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PROJECT ASSISTANCE COMPLETION REPORT

Title: Family Planning, Information, Education, Communication and Training
Project No.: 538-0116
Funding Period: FY 84-87
LOP Funding: \$961,752
Grantee: International Planned Parenthood Federation/Western Hemisphere Region, Inc.
PACD: June 30, 1987

I. Background and Current Project Status: On March 23, 1984 an Operational Program Grant was made to the International Planned Parenthood Federation/Western Hemisphere Region, Inc. The purpose of the Grant was to encourage the wider acceptance of family planning in the Eastern Caribbean and to improve the capacity of the Caribbean Family Planning Affiliation (CFPA) and Governments in the territories of Grenada, St. Vincent and the Grenadines, St. Lucia, Dominica, Antigua/Barbuda, St. Kitts/Nevis and Montserrat, to motivate the people of the region to practice family planning and to provide the necessary services. Project authorization was for \$961,752 and the Project Assistance Completion Date was June 30, 1987.

The Project was designed to provide assistance through a sub-grant from IPPF/WHR to the Caribbean Family Planning Affiliation Ltd, to support the design and implementation of national information, education and communication plans, the design, production and distribution of IEC materials for use in the national campaigns, the upgrading of family planning teaching in the Region's schools, and technical assistance in the areas of management, evaluation, project development and medical/clinical services. A list of non-expendable equipment supplied under the Grant is attached to this report.

II. Summary of Inputs and Accomplishments

The Caribbean Family Planning Affiliation (CFPA) provided technical assistance to six member family planning associations and Governments (Grenada was not ready for such assistance) in designing and implementing national information, education and communication (IEC) plans. CFPA staff and consultants who were hired worked diligently and professionally with local technicians to put together national plans. In the views of the mid-project evaluation team, the quality of these plans was generally good and

accepted at the technical level but complete success was hindered by the lack of 'local' counterpart resources and delays arising from policy differences between the technicians and senior decision-makers at the local level. The task of producing national IEC plans had proved useful in coordinating private and public activities in this field, had helped national technicians to improve their skills and had crystallized acceptance of the need for national plans. CFPA had gained legitimacy through providing high quality technical assistance and had facilitated good working relationships with national technicians and policy makers.

With regard to IEC materials production and distribution, CFPA produced and made available a wide array of audio-visual materials necessary for the three audience multi-media campaigns. Most of the materials were completed on time and were of outstanding quality. The poster layouts and production were professional and themes were appropriate. The videos were said to be culturally relevant, informative and persuasive. However, CFPA fell significantly behind in producing pilot a/v materials for teens because of staff resignations. Indeed the training officer who was responsible for the work had to act as Chief Executive Officer and was unable to complete some of the work before she too resigned to accept a similar position with the Pan American Health Organization.

CFPA had also been charged with the responsibility of pre-testing the information materials for impact and of evaluating IEC programs. CFPA conducted several meaningful evaluations of its IEC program, systematically pre-tested its IEC materials, collected information on process measures, distribution reports, advertising placements, media coverage and training reports. CFPA's professional staff used evaluation findings to refine and revise their activities, and through the Contraceptive Prevalence Surveys conducted (and being conducted), hoped to be able to analyse to some degree the impact of CFPA's programs.

CFPA's program was also required to provide technical assistance to FPA's and governments in the design and implementation of in-country training for field workers, and to design and conduct courses for teacher educators to enable them to develop and teach sex education and family planning, within the family life education curricula of the school system.

CFPA conducted a needs assessment and reduced the number of workshops to a maximum of five, two countries per workshop. The revised training plan was held to be pragmatic and justifiable. However, with staffing problems involving the training officer having to act for the Chief Executive Officer, much less of her time was available for this training. However, the training officer caught up with the back-log and was able to conduct five workshops which accommodated all of the field staff of the FPA's that needed training.

