			Gift
		Indonesia, FP First	French	1			Gift
		Choosing A Contraceptive Method (Slide Tape Set)	French	1			Gift
		A Question of Choice	French	1			Gift
		Laparoscopic Equipment Care	French	1			Gift
Dr. Miatudila Comite' National des Naissanes Desirable Kinshasa, Zaire	\$18.60 Air Parcel Post	Lessons for the Future	French	1			Gift
L'Action Familiale Project Haiti	\$1.63 Parcel Post to Pouch	Breast Self-Exam	Spanish	1			Gift
Dr. Franklin Baer SANRU Project USAID/Kinshasa New York, NY 09662	\$1.96 Parcel Post	Candelaria	English	1			Gift
Wilfran Hinojrsa Tapia FEPAD Cochabamba, Bolivia	\$14.30 Air Parcel Post	A Method for Juan & Maria	Spanish	1			Gift
Fred Perry USAID/Lusaka Washington, D.C. 20520	\$1.71 Parcel Post	Technique of Laparoscopy	English	1			Gift
Family Planning Assocaition of Liberia Monrovia, Liberia Steve Smith	Hand Delivered	The Time of Your Life	English	1			Gift
		Two Paths	English	1			Gift

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<u>NAME AND ADDRESS FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
Luis Llano Saavedra Centro de Orientucion Familiar La Paz, Bolivia	\$10.10 Air Parcel Post	Women and the Pill	Spanish	1			Gift
Mrs. Pamela Green Sierra Leone Home Economics Association Population Resources Center Freetown, Sierra Leone	\$24.90 Air Parcel Post	The Time of Your Life Two Paths	English English	1 1			Gift Gift
Dr. Aly Ngom Maternite Hopital a le Dantee Dakar, Senegal	Pouch	Social Marketing	French	1			Gift

FILM GIFTS AND LOANS -- FEBRUARY 1984

<u>NAME AND ADDRESS FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
Dr. Sebti Khali Maternite des Orangers Rabat, Morocco	\$1.79 Parcel Post	The Cheerful Revolution	French	1			Gift
Dr. Richard. E. Rabarison Antananarivo, Madagascar	\$1.87 Parcel Post	The Cheerful Revolution	French	1			Gift
Sam R. Ndimbo Mginga, Tanzania	\$3.50 Parcel Post	A Question of Choice Communicating FP-Speak They Are Listening	English English	1 1			Gift Gift
Dr. Miatudila Kinshasa, Zaire	\$1.71 Parcel Post	Lessons for the Future The Cheerful Revolution	English English	1 1			Gift Gift

<u>NAME AND ADDRESS FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
Ricardo Galan Morera Bogota, Colombia	\$29.10 Air Parcel Post	Two Paths Sowing the Seeds The City	Spanish Spanish Spanish	1 1 1			Gift Gift Gift
Sam R. Ndimbo Mginga, Tanzania	\$3.50 Parcel Post	A Question of Choice Communicating FP-Speak They Are Listening	English English	1 1			Gift Gift
Dr. Miatudila Kinshasa, Zaire	\$1.71 Parcel Post	Lessons for the Future The Cheerful Revolution	English English	1 1			Gift Gift
Dr. Arif Ali Albayrak Izmir, Turkey	\$29.70 Air Parcel Post	Communicating FP, Speak They Are Listening	English	1			Gift
Wilfran Hinojosa Tapia Cochabamba, Bolivia	\$11.50 Air Parcel Post	We Go Where They Are A Method for Juan and Maria	Spanish Spanish	1 1			Gift Gift
Luis Llano Saavedra La Paz, Bolivia	\$27.70 Air Parcel Post	Two Paths Women and the Pill Breast Self-Examination	Spanish Spanish Spanish	1 1 1			Gift Gift Gift

FILM GIFTS AND LOANS -- MARCH 1984

<u>NAME AND ADDRESS FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
Instituto Mexicano de Seguro Social Hospital General Nuevo Laredo, Mexico	\$5.55 Direct Air-Mail	A Question of Choice	Spanish	1			Gift

<u>NAME AND ADDRESS</u> <u>FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD</u> <u>OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>UNIT</u> <u>PRICE</u>	<u>TOTAL</u> <u>COST</u>	<u>TRANS</u> <u>TYPE</u>
Centro Socio Cultural Nogales, Mexico	\$2.94 Parcel Post	Two Paths	Spanish	1			Gift
Mrs. Leigh Hollingby New York University New York, NY 10003	\$1.84 Parcel Post	Sowing the Seeds of Health	English	1			Loan
Mrs. Leigh Hollingby New York University New York, NY 10003	\$1.73 Parcel Post	Social Marketing	English	1			Loan
Maria del Carmen Herrera F. Hospital Regional Trujillo, Peru	\$40.20 Direct Air-Mail	Technique of Leparoscopy A Question of Choice We Go Where They Are Two Paths	Spanish Spanish Spanish Spanish	1 1 1 1			Gift Gift Gift Gift
Dr. Antonio Cisneros Centro de Investigaciones Sociales La Paz, Bolivia	\$13.60 Direct Air-Mail	Two Paths	Spanish	1			Gift
Lic. Jose Badivia Ministry of Planning & Coord. La Paz, Bolivia	\$27.00 Direct Air-Mail	Two Paths Breast Self-Examination Cancer	Spanish Spanish Spanish	1 1 1			Gift Gift Gift
Lic. Elizabeth E. Mendez Instituto Panameno de Hab. Especial Panama	\$10.00 Air Parcel Post	Two Paths Your Problem is Ours	Spanish Spanish	1 1			Gift Gift
Dr. Mamadou Maiga Bamako, Mali	\$1.63 Via State Dept.	Lessons for the Future	French	1			Gift

FILM GIFTS AND LOANS -- APRIL 1984

<u>NAME AND ADDRESS</u> <u>FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD</u> <u>OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>PRICE</u>	<u>TOTAL</u> <u>COST</u>	<u>TRANS</u> <u>TYPE</u>
Ctr. for Latin American Studies San Diego State University San Diego, CA 92182	\$3.05 Parcel Post	Mexico in the Year 2000	Englsh	1			Loan
Miriam Labbok Johns Hopkins University School of Hygiene Baltimore, MD 21205	Hand Delivered	To the People Social Marketing	English English	1 1			Loan Loan
Media Center Utica College of Syracuse Univ. Utica, NY 13502	\$1.84 Parcel Post	The Cheerful Revolution	English	1			Loan
Ms. Nancy Johnson Nurse-Midwifery Specialty Area Washington, D.C. 20007	\$1.71 Parcel Post	The Cheerful Revolution	English	1			Loan
Sr. Ricardo Nonato Rocha Filho AID Representative APO Miami, FL 34038	\$2.29 Parcel Post	The Cheerful Revolution	Spanish	1			Gift
Dr. Mamadou Maiga Association Malienne pa la Protection et la Promotion de la Famille B.P. 105 Bamako, Mali	\$1.71 Via State Dept.	The Cheerful Revolution	French	1			Gift

FILM GIFTS AND LOANS -- MAY 1984

<u>NAME AND ADDRESS</u> <u>FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD</u> <u>OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>PRICE</u>	<u>TOTAL</u> <u>COST</u>	<u>TRANS</u> <u>TYPE</u>
Mr. Kingston Ndawa Planned Parenthood Association of Zambia Lusaka, Zambia	\$64.50	Communicating in Family Planning	English	1			Gift
	Direct Air-Mail	A Question of Choice	English	1			Gift
Ministry of Health Niger State Minna, Niger	Hand Delivered	Two Paths	English	2			Gift
Sr. Cesar Saldivar Communication Director FEMAP Juarez, Mexico	\$12.84 Direct. Air-Mail	Cheerful Revolution	Spanish	1			Gift
		A Question of Choice	Spanish	1			Gift
		Sowing the Seeds of Health	Spanish	1			Gift
		We Go Where They Are	Spanish	1			Gift
		Juan and Maria	Spanish	1			Gift
		Techniques of Laparoscopy	Spanish	1			Gift
		Women and the Pill	Spanish	1			Gift
		You	Spanish	1			Gift
		Candelaria	Spanish	1			Gift
Ministerio de la Juventud (Ministry of Youth) Caracas, Venezuela	\$26.50 Air Parcel Post	Two Paths	Spanish	1			Gift
		You	Spanish	1			Gift
Sam Taylor USAID/Mexico City for FEMAP	\$3.63 Air Parcel Post	To Change Your Life	Spanish	1			Gift
		Two Paths	Spanish	1			Gift
Dr. D. Picrotti WHO Regional Training Center in Family Health for Africa Port Louis, Mauritius	\$3.42 Via State Dept.	Social Marketing	English	1			Gift
		The Cheerful Revolution	English	1			Gift

FILM GIFTS AND LOANS -- JUNE 1984

<u>NAME AND ADDRESS FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
Ned Rimer National Center for Inter- national Health Washington, D.C. 20006 (Conference Showing)	Hand Delivered	The Cheerful Revolution	English	1			Loan
		Communicating Family Planning: Speak They Are Listening	English	1			Loan
		Indonesia-Family Planning First	English	1			Loan
		Mexico in The Year 2000	English	1			Loan
		A Question of Choice	English	1			Loan
		Social Marketing	English	1			Loan
		Two Paths	English	1			Loan
		We Go Where They Are	English	1			Loan
Marschal Rothe AID Washington, D.C. 20025	Hand Delivered	The Cheerful Revolution	English	1			Gift
Dr. J.M. Guerrero Mancilla IMSS (Social Security Institute) Nuevo Laredo, Tamaulipas Mexico	\$24.40 Direct Air Mail	Mexico in The Year 2000	Spanish	1			Gift
		We Go Where They Are	Spanish	1			Gift
		Communicating Family Planning: Speak They Are Listening	Spanish	1			Gift
Glynne Gordon Executive Director Family Planning Association Trinidad/Tobago	\$13.60 Direct Air Mail	Two Roads	English	1			Gift
Virginia Vargas Tizon Universidad Nacional de San Agustin Arequipa, Peru	\$31.50 Direct Air Mail	Breast Self Examination	Spanish	1			Gift
		A Method for Juan and Maria	Spanish	1			Gift
		Two Roads	Spanish	1			Gift
		Women and the Pill	Spanish	1			Gift
Dr. Azizur Rahman Bangladesh Assoc. for Voluntary Sterilization Dhaka, Bangladesh	Hand Delivered	A Question of Choice	English	1			Gift

FILM GIFTS AND LOANS -- JULY 1984

<u>NAME AND ADDRESS FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
Mrs. Constance Padonou USAID/Cotonou U.S. State Dept. Washington, DC 20520	\$3.99 via State Dept.	Cheerful Revolution	French	1			Gift
		Indonesia: FP First	French	1			Gift
		Tulane Film	French	1			Gift
Aurare d'Aimeida Comite Nacional du Benin Para la Promotion de la Famille Cotonou Benin	\$2.46 via State Dept.	Tulane Film	French	1			Gift
		Soubane	French	1			Gift
		Lessons for the Future	French	1			Gift
Doris Watts Family Life/FP Educ. Project Natl. FP Board Ministry of Youth & Comm. Dev. Kingston Jamaica	\$21.30 Direct Air Mail	Two Roads	English	3			Gift
Mrs. Foo-Koh Geok Loo The National Library Singapore	\$24.10 Direct Air Mail	The Cheerful Revolution	English	1			Gift
Dr. Orlando Batallas Centro Obs. "Cipriana Duenas" Quito Ecuador	\$31.80 Direct Air Mail	Breast Self Examination	Spanish	1			Gift
		Women and the Pill	Spanish	1			Gift
		Two Roads	Spanish	1			Gift
		You	Spanish	1			Gift
INPPARES Miguel Ramos Lima Peru	\$42.80 Direct Air Mail	A Method for John & Mary	Spanish	1			Gift
		To Change Your Life	Spanish	1			Gift
		Two Roads	Spanish	1			Gift
		Women and the Pill	Spanish	1			Gift
Dr. Kurt Itamar Kettenhuber Clinica Dr. Kurt Itamar Porto Velho, RO	\$5.63 A.P.O.	The Social Debt	Portuguese	1			Gift
		We Go Where They Are	Spanish	1			Gift
		A Method for John & Mary	Spanish	1			Gift
		Women and the Pill	Spanish	1			Gift

