

PROJECT DATA SHEET

1. TRANSACTION CODE

A - Add
 C - Change
 D - Delete

Amendment Number

15N 62230

DOCUMENT CODE

3

2. COUNTRY/ENTITY

WORLDWIDE

3. PROJECT NUMBER

936-5984

4. BUREAU/OFFICE

Office of Health

5. PROJECT TITLE (maximum 40 characters)

Communicat'n and Mkt'ng for Child Survival

6. PROJECT ASSISTANCE COMPLETION DATE (PACD)

MM DD YY
 11 23 99

7. ESTIMATED DATE OF OBLIGATION
 (Under "B." below, enter 1, 2, 3, or 4)

A. Initial FY 89

B. Quarter

C. Final FY 98

8. COSTS (\$000 OR EQUIVALENT \$1 =)

A. FUNDING SOURCE	FIRST FY 89			LIFE OF PROJECT		
	B. FX	C. L/C	D. Total	E. FX	F. L/C	G. Total
AD Appropriated Total	460		460	20,000		20,000
(Grant) S&T/Health	()	()	()	(20,000)	()	(20,000)
(Loan)	()	()	()	()	()	()
Other U.S.				30,000		30,000
1. Buy-Ins						
2.						
Host Country						
Other Donor(s)						
TOTALS	460		460	50,000		50,000

9. SCHEDULE OF AID FUNDING (\$000)

A. APPRO. RELATION	B. PRIMARY PURPOSE CODE	C. PRIMARY TECH. CODE		D. OBLIGATIONS TO DATE		E. AMOUNT APPROVED THIS ACTION		F. LIFE OF PROJECT	
		1. Grant	2. Loan	1. Grant	2. Loan	1. Grant	2. Loan	1. Grant	2. Loan
(1) HE	600	690						10,000	
(2) CS	600	690			460			10,000	
(3)									
(4)									
TOTALS					460			20,000	

10. SECONDARY TECHNICAL CODES (maximum 6 codes of 3 positions each)

560

11. SECONDARY PURPOSE CODES

12. SPECIAL CONCERNS CODES (maximum 7 codes of 4 positions each)

A. Code

B. Amount

13. PROJECT PURPOSE (maximum 680 characters)

To achieve sustainable health behavior by mothers/caretakers by assisting selected countries to develop and implement effective health communication strategies; institutionalize effective communication capability by host country organizations; and continue the application and development of the health communication methodology.

14. SCHEDULED EVALUATIONS

Interim MM YY MM YY Final MM YY
 1 2 9 4 1 2 9 8

15. SOURCE/ORIGIN OF GOODS AND SERVICES

000 941 Local Other (Specify) 935

16. AMENDMENTS/NATURE OF CHANGE PROPOSED (This is page 1 of a _____ page PP Amendment.)

17. APPROVED BY

Signature

Kenneth J. Bart

Title Kenneth J. Bart, M.D.
 Agency Director for Health

Date Signed

MM DD YY
 10 32 98

18. DATE DOCUMENT RECEIVED IN AID/W, OR FOR AID/W DOCUMENTS, DATE OF DISTRIBUTION

MM DD YY

11 11 98

AGENCY FOR INTERNATIONAL DEVELOPMENT

WASHINGTON, D.C. 20523

SEP 7 1989

ACTION MEMORANDUM FOR THE SENIOR ASSISTANT ADMINISTRATOR,
BUREAU FOR SCIENCE AND TECHNOLOGY

FROM: S&T/H, Kenneth J. Bart, M.D. *Kenneth J. Bart (us)*

SUBJECT: Authorization for the Communication and Marketing
for Child Survival (HEALTHCOM II) Project,
936-5984

Problem: Your approval is required to authorize the Communication and Marketing for Child Survival (HEALTHCOM II) Project, 936-5984, for a period of ten years at an estimated life of project amount of \$50,000,000, including \$20,000,000 of S&T Bureau funding and \$30,000,000 of buy-ins. The Project Assistance Completion Date will be November 30, 1999.

Discussion: Building on our decade of experience in health communication, HEALTHCOM II will continue the Agency's efforts to assist public- and private-sector agencies in developing comprehensive communication strategies. Formative research will continue to be an essential component of the project, providing essential data for development of the communication messages. It will utilize a range of appropriate techniques in an integrated fashion from various disciplines, including social marketing, anthropology and behavioral psychology.

The project will continue to use multiple communication channels (face-to-face, folk media, print and mass media) to reach the target audience, and the monitoring of communication activities will be stressed to ensure continued impact. The development of the methodology will be continued and the project will seek to refine it to make the approach more sustainable by host country governments. It will also seek to improve face-to-face communication methods by increasing the systematic application of the methodology to this important channel.