With regard to the training needs of teachers, CFPA's training officer also conducted a training needs assessment, and based on findings, carried out two regional teachers' workshops and four in-country teacher/fieldworker workshops. No rigorous evaluations of these workshops were carried out, but they were well received and there was a demand for additional workshops. Most note-worthy was the production of a manual "Teaching Human Sexuality in Caribbean schools" which was so well received that it was translated into Spanish to use among IPPF/WHR's Spanish-speaking affiliates. It has been widely distributed throughout Latin America. The evaluators recommended that workshops for the staff of teacher training colleges should be carried out. This recommendation was accepted and implemented by CFPA.

CFPA was also required to provide technical assistance to FPA's and governments, but the evaluators found that resources available under the grant for this were greatly under-utilized. They felt that the high turn-over in the holders of the posts of Chief Executive Officer was the main reason for this under-utilization of funds and recommended more visits by the Chief Executive Officer to each of the countries, and greater dialogue with the FPA's and Chief Executives.

- III. Developmental Impact: The Project contributed significantly to RDO/C's overall population strategy. Critical support in information, education and communication had been provided to government services and population and family planning issues were given a higher profile as a result of the project. By the end of the Project almost all of the work plan had been implemented,

and satisfactory explanations were offered for those five items which had not been completed. Detailed statements of accomplishments in the fields of assistance in developing national IEC programs, producing and distributing IEC material, training and providing technical assistance, have been given at para. II Summary of Inputs and Accomplishments.

The development impact is most clearly seen on the growth of the CFPA itself. The evaluators spoke highly of the organization's development over the five years ending 1986 and commented that it needed a long term commitment from USAID and other donors because of the important role it had played and could play in the future. The evaluators felt that as a regional organization, CFPA could find its niche, function effectively and grow in its capabilities. It was capable of producing a high quality of outputs at lower costs regionally. There was also a positive change in the project environment, with improved government attitudes and policies.

IV. Recommendations for Continuing Monitoring and Post-Project Input: Following on the mid-term evaluation report and the completion of the project, RDO/C decided to consolidate its population portfolio by folding-in the Family Planning Information, Education, Communication and Training project, (538-0116), into the Population and Development Project (538-0039), and to enter into a Cooperative Agreement directly with CFPA Ltd. under which continuing support was provided for staffing and operating expenses of the organization. Substantial technical assistance is being provided to enhance the management skills for CFPA, the Barbados Family Planning Association and some of CFPA's affiliates.

V. Lessons Learned: There was no final evaluation of the Project, since the decision had been taken by RDO/C following the mid-term evaluation to continue to support building CFPA Ltd. as the Region's population institution, with responsibility for training of government and family planning association personnel involved in family planning and family life education.

A few important lessons emerge from the evaluation findings. Firstly, CFPA, a regional organization, can find its niche, function effectively and grow in its capabilities. Working at the regional level has definite benefits such as higher quality of outputs and lower costs. Secondly, an important organization such as CFPA requires a full-time, a-political, chief executive officer if it is to effectively perform the tasks which have been

assigned to it. Thirdly, a changing project environment can have a beneficial effect on the project. For example, improved governmental attitudes and or policies as well as participation in family planning issues have had a positive impact on the project.

CFPA Ltd. will be encouraged through its Chief Executive Officer to work closely and simultaneously both with governments, mainly Ministries of Health/Education and Planning, and with its affiliate family planning associations, so that each Agency's role is clearly defined and scarce resources are deployed to the best advantage.

Non-Expendable Equipment - CFPA

<u>Quantity</u>	<u>Item</u>	<u>Price</u>
1	Video camera Dx6 1821H	\$1929
1	RF Unit for VO-4800 (Sound Recorder)	\$ 75
2	ECM-16 Omni Microphone	\$ 35 x 2 = \$ 70
1	DxF-1820 viewfinder	\$ 630
24	Pamphlet Racks	\$21.05 x 24 = \$505.20
3	Commodore 64 Computers	\$139.95 x3 = \$419.85
100	Field Kits (visual aids, pelvic models (given to FPA's	\$4264.87
1	Desk Calculator	<u>\$ 99</u>

Total 7992.92