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FILM GIFTS AND LOANS -- AUGUST 1984

<u>NAME AND ADDRESS FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
Christina Harlan Stephan Migrant Health Project 404 Webster Drive Dunn, NC 28334	\$1.61 Parcel Post	Choosing a Contraceptive Method (Slide Tape Set)	Haitian Creole Version	1			Loan
P. Vidot Ministry of Health Community Health Division Victoria Hospital Seychelles	\$40.50 Direct Air-Mail	Two Roads Lessons for the Future	English English	1 1			Gift Gift
Sr. Cesar Saldivar FEMAP Ciudad Juarez Mexico	\$31.55 Parcel Post	Cheerful Revolution We Go Where They Are Sowing the Seeds of Health A Question of Choice Two Roads Women and the Pill You A Method for John and Mary	Spanish Spanish Spanish Spanish Spanish Spanish Spanish Spanish	5 5 5 5 5 5 5 5			Gift Gift Gift Gift Gift Gift Gift Gift
Sr. Cesar Saldivar FEMAP Ciudad Juarez Mexico	\$3.95 Parcel Post	Mexico in the Year 2000 Lessons for the Future	Spanish Spanish	1 1			Gift Gift
Dr. D.S. Shah Gov't. Medical College and New Civil Hospital Gujarat, Indai (JHPIEGO Participant)	\$54.30 Direct Air-Mail	The Cheerful Revolution A Question of Choice You	English English English	1 1 1			Gift Gift Gift

FILM GIFTS AND LOANS -- SEPTEMBER 1984

<u>NAME AND ADDRESS FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
Mrs. Pamela Green Sierra Leone Home Economics Association Freetown Sierra Leone	\$29.60 Air Mail	Lessons for the Future	English	1			Gift
Dr. Roberto Caldeira Moura Medical School Universidade Santos Dumont Gov. Valadares, Minas Gerais Brazil	\$2.52 Parcel Post	A Question of Choice	Portuguese	1			Gift
Deidre Strachan Pathfinder Fund 1330 Boylston Street Chestnut Hill, MA 02167	\$3.51 Parcel Post	Speak They Are Listening	English	1			Loan
		We go Where They Are	English	1			Loan
		Indonesia Family Planning First	English	1			Loan
		Social Marketing	English	1			Loan

## FILM AND SLIDE SALES AND RENTALS

FILM SALES AND RENTALS--- OCTOBER 1983

<u>NAME AND ADDRESS FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>UNIT PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
International Project 122 East 42nd Street New York, NY 10168	\$6.17 Parcel Post	Choosing a Contraceptive Method (Slide Set)	English	3	\$45.00	\$135.00	Sale
		Choosing a Contraceptive Method (Slide Set)	French	3	\$45.00	\$135.00	Sale
		A Question of Choice	English	2	\$150.00	\$300.00	Sale
		A Question of Choice	French	2	\$150.00	\$300.00	Sale
		To The People	English	6	\$123.00	\$738.00	Sale

FILM SALES AND RENTALS -- NOVEMBER 1983

<u>NAME AND ADDRESS FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>UNIT PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
Patricia Cancellier Population Reference Bureau Washington, D.C.	\$1.79 Parcel Post	The Cheerful Revolution	English	1	\$159.00	\$159.00	Sale

FILM SALES AND RENTALS -- DECEMBER 1983

<u>NAME AND ADDRESS FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>UNIT PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
None							

FILM SALES AND RENTALS -- JANUARY 1984

<u>NAME AND ADDRESS FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>UNIT PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
IPAVS Program Brethren Service Center Distribution Center Route 31 & Church Street New Windsor, MD 21776	\$5.23 Parcel Post	Choosing A Contraceptive Method (Slide-Tape Set)	English	8-Sets	\$45.00	\$360.00	Sale
		To The People	English	5	\$123.00	\$615.00	Sale
University of Manitoba Distribution Group Communications System Winnipeg, Manitoba R3 T2 N2	\$5.75 Air Parcel Post	The Cheerful Revolution	English	1	\$159.00	\$159.00	Sale

FILM SALES AND RENTALS -- FEBRUARY 1984

<u>NAME AND ADDRESS FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>UNIT PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
IPAVS Program Brethren Service Center Distribution Center Route 31 & Church Streets New Windsor, MD 21776	\$2.03 Parcel Post	Family Planning First- Indonesia	English	2	\$129.00	\$258.00	Sale

FILM SALES AND RENTALS -- MARCH 1984

<u>NAME AND ADDRESS FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>UNIT PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
None							

FILM SALES AND RENTALS -- APRIL 1984

<u>NAME AND ADDRESS FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>UNIT PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
Procurement & Distribution Family Planning International Assistance New York, NY 10019	\$2.07 Parcel Post	Joyful Day	English	3	\$68.00	\$204.00	Sale

FILM SALES AND RENTALS -- MAY 1984

<u>NAME AND ADDRESS FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>UNIT PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
IPAVS Brethren Service Center 500 Main Street New Windsor, MD 21776	\$6.92 Parcel Post	Techniques of Laparoscopy	Spanish	25	\$95.00	\$2,375.00	Sale

FILM SALES AND RENTALS -- JUNE 1984

<u>NAME AND ADDRESS FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>UNIT PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
AVS Stock IPAVS Program Brethren Service Center Distribution Center Route 31 & Church Street New Windsor, MD 21776	\$4.67 Parcel Post	A Question of Choice Choosing a Contraceptive Method (Slides)	English English	4 4	\$150.00 \$ 45.00	\$600.00 \$180.00	Sale Sale

FILM SALES AND RENTALS -- JULY 1984

<u>NAME AND ADDRESS FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>UNIT PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
The University of Calgary 117 Social Science ATTN: Doug Coughlin Calgary, Alberta T2N 1N4 Canada	\$4.33 Air Parcel Post	Lessons for the Future	English	1	\$103.00	\$103.00	Sale
IPAVS Program Brethren Service Center Distribution Center Route 31 & Church Street New Windsor, MD 21776	\$2.28 Parcel Post	A Question of Choice	English	3	\$150.00	\$450.00	Sale

FILM SALES AND RENTALS -- AUGUST 1984

<u>NAME AND ADDRESS FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>UNIT PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
IPAVS Brethren Service Center 500 Main Street New Windsor, MD 21776	\$3.97 Parcel Post	Mexico in the Year 2000 Techniques of Vasectomy	Spanish Spanish	9 9	\$103.00 \$ 85.00	\$927.00 \$765.00	Sale Sale
IPAVS Program Brethren Service Center Distribution Center Route 31 & Church Street New Windsor, MD 21776	\$7.22 Parcel Post	A Question of Choice A Question of Choice	English French	3 3	\$150.00 \$150.00	\$450.00 \$450.00	Sale Sale

FILM SALES AND RENTALS -- SEPTEMBER 1984

<u>NAME AND ADDRESS</u> <u>FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD</u> <u>OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>UNIT</u> <u>PRICE</u>	<u>TOTAL</u> <u>COST</u>	<u>TRANS</u> <u>TYPE</u>
Planned Parenthood/New York City 380 2nd Avenue 5th Floor New York, NY 10010 ATT: Stephanie Nephalti	\$1.96 Parcel Post	Indonesia Family Planning First	English	1		\$25.00	Rental
IPAVS Program New Windsor Service Center Corner Church Street and Route 31 P.O. Box 188 New Windsor, MD 21776 ATT: Jeannie Wah	\$7.54 Parcel Post	Mexico in the Year 2000	Spanish	3	\$120.00	\$360.00	Sale
		A Question of Choice	Spanish	5	\$150.00	\$750.00	Sale
		Sowing the Seeds of Health	Spanish	5	\$145.00	\$725.00	Sale
		Two Roads	Spanish	5	\$140.00	\$700.00	Sale
		We Go Where They Are	Spanish	5	\$ 85.00	\$425.00	Sale
		You	Spanish	5	\$100.00	\$500.00	Sale
		Lessons for the Future	Spanish	2	\$135.00	\$270.00	Sale

Annual Report - Year 2

Academy for Educational Development

October, 1983 - September, 1984

Submitted to Johns Hopkins University  
Population Information Program  
Population Communication Services

Cooperative Agreement DPE-3004-A-00-2018-00

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Principal Staff

As of November 1983, Mark Lediard was appointed as the new AED Project Director for PCS to succeed John Middleton. Elizabeth Mills Booth served as Acting Project Director from September 1 through November 2, 1983 after Middleton's resignation. Regular administrative staff who provided support were Renee LaForce, Ximena Sheehy Downey, and Andrea Usiak. Other AED staff worked on various PCS projects throughout the year, including, William A. Smith, Senior Vice President and Associate Director of the International Division; Judith Brace, Director of the Clearinghouse on Development Communication; Allan Kulakow, Director of Africa Programs; Susan Saunders, Senior Program Officer; and Oscar Vigano, Field Project Director of the Water and Sanitation project in Honduras.

The following is a summary of the Academy for Educational Development's (AED) activities and accomplishments during Year 2 of its subagreement with the Johns Hopkins University's Population Communication Services program.

Needs Assessment

AED staff conducted two needs assessments during the year, one in Nepal, and one in Sri Lanka. In Nepal, Mark Lediard reviewed the Family Planning and Maternal/Child Health IEC activities of governmental and nongovernmental agencies and assessed the effectiveness of the available IEC materials. He wrote the Nepal Country Profile and identified two potential projects and the appropriate agencies to conduct these projects. In Sri Lanka, Mark Lediard reviewed ongoing and planned activities in Population and Family Planning IEC and recommended to the Government of Sri Lanka future IEC programs. This involved a series of meetings of the National IEC Advisory Committee and a more informal workshop to identify major problem areas that IEC programs need to address.

## Country Projects Development and Implementation

AED has continued to develop an Africa-wide family planning/health and population mass media and materials project with the Union des Radiodiffusion et Televisions National. This project has involved AED staff in two major activities: 1) Allan Kulakow assisted URTNA to develop the budget and workplan for the URTNA Family Health Broadcasting Project, and 2) Allan Kulakow, Mark Lediard, and AED consultant, Michele Lioy have planned the agenda and content, and made logistical arrangements for two workshops to be held as part of the project in Nairobi and Dakar.

Mark Lediard assisted counterparts at Nepal's National Commission on Population and COMMAT, Inc. to develop the Nepal Film Spots for Cinema Halls project as well as test in a Nepali theatre, the quality of the 35mm film transfer of a sample videotape. Lediard developed a similar project in Kenya with Stella Graphics, a private Kenyan publishing and production company, to produce a series of video-taped population/family planning messages for use on national television and through a mobile van system.

Oscar Vigano provided in-country technical assistance to the ASHONPLAFA CBD project in developing a communication strategy, creating print materials for users and CBD promoters and distributors, and developing radio materials. AED consultant, Barbara Case developed and conducted a radio workshop for representatives of ASHONPLAFA, the MOH, and IHSS.

## Technical Assistance

Technical assistance was provided to the Centro de Orientacion Familiar of Costa Rica by AED consultant, Barbara Case. Ms. Case reviewed the technical procedures and content of COF's Dialogo radio program and made recommendations for its improvement.

Mark Lediard assisted the Population Officer of USAID/Nairobi to develop a long-term plan for USAID-supported IEC programs in Kenya. This activity will continue in Year 3 of the program.

## Films and Materials

Judy Brace has participated regularly in the Information Package Review Committee to assess the topics, materials, and presentation of the PCS information dissemination packages.

## Advisory Group

As a member of the Advisory Group, Bill Smith has reviewed and made recommendations on PCS project proposals.



Program for the Introduction and Adaptation of Contraceptive Technology

Program for Appropriate Technology in Health

*Board of Directors:*

Dr. Estefania Aldaba-Lim

Ms. Rami Chhabra

Dr. Mahmoud F. Fathalla

Dr. Atiqur R. Khan

Mr. Luis de la Macorra

Dr. Nolwandle N. Mashalaba

Dr. Rita Thapa

ANNUAL REPORT

TO

Johns Hopkins University

Population Communication Services Project

Cooperative Agreement No. DPE-3004-A-00-2018-00

*President:*

Gordon W. Perkin, M.D.

Submitted by

PIACT

Program for the Introduction and Adaptation  
of Contraceptive Technology

Washington, D.C.

October 1984

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PIACT'S REPORT FOR  
POPULATION COMMUNICATION SERVICES' 1984 ANNUAL REPORT

SUMMARY

PIACT has provided services to JHU/PCS as outlined in Contract Cooperative Agreement No. DPE-3004-A-00-2018-00. During Year II, PIACT completed the following Work Requests:

Work Request #5: Nepal Workshop Phase I and Needs Assessment. (Postponed by JHU/PCS from Year I.) (NA/MW)

Work Request #8: Prototype NFP Booklet prepared in Mexico. (CP)

Work Request #9: Attendance at Third International Congress of the International Federation for Family Life Promotion in Hong Kong. (TA)

Work Request #10: Technical assistance to Nigeria Federal Health Education Division (FHED) and Kwara State Ministry of Health. (CP)

Work Request #11: Print materials' development with Child Spacing and Fertility Association (CSFA) of Zimbabwe. (Note: Association's name has since been changed to Child Spacing and Family Planning Council [CSFPC].) (TA)

Work Request #12: Technical assistance on the development of print materials for illiterate and semi-literate people in Honduras. (TA)

Work Request #13: Development of family planning leaflets for Nigeria. (CP)

Work Request #14: Print materials for Nepal. (CP)

Work Request #15: Assistance to FEMAP in materials' development and pretesting (Mexico). (CP)

Work Request #16: Message development with FEMAP (Mexico). (CP)

Work Request #17: Print materials' development for Zimbabwe. (TA)

Work Request #18: FEMAP radio spots (Mexico). (CP)

In addition to the twelve abovementioned assignments, PIACT is still in the throes of implementing the following Work Requests:

Work Request #19: Develop family planning leaflets for Nigeria. (CP)

Work Request #20: Pretest and evaluate FEMAP radio spots (Mexico). (CP)

Work Request #21: Prepare proposal for development of family planning print materials in the Sudan. (CP)

This report summarizes the assistance PIACT provided to JHU/PCS between October 1, 1983 and September 30, 1984.

### NEEDS ASSESSMENT (NA)

PIACT assisted in one Needs Assessment during Year II of the project, but only in a supporting role (Work Request #5). During part of the time that PIACT staff was developing a project proposal and conducting a planning workshop on print materials, an AED staff person was in Nepal conducting a family planning communication needs assessment. A separate summary of the meetings held with representatives of various organizations working in IEC was shared with AED and JHU/PCS. Information collected during some of these meetings, as well as a contact list of names and addresses, provided some background information for the AED-prepared Needs Assessment.

### COUNTRY PROJECTS (CP)

PIACT staff and associates provided a variety of technical assistance missions to country projects in Nepal, Nigeria, and Mexico.

NEPAL: In April-May 1984, a PIACT team provided technical assistance to a newly funded JHU/PCS project: Training, Production, and Use of Low Cost IEC Print Materials (Work Request #14). During this period, the following activities were undertaken: 1) training FP/MCH IEC Division staff and others working in the training and evaluation divisions of FP/MCH in the use of methodologies for audience research (Focus Group Discussions) and pretesting of primarily pictorial support materials; 2) selecting four topics for new materials and beginning pretesting activities on instructional materials for the pill and condom; 3) conducting FGDs and designing messages for a booklet on motivation for family planning; 4) working with program planners and

decision-makers to determine the most appropriate instructions for promoting home preparation of ORS; and 5) designing and revising an evaluation plan for the project.

Both Hill and Terai versions of the pill and condom booklets were thoroughly pretested, revised several times, reviewed by JHU/PCS, and were ready for printing in August 1984. Initially, 10,000 copies of each version are to be printed.

**NIGERIA:** PIACT provided assistance to JHU/PCS in conjunction with a variety of Nigerian projects (Work Requests #10, 13, and 19). Initially, PIACT was part of a team that provided technical assistance to the Kwara State MOH in pretesting Yoruba-language prototype leaflets and posters. At the suggestion of the USAID Population Officer in Lagos, they also visited four additional states--Ogun, Niger, Anambra, and Gongola--to establish contacts, gather information on program activities and, where possible, begin some preliminary message development research. The PIACT consultant also represented JHU/PCS at a Centers for Disease Control-sponsored conference in Yolanda, Gongola State.

Client-oriented materials developed and tested in Sierra Leone under a PIACT-supported project, plus information gathered during the November-December 1983 message development visit, were used to develop three prototype leaflets on the condom, IUCD, and pill. These materials were then pretested and revised in Nigeria, and Yoruba text was added and also tested. PIACT also prepared simple instructional leaflets for service providers so they will know how to use the booklets effectively.

In February 1984, a PIACT consultant also worked with a JHU/PCS consultant residing in Lagos who could then oversee final pretesting and artwork modifications of the materials. These three booklets

were printed in the U.S. and are being distributed through the Planned Parenthood Federation of Nigeria.

Currently PIACT's consultant is working on the development of camera-ready copy for nine additional booklets adapted from the Yoruba materials mentioned above: pill, IUCD, and condom booklets in Hausa, Ibo, and Pidgin-language. This has been coordinated with the JHU/PCS consultant in Lagos, who has been responsible for fieldtesting these new versions.

These booklets should be ready for printing by the end of 1984.

MEXICO: In Mexico, PIACT worked on two discrete projects in conjunction with our Mexican affiliate, PIATA. Staff and associates conducted a series of FGDs on NFP among women from the lower socio-economic classes. Based on what they learned, messages were designed for a motivational/informational pictorial booklet on NFP (Work Request #8). JHU/PCS will now contact family planning service delivery projects throughout Latin America (names and addresses provided by PIACT) to see if any are interested in using this booklet and providing feedback on its acceptability to JHU/PCS.

PIACT also provided technical assistance on several occasions to the JHU/PCS-supported FEMAP project in Ciudad Juarez (Work Requests #15, 16, and 18). Between May and September 1984, two members of PIACT's materials' development team worked with FEMAP's I & C Department Head to pretest and revise seven leaflets on contraceptive methods and a series of radio spots to be used as part of FEMAP's Radio Communication Campaign for Family Planning. Three versions of the leaflets were prepared and tested before a final version was agreed upon. A series of FGDs were used to test the radio spots. Based on the findings, some spots were eliminated, others altered, and the sequence was changed. Currently these changes

and additions are being tested through the use of the above-mentioned qualitative research technique.

SUDAN: In late September 1984, PIACT staff began to develop a proposal to prepare print materials on family planning topics (Work Request #21). Response was enthusiastic, and PIACT staff were able to begin training potential Sudanese staff, even before the proposal was officially submitted, at the same time they were conducting similar training for a new project to develop materials for use in ongoing PHC projects.

#### TECHNICAL ASSISTANCE (TA)

During FY 1984, PIACT staff and associates provided technical assistance to ongoing projects in Honduras and Zimbabwe and represented JHU/PCS at the Third International Congress of the IFFLP which took place in Hong Kong in November 1983 (Work Request #9). PIACT staff made some new contacts among Third World NFP organizations who might be interested in IEC assistance, and prepared a memo on informal networking activities undertaken on behalf of JHU/PCS.

HONDURAS: In February 1984, a PIACT staff associate conducted a workshop on the development of pictorial educational materials for illiterates (Work Request #12). Participants came from ASHONPLAFA, the MOH, and the Social Security Institute, since JHU/PCS has projects with each of these organizations. Four field trips took place during this two week workshop. Motivational research (FGDs) among rural illiterate men and women was carried out during the first two trips. Several days later, participants made additional trips to pretest material whose messages were based on the initial research findings. Before this assignment ended, a draft prototype pamphlet on family planning, pretested and undertsood by the target population, had been designed and developed.

ZIMBABWE: A PIACT staff associate spent almost two months, February-March 1984, in Zimbabwe providing technical assistance to the IEC Unit of the Child Spacing and Family Planning Council (CSFPC) to help them develop their print materials program (Work Request #11). This assignment was based on the excellent long range IEC plan developed by CSFPC and JHU/PCS in June 1983. Before this assignment ended, a print manager had been selected and staff were trained in conducting FGDs and pretesting methodology. Work on several booklets, a flip-book, posters, a brochure, and a logo had begun.

In July 1984, the same PIACT staff associate returned to Harare (Work Request #17) and worked closely with CSFPC's print manager to: 1) analyze results of previous pretests and revise the condom booklet; 2) produce, test, and revise photographed versions of two booklets (28-day pill and mini-pill); and 3) prepare for the photographed version of the IUCD booklet. She also assisted the print manager in working on the flip-book, CSFPC brochure and logo, posters, and preparing an outline for CSFPC's first newsletter. Based on progress to date, PIACT staff helped CSFPC revise the IEC plan of work.

#### FILMS AND MATERIALS

1. PIACT collected NFP materials from seventeen countries during the IFFLP Congress in Hong Kong and turned them over, along with a descriptive memo, to the JHU/PCS Media/Materials Collection.
2. Several PIACT staff persons worked on PCS Packets #2 (Male Responsibility), #3 (Communication Processes and Principles), and #4 (Contraceptive Packaging). We also attended meetings of the Task Force on PCS Packets, and made suggestions for future topics.

3. Whenever PIACT staff persons travel to Third World countries on non-JHU/PCS assignments, they continue to collect health and family planning materials for the M/M Center. During 1984, staff supplied JHU/PCS with materials from the Gambia, Sierra Leone, Hong Kong, Kenya, Malawi, Tanzania, Bangladesh, Indonesia, Mexico, Botswana, and Nepal.

#### MEETINGS AND WORKSHOPS (MW)

NEPAL: In November 1983, PIACT's Program Director for IEC conducted a small planning workshop for members of the IEC Division of FP/MCH (Work Request #5). This workshop focused on communicating through pictures, defining the target audience, setting priorities, and surveying existing resources and materials. After completing the above exercises, members of the IEC Division prepared a proposal for submission to JHU/PCS on developing instructional print materials. This planning workshop also included training in Focus Group Discussions, followed by two days in the field conducting such sessions with various service providers, so that Central staff would have a better understanding of these workers needs for materials, their concerns, and other factors that might affect their job performance.

#### ADVISORY GROUP (AG)

The President of PIACT serves as a member of the advisory group. During FY 1984, he reviewed seven country project proposals and sent comments on each to PCS. He also served as a "broker" on a few occasions, recommending that interesting proposal concepts involving communications, and sent to PIACT by Third World program managers, be submitted to JHU/PCS.

PIACT's President participated in the first JHU/PCS Advisory Group meeting in April 1984. PIACT's Program Director for IEC was also present to give background information on work/technical assistance provided by PIACT staff to JHU/PCS.

**Annual Report - Year II****Needham Porter Novelli****October, 1983 - September, 1984****Submitted to Johns Hopkins University  
Population Information Program  
Population Communication Services  
Cooperative Agreement DPE-3004-A-00-2018-00**

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The following is a summary of Needham Porter Novelli's (NPN) activities and accomplishments during Year II of its subagreement with the Johns Hopkins University's Population Communication Services program.

**1. Country Project Development and Evaluation**

Bill Novelli reviewed and submitted comments on the following country project proposals: Costa Rican radio program; URTA/PEC seminar; and the Profamilia mass media condom promotion in Colombia.

Rachel Greenberg and Bill Novelli met with PCS staff to discuss development of country projects in Bolivia and Nigeria, and assisted PCS staff in identifying a potential NPN person to assist the Nigerian Family Planning Campaign Project. They also recommended ways to facilitate program planning, materials development and pretesting.

**2. Technical Assistance**

Ed Lucaire traveled to Colombia to work with Profamilia and Toro Publicidad on communications strategies, creative materials and a media plan for the Condom Radio Campaign. He also assisted with analyzing consumer materials.

Jack Porter and Bob Druckenmiller completed and submitted trip reports on their TA missions in Peru and the Caribbean.

**3. Resource Materials**

Rachel Greenberg provided assistance to the PCS staff in developing the copy for the "Process and Principles" wall chart and brochure and created a budget and task order description for the project. The NPN Creative Department completed and submitted artwork.

Ms. Greenberg assisted in planning and review of the I, E, C packet on Male Responsibility. She also drafted a case study on the packaging of the Egyptian CSM Program's Oral Contraceptive for a PCS I, E, C packet.

4. Other Services

Rachel Greenberg and Bill Novelli reviewed PCS country trip reports on Africa, Zimbabwe, Peru, Ecuador, Haiti and Colombia.

Bill Novelli attended the Advisory Committee meeting in Baltimore April 6.

Rachel Greenberg completed project and background information on program evaluation research for PCS.

Rachel Greenberg prepared an annual report for Year I of the contract as well as monthly reports for Year II.

*THE JOHNS HOPKINS UNIVERSITY*

HOPKINS POPULATION CENTER

POPULATION INFORMATION PROGRAM  
 624 North Broadway, Baltimore, Maryland 21205 USA  
 Population Reports • POPLINE  
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 Population Communication Services (PCS)  
 301/955-7666 • Telex 701815

## JHU/PCS ADVISORY GROUP MEETING AGENDA

Thursday, April 5, 1984

- 9:30 a.m. - Coffee - Board Room - The Johns Hopkins University  
 School of Hygiene and Public Health  
 604 N. Wolfe Street - Room 1505  
 Baltimore, MD 21205
- 10:00 a.m. - Welcome and Introductions - Phyllis T. Piotrow, Ph.D.  
 Chair,  
 JHU/PCS Advisory Group  
 Director,  
 Population Information Program
- "The Commitment of the Johns Hopkins University in Population"  
 John F. Kantner, Ph.D.  
 Director, Hopkins Population Center,  
 Chairman, Department of Population Dynamics,  
 The Johns Hopkins University  
 School of Hygiene and Public Health
- "New Directions in AID Communication Programs"  
 Anne Aarnes  
 Chief, Information and Training Division  
 Office of Population  
 Agency for International Development
- 10:30 a.m. - "Overview of the JHU/PCS Project"  
 Cynthia P. Green  
 Project Director
- 11:30 a.m. - Discussion
- 12:00 p.m. - Lunch  
 "Male Responsibility Campaign in Hong Kong"  
 Peggy Lam  
 Executive Director,  
 Family Planning Association of Hong Kong

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JHU/PCS Advisory Group  
Meeting Agenda  
Page 2

## Thursday, April 5, 1984 (cont.)

- 1:30 p.m. - Remarks by Marschal Rothe,  
USAID Project Monitor
  
- 1:45 p.m. - "What Makes an Effective Family Planning Communication Project?"  
Presiding: Tennyson Levy  
Executive Manager,  
Dunlop Corbin Compton Associates; and  
Phyllis T. Piotrow
  
- 4:00 p.m. - Visit to JHU/PCS Media/Materials Collection,  
Hampton House, Room 491
  
- 6:30 p.m. - Working Dinner  
The Johns Hopkins University Faculty Club  
Homewood Campus  
  
"The View From the Agency for International Development"  
Steven Sinding, Ph.D.  
Director, Office of Population,  
Agency for International Development

JHU/PCS Advisory Group  
Meeting Agenda  
Page 3

Friday, April 6, 1984

- 8:45 a.m. - Coffee  
Sheraton Johns Hopkins Inn
- 9:00 a.m. - Discussion of Issues  
"Technical Assistance" vs. "Country Projects"  
Presiding: Phyllis T. Piotrow, Ph.D.
- 10:00 a.m. - "The Role of Training in the JHU/PCS Project"  
Presiding: Ronald H. Magarick, Ph.D.  
Deputy Project Director  
JHU/PCS
- 11:15 a.m. - Coffee Break
- 11:30 a.m. - "Strategies for Evaluating JHU/PCS Projects"  
Presiding: Tara Sinha  
Chief Executive Officer,  
Clarion Advertising; and  
Cynthia P. Green
- 1:00 p.m. - Lunch
- 2:00 p.m. - "Strategies and Future Directions for the JHU/PCS Project"  
Comments from each member of the Advisory Group
- 3:45 p.m. - Closing remarks : Cynthia P. Green  
Phyllis T. Piotrow

## THE JOHNS HOPKINS UNIVERSITY

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 PIP/POPULATION COMMUNICATION  
 SERVICES PROJECT

SUMMARY OF VOUCHERED EXPENDITURES	YEAR 1	Y E A R 2 (BY QUARTER)				TOTAL YEAR 2	TOTAL
	09/30/82 09/30/83	10/01/83 12/31/83	01/01/84 03/31/84	04/01/84 06/30/84	06/30/84 09/30/84	10/01/83 09/30/84	YEARS 1 & 2 09/30/82 09/30/84
SALARIES	\$262,992	\$105,944	\$104,868	\$99,267	\$101,027	\$411,107	\$674,099
FRINGE BENEFITS	53,626	22,648	22,700	21,568	23,507	90,423	144,049
CONSULTANTS	102,525	46,494	53,634	42,214	35,442	177,784	280,309
TRAVEL	36,257	23,304	22,528	15,844	24,885	86,561	122,818
SUBCONTRACTS	86,088	112,429	97,678	101,840	100,886	412,833	498,921
OTHER DIR. COSTS	38,132	15,231	25,152	32,930	44,475	117,787	155,920
EQUIP. & SUPPLIES	63,447	11,244	6,568	13,223	16,421	47,455	110,902
OVERHEAD	113,998	51,155	54,003	51,744	56,885	213,786	327,784
<b>TOTAL</b>	<b>\$757,065</b>	<b>\$388,449</b>	<b>\$387,130</b>	<b>\$378,630</b>	<b>\$403,528</b>	<b>\$1,557,737</b>	<b>\$2,314,801</b>

<b>FINANCIAL STATUS REPORT</b>		1. FEDERAL AGENCY TO WHICH REPORT IS SUBMITTED Agency for International Development		2. FEDERAL GRANT OR OTHER IDENTIFYING NUMBER AID/ DPE-3004-A-00-2018-00		OMB APPROVED NO 80-R0180		PAGE OF 1 2	
3. RECIPIENT ORGANIZATION		4. EMPLOYER IDENTIFICATION NUMBER 1-520595110-A5		5. RECIPIENT ACCOUNT NUMBER H 52 7513 MASTER		6. FINAL REPORT   YES     NO		7. BASIS   X   CASH     ACCURAL	
The Johns Hopkins University Charles and 34th Streets Baltimore, Maryland 21218		8. PROJECT/ GRANT PERIOD				PERIOD COVERED BY THIS REPORT			
		FROM (Month- day- year) 09/30/82		TO (Month- day- year) 09/30/87		FROM (Month- day- year) 06/30/84 2nd Closing		TO (Month- day- year) 09/30/84	
		10. STATUS OF FUNDS							

PROGRAMS/ FUNCTIONS/ ACTIVITIES	(a)	(b)	(c)	(d)	(e)	(f)	TOTAL
	Salaries & Wages	Fringe Benefits	Consultants	Travel	Equipment and Supplies	Subcontracts	(g) See page 2
a. Net outlays previously reported	\$573,071.21	\$120,541.97	\$244,866.91	\$97,933.02	\$94,481.11	\$398,034.91	\$0
b. Total outlays this report period	101,027.48	23,506.67	35,442.17	24,884.96	16,421.13	100,885.99	0
c. Less: Program income credits	0	0	0	0	0	0	0
d. Net outlays this report period (Line b minus line c)	101,027.48	23,506.67	35,442.17	24,884.96	16,421.13	100,885.99	0
e. Net outlays to date (Line a plus line d)	674,098.69	144,048.64	200,309.08	122,817.98	110,902.24	498,920.90	0
f. Less: Non-Federal share of outlays	0	0	0	0	0	0	0
g. Total Federal share of outlays (Line e minus line f)	674,098.69	144,048.64	200,309.08	122,817.98	110,902.24	498,920.90	0
h. Total unliquidated obligations	0	0	0	0	0	0	0
i. Less: Non-Federal share of unliquidated obligations shown on line h	0	0	0	0	0	0	0
j. Fed. share of unliquidated obligations	0	0	0	0	0	0	0
k. Total Federal share of outlays and unliquidated obligations	674,098.69	144,048.64	200,309.08	122,817.98	110,902.24	498,920.90	0
l. Total cumulative amount of Fed funds authorized	770,190.00	159,070.00	233,710.00	204,070.00	63,551.00	2,553,881.00	0
m. Unobligated balance of Federal funds	\$96,091.31	\$15,021.36	(\$46,599.00)	\$81,260.02	(\$47,351.24)	\$2,054,960.10	0

11. INDIRECT EXPENSE	a. TYPE OF RATE     PROVISIONAL     PREDETERMINED     FINAL     FIXED				13. CERTIFICATION I certify to the best of my knowledge and belief that this report is correct and complete and that all outlays are for the purposes set forth in the award documents	SIGNATURE OF DIRECTOR (SEE ATTACHMENT) <i>Edward H. Mennholz</i>	DATE SUBMITTED 10/19/84
	b. RATE	c. BASE	d. TOTAL AMOUNT	e. FEDERAL SHARE			

FINANCIAL STATUS REPORT

3 RECIPIENT ORGANIZATION

The Johns Hopkins University  
 Charles and 34th Streets  
 Baltimore, Maryland 21218

1 FEDERAL AGENCY TO WHICH REPORT IS SUBMITTED Agency for International Development		2 FEDERAL GRANT OR OTHER IDENTIFYING NUMBER AID/ DPE-3004-A-0C-2018-00		OMB APPROVED NO. 80-R0180	PAGE OF 2 2
4 EMPLOYER IDENTIFICATION NUMBER 1-520595110-A5		5 RECIPIENT ACCOUNT NUMBER H 52 7513 MASTER		6. FINAN. REPORT   YES   NO	
8 PROJECT/ GRANT PERIOD		7 BASIS   X   CASH     ACCURAL			
FROM (Month. day. year) 09/30/82		TO (Month day. year) 09/30/87		PERIOD COVERED BY THIS REPORT	
				FROM (Month day. year) 06/30/84 2nd Closing	TO (Month day. year) 09/30/84

10.

STATUS OF FUNDS

PROGRAMS/ FUNCTIONS/ ACTIVITIES	(a) Indirect Costs	(b) Other Direct Costs	(c)	(d)	(e)	(f)	TOTAL (g)
a. Net outlays previously reported	\$270,899.22	\$111,444.76					\$1,911,273.11
b Total outlays this report period	56,884.88	44,474.86					403,528.14
c Less: Program income credits	0	0					0
d Net outlays this report period (Line b minus line c)	56,884.88	44,474.86					403,528.14
e Net outlays to date (Line a plus line d)	327,784.10	155,919.62					2,314,801.25
f Less: Non-Federal share of outlays	0	0					0
g. Total Federal share of outlays (Line e minus line f)	327,784.10	155,919.62					2,314,801.25
h. Total unliquidated obligations	0	0					0
i Less: Non-Federal share of unliquidated obligations shown on line h	0	0					0
j. Fed share of unliquidated obligations	0	0					0
k Total Federal share of outlays and unliquidated obligations	327,784.10	155,919.62					2,314,801.25
l Total cumulative amount of Fed. funds authorized	363,068.00	159,297.00					4,506,845.00
m Unobligated balance of Federal funds	35,283.90	\$3,377.38					\$2,192,043.75

11. INDIRECT EXPENSE	a. TYPE OF RATE		13 CERTIFICATION	
	PROVISIONAL	PREDETERMINED	FINAL	FIXED
b. RATE	c. BASE	d. TOTAL AMOUNT	e. FEDERAL SHARE	
59% - 50% - 20% - 23%	\$1,460,411.29	\$327,784.10	\$327,784.10	

13 CERTIFICATION	SIGNATURE OF AUTHORIZED OFFICIAL	DATE SUBMITTED
I certify to the best of my knowledge and belief that this report is correct and complete and that all outlays are for the purposes set forth in the award documents	<i>Edward H Meeriol</i>	10/19/84
	NAME AND TITLE	TELEPHONE
	EDWARD H MEERIOL, BUDGET DIRECTOR	301-338-8166

**FINANCIAL STATUS REPORT**

1. FEDERAL AGENCY TO WHICH REPORT IS SUBMITTED Agency for International Development		2. FEDERAL GRANT OR OTHER IDENTIFYING NUMBER AID/ DPE-3004-A-00-2018-00		OMB APPROVED NO. 80-R0180	PAGE OF 1 2
3. RECIPIENT ORGANIZATION  The Johns Hopkins University Charles and 34th Streets Baltimore, Maryland 21218		4. EMPLOYER IDENTIFICATION NUMBER 1-520595110-A5	5. RECIPIENT ACCOUNT NUMBER H.52.7513 MASTER	6. FINAL REPORT YES NO <input type="checkbox"/> <input checked="" type="checkbox"/>	
				7. BASIS <input checked="" type="checkbox"/> CASH <input type="checkbox"/> ACCURAL	
8. PROJECT/ GRANT PERIOD		PERIOD COVERED BY THIS REPORT			
FROM (Month, day, year) 09/30/82		TO (Month, day, year) 09/30/87		FROM (Month, day, year) TO (Month, day, year) 04/01/84 06/30/84 1st Closing	

**STATUS OF FUNDS**

PROGRAMS/ FUNCTIONS/ ACTIVITIES	(a) Salaries & Wages	(b) Fringe Benefits	(c) Consultants	(d) Travel	(e) Equipment and Supplies	(f) Subcontracts	TOTAL (g) See page 2
a. Net outlays previously reported	\$473,804.37	\$98,974.10	\$202,652.58	\$82,088.70	\$81,258.53	\$296,195.32	\$0
b. Total outlays this report period	99,266.84	21,567.87	42,214.33	15,844.32	13,222.58	101,839.59	0
c. Less: Program income credits	0.	0.	0.	0.	0.	0.	0
d. Net outlays this report period (Line b minus line c)	99,266.84	21,567.87	42,214.33	15,844.32	13,222.58	101,839.59	0
e. Net outlays to date (Line a plus line d)	573,071.21	120,541.97	244,866.91	97,933.02	94,481.11	398,034.91	0
f. Less: Non-Federal share of outlays	0.	0.	0.	0.	0.	0.	0
g. Total Federal share of outlays (Line e minus line f)	573,071.21	120,541.97	244,866.91	97,933.02	94,481.11	398,034.91	0
h. Total unliquidated obligations	0.	0.	0.	0.	0.	0.	0
i. Less: Non-Federal share of unliquidated obligations shown on line h.	0.	0.	0.	0.	0.	0.	0
j. Fed. share of unliquidated obligations	0.	0.	0.	0.	0.	0.	0
k. Total Federal share of outlays and unliquidated obligations	573,071.21	120,541.97	244,866.91	97,933.02	94,481.11	398,034.91	0
l. Total cumulative amount of Fed. funds authorized	770,190.00	159,070.00	233,710.00	204,078.00	63,551.00	2,553,881.00	0
m. Unobligated balance of Federal funds	\$197,118.79	\$38,528.03	(\$11,156.91)	\$106,144.98	(\$30,930.11)	\$2,155,846.09	0

11. INDIRECT EXPENSE	a. TYPE OF RATE				
	<input type="checkbox"/> PROVISIONAL	<input type="checkbox"/> PREDETERMINED	<input type="checkbox"/> FINAL	<input type="checkbox"/> FIXED	
	b. RATE	c. BASE	d. TOTAL AMOUNT	e. FEDERAL SHARE	

13. CERTIFICATION	SIGNATURE OF AUTHORIZED OFFICIAL	DATE SUBMITTED
I certify to the best of my knowledge and belief that this report is correct and complete and that all outlays are for the purposes set forth in the award documents.	<i>Edward H. Meerholz</i>	7/12/84
	NAME AND TITLE	TELEPHONE
	EDWARD H. MEERHOLZ, BUDGET DIRECTOR	301-338-8166

FINANCIAL STATUS REPORT

1. FEDERAL AGENCY TO WHICH REPORT IS SUBMITTED Agency for International Development		2. FEDERAL GRANT OR OTHER IDENTIFYING NUMBER AID/ DPE-3004-A-00-2010-00		OMB APPROVED NO. 80-F0180	PAGE OF 2 2
3. RECIPIENT ORGANIZATION  The Johns Hopkins University Charles and 34th Streets Baltimore, Maryland 21218		4. EMPLOYER IDENTIFICATION NUMBER 1-520595110-A5	5. RECIPIENT ACCOUNT NUMBER H.52.7513 MASTER	6. FINAL REPORT   YES   NO	
8. PROJECT/ GRANT PERIOD		7. BASIS   CASH   ACCRUAL		PERIOD COVERED BY THIS REPORT	
FROM (Month, day, year) 09/30/82		TO (Month, day, year) 09/30/87		FROM (Month, day, year) 04/01/84	
				TO (Month, day, year) 06/30/84 1st Closing	

PROGRAMS/ FUNCTIONS/ ACTIVITIES	STATUS OF FUNDS						TOTAL (g)
	(a) Indirect Costs	(b) Other Direct Costs	(c)	(d)	(e)	(f)	
a. Net outlays previously reported	\$219,155.28	\$78,514.55					\$1,532,643.43
b. Total outlays this report period	51,743.94	32,930.21					378,629.68
c. Less: Program income credits	0.	0.					0.
d. Net outlays this report period (Line b minus line c)	51,743.94	32,930.21					378,629.68
e. Net outlays to date (Line a plus line d)	270,899.22	111,444.76					1,911,273.11
f. Less: Non-Federal share of outlays	0.	0.					0.
g. Total Federal share of outlays (Line e minus line f)	270,899.22	111,444.76					1,911,273.11
h. Total unliquidated obligations	0.	0.					0.
i. Less: Non-Federal share of unliquidated obligations shown on line h.	0.	0.					0.
j. Fed. share of unliquidated obligations	0.	0.					0.
k. Total Federal share of outlays and unliquidated obligations	270,899.22	111,444.76					1,911,273.11
l. Total cumulative amount of Fed. funds authorized	363,068.00	159,297.00					4,506,845.00
m. Unobligated balance of Federal funds	\$92,168.78	\$47,852.24					\$2,595,571.89

1. INDIRECT EXPENSE	a. TYPE OF RATE   PROVISIONAL     PREDETERMINED     FINAL		d. TOTAL AMOUNT \$270,899.22	e. FEDERAL SHARE \$270,899.22	13. CERTIFICATION I certify to the best of my knowledge and belief that this report is correct and complete and that all outlays are for the purposes set forth in the award documents.	SIGNATURE OF AUTHORIZED OFFICIAL <i>Edward H. Meerholz</i>	DATE SUBMITTED 7/12/87
	b. RATE 5%, 50%, 20%, 23%	c. BASE \$1,061,346.39					

**FINANCIAL STATUS REPORT**

(Follow instructions on the back)

1. FEDERAL AGENCY AND ORGANIZATIONAL ELEMENT TO WHICH REPORT IS SUBMITTED Agency for International Development		2. FEDERAL GRANT OR OTHER IDENTIFYING NUMBER AID/DPE 3004-A-00-2018-00		OMB Approved No. 80-RO180	PAGE 1 OF 2 PAGES
3. RECIPIENT ORGANIZATION (Name and complete address, including ZIP code) The Johns Hopkins University Charles & 34th Streets Baltimore, MD 21218		4. EMPLOYER IDENTIFICATION NUMBER 1-52-0595110-A5	5. RECIPIENT ACCOUNT NUMBER OR IDENTIFYING NUMBER H.52.7513 Master	6. FINAL REPORT <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO	
8. PROJECT/GRANT PERIOD (See instructions) FROM (Month, day, year) 09/30/82 TO (Month, day, year) 09/30/87		9. PERIOD COVERED BY THIS REPORT FROM (Month, day, year) 01/01/84 TO (Month, day, year) 03/31/84			

10. PROGRAMS/FUNCTIONS/ACTIVITIES ▶	STATUS OF FUNDS							TOTAL (g)
	(a) Salaries	(b) Fringe Benefits	(c) Consultants	(d) Travel	(e) Subcontracts	(f) Other Direct Costs		
a. Net outlays previously reported	\$ 368,936.42	\$ 76,273.86	\$ 149,018.93	\$ 59,560.59	\$ 198,517.69	\$ 53,362.69	\$	
b. Total outlays this report period	✓ 104,867.95	22,700.24	✓ 53,633.65	22,528.11	97,677.63	25,151.86		
c. Less: Program income credits	-	-	-	-	-	-	SEE	
d. Net outlays this report period (Line b minus line c)	104,867.95	22,700.24	53,633.65	22,528.11	97,677.63	25,151.86	NEXT	
e. Net outlays to date (Line a plus line d)	✓ 473,804.37	✓ 98,974.10	✓ 202,652.58	✓ 82,088.70	296,195.32	78,514.55	PAGE	
f. Less: Non-Federal share of outlays	-	-	-	-	-	-		
g. Total Federal share of outlays (Line e minus line f)	473,804.37	98,974.10	202,652.58	✓ 82,088.70	✓ 296,195.32	78,514.55		
h. Total unliquidated obligations	-	-	-	-	-	-		
i. Less: Non-Federal share of unliquidated obligations shown on line h	-	-	-	-	-	-		
j. Federal share of unliquidated obligations	-	-	-	-	-	-		
k. Total Federal share of outlays and unliquidated obligations	473,804.37	98,974.10	202,652.58	82,088.70	296,195.32	78,514.55		
l. Total cumulative amount of Federal funds authorized	345,743.00	65,692.00	23,502.00	86,158.00	1,765,067.00	53,544.00		
m. Unobligated balance of Federal funds	(128,061.37)	(33,282.10)	(179,150.58)	4,069.30	1,468,871.68	(24,970.55)		

11. SUBJECT REPORT		12. REMARKS: Attach any explanations deemed necessary or information required by Federal sponsoring agency in compliance with any legislation			13. CERTIFICATION I certify to the best of my knowledge and belief that this report is correct and complete and that all outlays and unliquidated obligations are for the purposes set forth in the award documents.		SIGNATURE OF AUTHORIZED CERTIFYING OFFICIAL <i>Edward H. Meerholz</i> TYPED OR PRINTED NAME AND TITLE Edward H. Meerholz, Budget Director		DATE REPORT SUBMITTED 4/11/88 TELEPHONE (Area code, number and extension) (301) 338-8166		
a. TYPE OF RATE (Place "X" in appropriate box)		b. RATE			c. BASE			d. TOTAL AMOUNT		e. FEDERAL SHARE	
<input checked="" type="checkbox"/> PROVISIONAL <input type="checkbox"/> PREDETERMINED <input type="checkbox"/> FINAL <input type="checkbox"/> FIXED											

# FINANCIAL STATUS REPORT

(Follow instructions on the back)

1. FEDERAL AGENCY AND ORGANIZATIONAL ELEMENT TO WHICH REPORT IS SUBMITTED Agency for International Development		2. FEDERAL GRANT OR OTHER IDENTIFYING NUMBER AID/DPE 3004-A-00-2018-00		OMB Approved No. 80-RO180	PAGE: (1) 2	PAGES 2
3. DONOR ORGANIZATION (Name and complete address, including ZIP code) The Johns Hopkins University Charles & 34th Streets Baltimore, MD 21218		4. EMPLOYER IDENTIFICATION NUMBER 1-52-0595110-A5	5. RECIPIENT ACCOUNT NUMBER OR IDENTIFYING NUMBER H.52.7513 Master	6. FINAL REPORT <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO		7. BASIS <input checked="" type="checkbox"/> CASH <input type="checkbox"/> ACCRUAL
8. PROJECT/GRANT PERIOD (See instructions) FROM (Month, day, year) 09/30/83			TO (Month, day, year) 09/30/87		9. PERIOD COVERED BY THIS REPORT FROM (Month, day, year) 01/01/84	
			TO (Month, day, year) 03/31/84			

## STATUS OF FUNDS

PROGRAMS/FUNCTIONS/ACTIVITIES ▶	(a) Equipment and Supplies	(b) Overhead	(c)	(d)	(e)	(f)	TOTAL (g)
a. Net outlays previously reported	\$ 74,690.83	\$ 165,152.65	\$	\$	\$	\$	\$ 1,145,513.66
b. Total outlays this report period	6,567.70	54,002.63					387,129.77
c. Less: Program income credits	-	-					
d. Net outlays this report period (Line b minus line c)	6,567.70	54,002.63					
e. Net outlays to date (Line a plus line d)	81,258.53	219,155.28					387,129.77
f. Less: Non-Federal share of outlays	-	-					1,532,643.43
g. Total Federal share of outlays (Line e minus line f)	81,258.53	219,155.28					1,532,643.43
h. Total unliquidated obligations	-	-					
i. Less: Non-Federal share of unliquidated obligations shown on line h	-	-					
j. Federal share of unliquidated obligations	-	-					
k. Total Federal share of outlays and unliquidated obligations	81,258.53	219,155.28					
l. Total cumulative amount of Federal funds authorized	29,355.00	137,784.00					✓ 1,532,643.43
m. Unobligated balance of Federal funds	(51,903.53)	(81,371.28)					2,506,515.00
							974,201.57

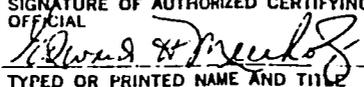
11. TYPE OF RATE (Place "X" in appropriate box)				
<input checked="" type="checkbox"/> PROVISIONAL <input type="checkbox"/> PREDETERMINED <input type="checkbox"/> FINAL <input type="checkbox"/> FIXED				
d. RATE	e. BASE	f. TOTAL AMOUNT	g. FEDERAL SHARE	
59% 50% 20% 23%	\$ 988,112.09	\$ 219,155.28	\$ 219,155.28	

13. CERTIFICATION  
I certify to the best of my knowledge and belief that this report is correct and complete and that all outlays and unliquidated obligations are for the purposes set forth in the award documents.

SIGNATURE OF AUTHORIZED CERTIFYING OFFICIAL  
*Edward H. Meerholz*  
TYPED OR PRINTED NAME AND TITLE  
Edward H. Meerholz, Budget Director

DATE REPORT SUBMITTED  
4/11/88  
TELEPHONE NUMBER AND EXTENSION  
(301) 338-8100

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FINANCIAL STATUS REPORT <small>(Follow instructions on the back)</small>		1. FEDERAL AGENCY AND ORGANIZATIONAL ELEMENT TO WHICH REPORT IS SUBMITTED		2. FEDERAL GRANT OR OTHER IDENTIFYING NUMBER		OMB Approved No. 80-RO120		PAGE OF	
		Agency for International Development		AID/DPE 3004-A-00-2018-00				1 2 PAGES	
3. RECIPIENT ORGANIZATION (Name and complete address, including ZIP code)		4. EMPLOYER IDENTIFICATION NUMBER		5. RECIPIENT ACCOUNT NUMBER OR IDENTIFYING NUMBER		6. FINAL REPORT		7. BASIS	
The Johns Hopkins University Charles & 34th Streets Baltimore, Maryland 21218		1-52-0595110-A5		H.52.7513 Master		<input type="checkbox"/> YES <input checked="" type="checkbox"/> NO		<input checked="" type="checkbox"/> CASH <input type="checkbox"/> ACCRUAL	
		8. PROJECT/GRANT PERIOD (See instructions)		9. PERIOD COVERED BY THIS REPORT					
		FROM (Month, day, year) 9/30/82		TO (Month, day, year) 2/28/84		FROM (Month, day, year) 10/1/83		TO (Month, day, year) 12/31/83	
10. STATUS OF FUNDS									
PROGRAMS/FUNCTIONS/ACTIVITIES ▶	(a) Salaries	(b) Fringe Benefits	(c) Consultants	(d) Travel	(e) Subcontracts	(f) Other Direct Costs	TOTAL (g)		
a. Net outlays previously reported	\$ 262,991.96	\$ 53,625.78	\$ 102,524.67	\$ 36,256.64	\$ 86,088.29	\$ 38,132.14	\$		
b. Total outlays this report period	105,944.46 ✓	22,648.08 ✓	46,494.26 ✓	23,303.95 ✓	112,429.40 ✓	15,230.55 ✓			
c. Less: Program income credits	-	-	-	-	-	-	SEE		
d. Net outlays this report period (Line b minus line c)	105,944.46	22,648.08	46,494.26	23,303.95	112,429.40	15,230.55	NEXT		
e. Net outlays to date (Line a plus line d)	368,936.42	76,273.86	149,018.93	59,560.59	198,517.69	53,362.69	PAGE		
f. Less: Non-Federal share of outlays	-	-	-	-	-	-			
g. Total Federal share of outlays (Line e minus line f)	368,936.42	76,273.86	149,018.93	59,560.59	198,517.69	53,362.69			
h. Total unliquidated obligations	-	-	-	-	-	-			
i. Less: Non-Federal share of unliquidated obligations shown on line h	-	-	-	-	-	-			
j. Federal share of unliquidated obligations	-	-	-	-	-	-			
k. Total Federal share of outlays and unliquidated obligations	368,936.42	76,273.86	149,018.93	59,560.59	198,517.69	53,362.69			
l. Total cumulative amount of Federal funds authorized	345,743.00	65,692.00	23,502.00	86,158.00	1,765,067.00	33,971.00			
m. Unobligated balance of Federal funds	(23,193.42)	(10,581.86)	(125,516.93)	26,597.41	1,566,549.31	(19,391.69)			
11. INDIRECT EXPENSE	a. TYPE OF RATE (Place "X" in appropriate box) <input checked="" type="checkbox"/> PROVISIONAL <input type="checkbox"/> PREDETERMINED <input type="checkbox"/> FINAL <input type="checkbox"/> FIXED					13. CERTIFICATION I certify to the best of my knowledge and belief that this report is correct and complete and that all outlays and unliquidated obligations are for the purposes set forth in the award documents.			
	b. RATE	c. BASE	d. TOTAL AMOUNT	e. FEDERAL SHARE	SIGNATURE OF AUTHORIZED CERTIFYING OFFICIAL  TYPED OR PRINTED NAME AND TITLE Edward H. Meerholz, Budget Director				
12. REMARKS: Attach any explanations deemed necessary or information required by Federal sponsoring agency in compliance with governing legislation.					DATE REPORT SUBMITTED 1/16/84 TELEPHONE (Area code, number and extension) (301) 338-8166				

# FINANCIAL STATUS REPORT

(Follow instructions on the back)

**1. RECIPIENT ORGANIZATION** (Name and complete address, including ZIP code)  
 The Johns Hopkins University  
 Charles & 34th Streets  
 Baltimore, Maryland 21218

**1. FEDERAL AGENCY AND ORGANIZATIONAL ELEMENT TO WHICH REPORT IS SUBMITTED**  
 Agency for International Development

**2. FEDERAL GRANT OR OTHER IDENTIFYING NUMBER**  
 AID/DPE 3004-A-00-2018-00

OMB Approved  
 No. 80-RO180

PAGE OF  
 2 2 PAGES

**4. EMPLOYER IDENTIFICATION NUMBER**  
 1-52-0595110-A5

**5. RECIPIENT ACCOUNT NUMBER OR IDENTIFYING NUMBER**  
 H.52.7513 Master

**6. FINAL REPORT**  
 YES  NO

**7. BASIS**  
 CASH  ACCRUAL

**8. PROJECT/GRANT PERIOD** (See instructions)  
 FROM (Month, day, year) 09/30/83 TO (Month, day, year) 02/28/84

**9. PERIOD COVERED BY THIS REPORT**  
 FROM (Month, day, year) 10/1/83 TO (Month, day, year) 12/31/83

PROGRAMS/FUNCTIONS/ACTIVITIES ▶	STATUS OF FUNDS						TOTAL (g)
	(a) Equipment and Supplies	(b) Overhead	(c)	(d)	(e)	(f)	
a. Net outlays previously reported	\$ 63,447.18	\$ 113,997.90	\$	\$	\$	\$	\$ 757,064.56
b. Total outlays this report period	11,243.65	51,154.75					388,449.10 ✓
c. Less: Program income credits	-	-					-
d. Net outlays this report period (Line b minus line c)	11,243.65	51,154.75					-
e. Net outlays to date (Line a plus line d)	74,690.83	165,152.65					388,449.10
f. Less: Non-Federal share of outlays	-	-					1,145,513.66
g. Total Federal share of outlays (Line e minus line f)	74,690.83	165,152.65					-
h. Total unliquidated obligations	-	-					1,145,513.66
i. Less: Non-Federal share of unliquidated obligations shown on line h	-	-					-
j. Federal share of unliquidated obligations	-	-					-
k. Total Federal share of outlays and unliquidated obligations	74,690.83	165,152.65					-
l. Total cumulative amount of Federal funds authorized	48,928.00	137,784.00					1,145,513.66
m. Unobligated balance of Federal funds	(25,762.83)	(27,368.65)					2,506,845.00
							1,361,331.34

**1. INDIRECT EXPENSE**  
 a. TYPE OF RATE (Place "X" in appropriate box)  PROVISIONAL  PREDETERMINED  FINAL  FIXED  
 b. RATE 59%/50%/20%/23%  
 c. BASE \$753,318.05  
 d. TOTAL AMOUNT \$165,152.65  
 e. FEDERAL SHARE \$165,152.65

**13. CERTIFICATION**  
 I certify to the best of my knowledge and belief that this report is correct and complete and that all outlays and unliquidated obligations are for the purposes set forth in the award documents.

SIGNATURE OF AUTHORIZED CERTIFYING OFFICIAL

TYPED OR PRINTED NAME AND TITLE  
 Edward H. Meerholz, Budget Director

DATE REPORT SUBMITTED

TELEPHONE (Area code, number and extension)  
 (301) 338-8166

**2. REMARKS:** Attach any explanations deemed necessary or information required by Federal sponsoring agency in compliance with governing legislation.

## APPENDIX K

## THE JOHNS HOPKINS UNIVERSITY

-----			
PIP/POPULATION COMMUNICATION SERVICES PROJECT			
	EXPENDITURES	BUDGET	
STATEMENT OF ACCOUNT	FR: 10/01/83	FR: 10/01/83	
	TO: 09/30/84	TO: 09/30/84	DEVIATION
=====			
SALARIES & WAGES	\$411,106	\$461,043	\$49,937
FRINGE BENEFITS	90,423	97,894	7,471
CONSULTANTS	177,784	229,144	51,360
TRAVEL AND ALLOWANCES	86,561	141,039	54,478
EQUIPMENT AND SUPPLIES	47,455	48,170	715
SUBCONTRACTS			
COUNTRY PROJECTS	124,206	576,131	451,925
AED	224,093	188,408	(35,685)
PIACT	158,230	150,023	(8,207)
NPN	44,209	44,867	658
SUBTOTAL	550,738	959,429	408,691
OTHER DIRECT COSTS	117,787	145,746	27,959
INDIRECT COSTS	213,786	264,097	50,311
-----			
TOTAL	\$1,695,640	\$2,346,562	\$650,922
=====			

## NOTES:

- (1) THIS REPORT INCLUDES REGIONAL BUY-IN FUNDS.
- (2) EXPENDITURES FOR CONSULTANTS INCLUDE BOTH FEE FOR SERVICES AND ALLOWANCES.
- (3) EXPENDITURES FOR SUBCONTRACTS INCLUDE BOTH VOUCHERED AND ACCRUED EXPENDITURES. THE ACCRUED EXPENDITURES FOR COUNTRY PROJECTS REFLECT FUNDS ADVANCED BUT NOT VOUCHERED. THE TOTAL ACCRUED EXPENDITURES INCLUDED IN THIS REPORT IS \$137,903.
- (4) EXPENDITURES FOR OTHER DIRECT COSTS INCLUDE \$12,335 FILM REVENUE.

## THE JOHNS HOPKINS UNIVERSITY

-----  
PIF/POPULATION COMMUNICATION  
SERVICES PROJECT

CUMULATIVE EXPENDITURES	FR: 10/01/82 TO: 09/30/83	FR: 10/01/83 TO: 09/30/84	TOTAL
SALARIES & WAGES	\$262,992	\$411,106	\$674,098
FRINGE BENEFITS	53,625	90,423	144,048
CONSULTANTS	102,525	177,784	280,309
TRAVEL AND ALLOWANCES	36,257	86,561	122,818
EQUIPMENT AND SUPPLIES	63,447	47,455	110,902
SUBCONTRACTS			
COUNTRY PROJECTS	0	124,206	124,206
AED	60,957	224,093	285,050
PIACT	14,601	158,230	172,831
NPN	10,530	44,209	54,739
SUBTOTAL	86,088	550,738	636,826
OTHER DIRECT COSTS	38,132	117,787	155,919
INDIRECT COSTS	113,999	213,786	327,785
TOTAL	\$757,065	\$1,695,640	\$2,452,705
OBLIGATED AS OF 09/30/84			\$5,156,845
BALANCE OF FUNDS AS OF 09/30/84			\$2,704,140

## NOTES:

- (1) THIS REPORT INCLUDES REGIONAL BUY-IN FUNDS.
- (2) EXPENDITURES FOR CONSULTANTS INCLUDE BOTH FEE FOR SERVICES AND ALLOWANCES.
- (3) EXPENDITURES FOR SUBCONTRACTS INCLUDE BOTH VOUCHERED AND ACCRUED EXPENDITURES. THE ACCRUED EXPENDITURES FOR COUNTRY PROJECTS REFLECT FUNDS ADVANCED BUT NOT VOUCHERED. THE TOTAL ACCRUED EXPENDITURES INCLUDED IN THIS REPORT IS \$137,903.
- (4) EXPENDITURES FOR OTHER DIRECT COSTS INCLUDE \$12,335 FILM REVENUE.

THE JOHNS HOPKINS UNIVERSITY

-----  
 PIP/POPULATION COMMUNICATION  
 SERVICES

FIVE-YEAR FINANCIAL PLAN	10-01-82 09-30-83	10-01-83 09-30-84	10-01-84 09-30-85	10-01-85 09-30-86	10-01-86 09-30-87	TOTAL
=====						
SALARIES & WAGES	\$262,992	\$411,107	\$613,389	\$390,021	\$176,812	\$1,854,321
FRINGE BENEFITS	53,626	90,423	143,512	73,442	33,595	394,598
CONSULTANTS	102,525	177,784	158,828	44,268	26,460	509,865
TRAVEL AND ALLOWANCES	36,257	86,561	232,098	121,569	11,402	487,887
EQUIPMENT AND SUPPLIES	63,447	47,455	48,788	7,786	5,500	172,976
SUBCONTRACTS						
COUNTRY PROJECTS	0	46,562	1,384,151	1,230,702	552,735	3,214,150
AEO	60,957	191,860	504,376	347,633	118,288	1,223,114
PIACT	14,601	137,391	249,833	197,040	108,492	707,357
NPN	10,530	37,020	17,248	0	0	64,798
SUBTOTAL	86,088	412,833	2,155,608	1,775,375	779,515	5,209,419
OTHER DIRECT COSTS	38,132	117,788	160,807	53,039	23,974	393,740
INDIRECT COSTS	113,998	213,786	324,984	155,264	64,162	872,194
-----						
TOTAL	\$757,065	\$1,557,737	\$3,838,014	\$2,620,764	\$1,121,420	\$9,895,000
=====						

## APPENDIX M1

## THE JOHNS HOPKINS UNIVERSITY

PIP/POPULATION COMMUNICATION SERVICES PROJECT	ACTUAL EXPENDITURES YEAR 2 FR: 10/01/83 TO: 09/30/84	BUDGET YEAR 3 FR: 10/01/84 TO: 09/30/85	TOTAL BUDGET
SALARIES & WAGES	\$27,344	\$63,954	\$91,298
FRINGE BENEFITS	6,084	14,744	20,828
CONSULTANTS	50,753	0	50,753
TRAVEL AND ALLOWANCES	31,018	0	31,018
EQUIPMENT AND SUPPLIES	0	0	0
SUBCONTRACTS			
COUNTRY PROJECTS	0	165,977	165,977
AED	0	0	0
PIACT	37,249	0	37,249
NPN	0	0	0
SUBTOTAL	37,249	165,977	203,226
OTHER DIRECT COSTS	42,467	2,971	45,438
INDIRECT COSTS	37,839	19,600	57,439
TOTAL	\$232,754	\$267,246	\$500,000

## THE JOHNS HOPKINS UNIVERSITY

-----			
PIP/POPULATION COMMUNICATION			
SERVICES PROJECT			
	BUDGET	BUDGET	
	YEAR 3	YEAR 4	
LATIN AMERICA BUY-IN	FR: 10/01/84	FR: 10/01/85	TOTAL
STATEMENT OF ACCOUNT	TO: 09/30/85	TO: 09/30/86	BUDGET
=====			
SALARIES & WAGES	\$8,621	\$5,147	\$13,768
FRINGE BENEFITS	1,983	1,184	3,167
CONSULTANTS	10,000	0	10,000
TRAVEL AND ALLOWANCES	16,175	645	16,820
EQUIPMENT AND SUPPLIES	0	0	0
SUBCONTRACTS			
*COUNTRY PROJECTS	220,000	25,000	245,000
AED	0	0	0
PIACT	0	0	0
NPN	0	0	0
	-----	-----	-----
SUBTOTAL	220,000	25,000	245,000
OTHER DIRECT COSTS	400	200	600
INDIRECT COSTS	8,923	1,722	10,645
-----			
TOTAL	\$266,102	\$33,898	\$300,000
=====			

\*INCLUDES \$5,000 FOR AUDIT

## THE JOHNS HOPKINS UNIVERSITY

-----				
PIP/POPULATION COMMUNICATION				
SERVICES PROJECT	EXPENDITURES	BUDGET	BUDGET	
	YEAR 2	YEAR 3	YEAR 4	TOTAL
ASIA (INDIA) BUY-IN	FR: 10/01/82	FR: 10/01/83	FR: 10/01/84	BUDGET
STATEMENT OF ACCOUNT	TO: 09/30/83	TO: 09/30/84	TO: 09/30/85	
=====				
SALARIES & WAGES	\$1,113	\$49,302	\$66,589	\$117,004
FRINGE BENEFITS	250	11,586	15,981	27,817
CONSULTANTS	2,000	19,205	0	21,205
TRAVEL AND ALLOWANCES	4,982	61,425	39,400	105,807
EQUIPMENT AND SUPPLIES	0	0	0	0
SUBCONTRACTS				
COUNTRY PROJECTS	0	0	0	0
AED	0	0	0	0
PIACT	0	0	0	0
NPN	0	0	0	0
SUBTOTAL	0	0	0	0
OTHER DIRECT COSTS	0	5,000	5,425	10,425
INDIRECT COSTS	2,003	35,164	30,575	67,742
-----				
TOTAL	\$10,348	\$181,682	\$157,970	\$350,000
=====				

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## REPORT ON AFRICA BUY-IN ACTIVITIES AND EXPENDITURES, FY1984

In August 1983, JHU/PCS received funding from the Africa Bureau (Family Health Initiatives) in the amount of \$500,000 for a two-year period. As a result of these buy-in funds, seven activities were undertaken in Africa during the second project year at a cost of \$232,754. These activities were as follows:

- (1) Nigeria: US study tour and workshops
- (2) Nigeria: project development in Kwara State
- (3) Nigeria: project development with the Planned Parenthood Federation of Nigeria (PPFN)
- (4) Senegal: project development with the Union des Radios et Télévisions Nationales d'Afrique (URTNA)
- (5) Kenya: initial fact-finding trip
- (6) Sudan: attempted project development with National Population Committee
- (7) Zaire: needs assessment/technical assistance visit

Expenditures for these activities are listed in Appendix O, which follows. Without specific funds from the Africa Bureau, JHU/PCS could not have budgeted or supported these important activities.

1. Nigeria: study tour and workshops

In October 1983, JHU/PCS conducted two workshops for Nigerian officials visiting the United States on an AID-sponsored study tour. JHU/PCS funded the 12-day visit of three officials from Ondo and Plateau states and organized a three-day workshop on population/family life education for these three officials and a fourth educator from Ogun state. The purpose of the workshop was to assist these officials in developing action plans for introducing population and family life education into their state's curriculum. The program included sessions on curriculum content, materials development and teacher training led by several experts in the field, as well as visits to three local organizations working in population and family life education. Participants were also given background information and copies of exemplary student and teacher training materials.

A second one-day session for 14 family planning leaders from Ogun, Ondo, Lagos, Niger and Plateau states was also held at JHU. This was intended to assist the participants in developing the IEC component of their state-wide family planning programs and covered various communication concepts and strategies appropriate to family planning. Topics covered included: audience identification, message design, media selection and media mix. This workshop was useful in establishing contacts with Nigeria family planning leaders and in developing ideas regarding state-level JHU/PCS initiatives.

## 2. Nigeria: project development in Kwara State

During September 1983 trips to Nigeria, Steven C. Smith (Regional Program Coordinator) and John Boone (consultant) drafted a proposal with the Kwara State Ministry of Health to produce family health radio, TV and newspaper announcements and to provide orientation on communication techniques to MOH clinical staff. This project was initially suggested by Dr. Donald Bogue of the University of Chicago. During subsequent visits (not charged to the buy-in), technical assistance was provided for this two-year project which has a total budget of \$86,947, most of which will be expended during FY1985.

## 3. Nigeria: project development with PPFN

Funding from the Africa Bureau covered project development by Steven Smith with PPFN, including substantial assistance by consultants John Boone and Ann Leonard (of PIACT) in developing print materials to be distributed by PPFN.

During previous visits, and in collaboration with USAID/Nigeria, a need was identified to develop print materials for current and potential family planning clients on the IUCD, oral contraceptives, and the condom. Ann Leonard, a PIACT consultant, and John Boone carried out message design investigations in five states in November/December 1983. Ms. Leonard then developed preliminary prototypes for booklets on the above topics and returned to Nigeria in February/March 1984 and pretested and finalized them in Yoruba. Final versions of the booklets (105,000 copies), which were produced under the auspices of the Planned Parenthood Federation of Nigeria, were available for distribution throughout Yoruba-speaking areas of Nigeria in July 1984. The cost of Ms. Leonard's services were covered through the PIACT subcontract. Printing costs, in Baltimore, were paid by JHU/PCS. These items were charged to the buy-in.

During a July 1984 visit, Steven C. Smith began development of two proposals with the Planned Parenthood Federation of Nigeria (PPFN). One was for the printing and distribution of the Hausa, Ibo and Pidgin English family planning booklets developed with JHU/PCS assistance. In addition, a second proposal amounting to more than \$200,000 was developed for a statewide communication project to be implemented by the PPFN branch in Hausa-speaking Plateau State. PPFN, in conjunction with a local advertising firm, will implement a model state-wide comprehensive media campaign and will develop and produce other materials for national distribution. Both projects are scheduled to start in FY1985.

It should be noted that of the nine visits to Nigeria in FY1984, six were charged to the buy-in; three of five consultants were charged to the buy-in. It is estimated that about one-third of subsequent total country project costs in Nigeria will be charged to the buy-in. All other costs will be covered from core funding.

## 4. Senegal: project development with URTNA

In recognition of the widespread influence of the broadcast media in Africa, JHU/PCS developed a project with the Dakar-based Union des Radios et Télévisions Nationales d'Afrique (URTNA), a pan-African professional organization for broadcasters. The JHU/PCS Deputy Project Director visited URTNA

headquarters in Dakar in November 1983 with two others to initiate discussions. The initial visit was charged to the buy-in, but subsequent visits and a one-year, \$72,472 project initiated in July 1984 were supported through core funding. The project is designed to reach senior-level broadcast officials in Africa to ensure that family planning and child spacing are incorporated into health-related programs and that population issues are included in discussions about national development. Principal project activities include: development and distribution of a broadcast information bulletin in French and English with ready-to-air news and program notes on family health; organization of two broadcast workshops--one in English and one in French--to stimulate consideration of population, family planning and related issues and orient broadcasters on techniques for incorporating these topics in their existing programs; provision of technical assistance to at least four countries interested in developing new programs dealing with family planning; and exchange of innovative radio and TV programs through the URTNA Programme Exchange Centre located in Nairobi.

5. Kenya: initial fact-finding trip

Veronica Elliott, JHU/PCS Regional Program Coordinator, made a visit to Kenya in the fall of 1983 to initiate talks with the REDSO/EA Regional Population Advisor and to explore project possibilities with nongovernmental agencies in Kenya.

6. Sudan: attempted project development

JHU/PCS consultants Anwar Bachbaouab and Alexander Shaw visited the Sudan in January 1984 to follow up on the Bachbaouab/Yacoob needs assessment conducted in May 1983 and requests from the Mission. Bachbaouab and Shaw attempted to develop a project with the newly formed National Population Committee, but the Committee was unable to undertake an extensive IEC project at this time. As a result of the visit, JHU/PCS began to explore a smaller scale, print material project with the University of Khartoum, which later proved feasible.

7. Zaire: needs assessment/technical assistance visit

JHU/PCS Regional Program Coordinator Margaret B. Parlato conducted a needs assessment/technical assistance visit to Zaire in November 1984. Communication strategies were developed for the AID-supported Basic Rural Health Project (Projet de Santé Rural--SANRU) and the Urban Family Planning Project. In working with these two groups, emphasis was given to identifying common communication activities and working out ways to share limited IEC funds and dividing responsibilities for media production. Major media activities planned were in the areas of radio, graphic materials and songs. Clinic and village-level interpersonal communication was also built into the programs. Mrs. Parlato provided technical assistance in designing IEC training modules for use in training family planning service delivery personnel as well.

As a result of this visit, the need was identified to conduct a study to identify appropriate family planning IEC messages for use in family planning programs throughout the country. The study was conducted by JHU/PCS representatives of SANRU, the Urban Family Planning Project and the National Committee on Desired Births. These organizations are now developing media

production plans based on the research findings. The initial visit was funded from the Africa Bureau buy-in. Subsequent work was supported by core funds.

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In addition to these activities, JHU/PCS has provided various types of help to a dozen other African countries for which core funds were used. Major activities in Africa which are not funded through the buy-in include the URTNA regional broadcast project; the regional print materials project; needs assessments in Burkina Faso, the Congo, Mali, and Somalia; projects being developing in Kenya and Liberia; and technical assistance in Zimbabwe. These are described in detail in Section II.

THE JOHNS HOPKINS UNIVERSITY  
 PIP/PCS PROJECT  
 DETAILED BUDGET FOR AFRICA BUY-IN FUNDS - FY1984 & FY1985

ITEMS	NO. PERSON MONTHS	YEAR 2 10/1/83- 9/30/84	YEAR 3 10/1/84- 9/30/85	TOTAL
<b>SALARIES</b>				
<b>ONSITE STAFF</b>				
REGIONAL PROGRAM COORD.	19.2	17,499	29,120	46,619
DEPUTY DIRECTOR	0.60	1,506		1,506
REGIONAL PROGRAM COORD.	3.0	3,333		3,333
REGIONAL PROGRAM COORD.	3.6	2,998	4,795	7,793
ADMINISTRATIVE ASS'T.	4.8	2,008	4,339	6,347
VACANT RPC	3.0		8,750	8,750
ASSISTANT RPC	3.0		4,450	4,450
<b>SUBTOTAL PROFESSIONAL STAFF</b>	<b>37.2</b>	<b>27,344</b>	<b>51,454</b>	<b>78,798</b>
<b>SUPPORT STAFF</b>				
VACANT SECRETARY	12.0		12,500	12,500
<b>SUBTOTAL SALARIES</b>	<b>49.20</b>	<b>27,344</b>	<b>63,954</b>	<b>91,298</b>
<b>FRINGE BENEFITS</b>				
		6,084	14,744	20,828
<b>INTERNATIONAL TRAVEL</b>				
1 RT-SENEGAL (ECHOLS)		2,167		2,167
1 RT KENYA (ELLIOTT)		2,501		2,501
2 RT NIGERIA (SMITH)		1,715		1,715
1 RT ZAIRE (PARLATO)		1,974		1,974
NIGERIAN WORKSHOP		7,149		7,149
<b>SUBTOTAL INT'L TRAVEL</b>		<b>15,506</b>		<b>15,506</b>
<b>SUBSISTENCE &amp; OTHER COST</b>				
1 RT SENEGAL 20 DAYS		2,184		2,184
1 RT KENYA 10 DAYS		2,587		2,587
2 RT NIGERIA 49 DAYS		7,708		7,708

THE JOHNS HOPKINS UNIVERSITY  
 PIP/PCS PROJECT  
 DETAILED BUDGET FOR AFRICA BUY-IN FUNDS - FY1984 & FY1985

ITEMS	NO. PERSON MONTHS	YEAR 2 10/1/83- 9/30/84	YEAR 3 10/1/84- 9/30/85	TOTAL
1 RT ZAIRE		3,033		3,033
-----				
SUBTOTAL INT'L TRAVEL & SUBSISTENCE		15,512		15,512
=====				
CONSULTANTS				
=====				
1 RT SENEGAL (SWEENEY)				
CONSULTANT FEES		1,548		1,548
TRANSPORTATION & OTHER		1,929		1,929
2 RT NIGERIA (BOONE)				
CONSULTANT FEES		12,120		12,120
TRANSPORTATION & OTHER		16,984		16,984
NIGERIA IN-COUNTRY (RICH)				
CONSULTANT FEES		480		480
TRANSPORTATION & OTHER		700		700
1 RT TUNISIA-SUDAN (BACHBAOUAB)				
CONSULTANT FEES		2,622		2,622
TRANSPORTATION & OTHER		3,037		3,037
1 RT TUNISIA-BALTIMORE (BACHBAOUAB)				
CONSULTANT FEES		1,104		1,104
TRANSPORTATION & OTHER		2,099		2,099
1 RT SUDAN (SHAW)				
CONSULTANT FEES		3,969		3,969
TRANSPORTATION & OTHER		4,161		4,161
-----				
SUBTOTAL CONSULTANTS' FEES AND TRANSPORTATION		50,753		50,753
=====				
OTHER DIRECT COST				
=====				
POSTAGE & SHIPPING		18,295	525	18,820
WORD PROCESSING SERVICE			525	525
LONG-DISTANCE TELEPHONE		1,305	871	2,176
COPY SERVICE		922	1,050	1,972
PRINTING NON-JHU		17,205		17,205
GENERAL MAT. & SUP.		2,415		2,415
INDEPENDENT CONTRACTORS		2,325		2,325
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SUBTOTAL ODC		42,467	2,971	45,438
=====				
SUBCONTRACTS				

## APPENDIX 0

THE JOHNS HOPKINS UNIVERSITY  
 PIP/PCS PROJECT  
 DETAILED BUDGET FOR AFRICA BUY-IN FUNDS - FY1984 & FY1985

ITEMS	NO. PERSON MONTHS	YEAR 2 10/1/83- 9/30/84	YEAR 3 10/1/84- 9/30/85	TOTAL
===== KWARA STATE			86,947	86,947
NIGERIA PPFN			79,030	79,030
PIACT		37,249		37,249
SUBTOTAL SUBCONTRACTS		37,249	165,977	203,226
===== TOTAL DIRECT COST		194,915	247,646	442,561
INDIRECT COST		37,839	19,600	57,439
===== TOTAL COST		232,754	267,246	500,000
=====				