The project will have four major components to its technical assistance: (1) Intensive Long-Term Interventions, in approximately six countries, emphasizing a broader range of child survival interventions and institutionalization and sustainability of the methodology in public and private sectors; (2) Less-Intensive Long-Term Interventions, in approximately nine countries, concentrating on selected interventions; (3) Short-Term Assistance, to USAIDs, MOHs, PVOs, and others in areas such as ethnographic research, staff training, materials development, evaluation planning and implementation; and (4) Applied Research and Dissemination.

Research and development of the communication methodology and evaluation of the project activities in selected countries will be continued. These activities will be coordinated with other research and evaluation efforts such as those being carried out under the Applied Diarrheal Disease Research (ADDR) Project, the Demographic Health Surveys (DHS) Project, the Technology for Primary Health Care (PRITECH) Project's problem solving component, and World Health Organization (WHO) and Combatting Childhood Communicable Diseases (CCCD) surveillance systems.

The project will be managed by S&T/H, with technical assistance from S&T/ED. The S&T/H project manager will serve as the CTO and the principal A.I.D. contact for the Contractor. The project will consist of two five-year contracts, selected competitively, to oversee a program of research, training, information development and dissemination and general technical assistance.

Evaluation: This project will be subject to a mid-point and final evaluation. The long-term evaluation criteria are described in the Project Paper.

Justification to the Congress: An Advice of Program Change is being prepared.

Clearances: A worldwide cable was sent requesting expressions of interest in this project by Missions. 22 Missions that responded indicated a desire to work with this S&T led effort. The Regional Bureaus and PPC also support this follow-on Communication and Marketing for Child Survival (HEALTHCOM II) Project.

Recommendation: That you sign the attached PAF authorizing the Communication and Marketing for Child Survival (HEALTHCOM II) Project for a ten year period with a life of project funding of \$20,000,000 in central S&T health and child survival funds. \$30,000,000 in health and child survival funds will be provided through mission, geographic bureau and other central bureau buy-ins.

Attachments:

1. Project Authorization
2. Project Paper (936-5984)

PROJECT AUTHORIZATION

Name of Country: Worldwide

Project Title: Communication and Marketing
for Child Survival
(HEALTHCOM II)

Project Number: 936-5984

1. Pursuant to Section 104 of the Foreign Assistance Act of 1961, as amended, I hereby authorize the Communication and Marketing for Child Survival (HEALTHCOM II) Project involving centrally funded planned obligations of \$20 million over a ten-year period from the date of authorization, subject to the availability of funds in accordance with the A.I.D. OYB/allotment process, to help in financing foreign exchange and local currency costs for the project. Additional funding in the amount of \$30 million may be provided to the project by other A.I.D. bureaus and missions. The project is also authorized to make use of Economic Support Funds (ESF) and the Development Fund for Africa, as appropriate.
2. Centrally funded obligations are authorized under Section 104(c) Health and Section 104(c)(2) Child Survival and may be used without regard to authorized dollar limits for each appropriation so long as the total authorization of \$20 million for both accounts is not exceeded. The amount to be provided from each account shall be determined in the annual OYB/Allotment process.
3. The project will support A.I.D.'s worldwide efforts in communication to achieve Agency's objectives in health and child survival.
4. The agreement(s) which may be negotiated and executed by the officer(s) to whom such authority is delegated in accordance with A.I.D. regulations and Delegations of Authority shall be subject to the following terms and conditions, together with such other terms and conditions as A.I.D. may deem appropriate.

-H'

5. Source and Origin of Commodities, Nationality of Services

a. Commodities financed by A.I.D. under the project shall have their source and origin in the cooperating country (*) or the United States. Except for ocean shipping, the suppliers of commodities or services shall have the cooperating country or the United States as their place of nationality, except as A.I.D. may otherwise agree in writing.

b. Ocean shipping financed by A.I.D. under the project shall, except as A.I.D. may otherwise agree in writing, be financed only on flag vessels of the United States.

APPROVED: JR Brades
DISAPPROVED: _____
DATE: 4/4/89

* Each country where research, training, technical, or other assistance takes place under the project shall be deemed to be a cooperating country for purpose of permitting local cost financing of goods or service for the activity being conducted in such country, such activities may be undertaken in any country included in A.I.D. Geographic Code 935.

Clearances:
S&T/H, ATinker R. Matilla Date: 2/27/89
GPettigrew HP Date: 3/27/89
AVanDusen HP for Date: 3/31/89
S&T/PO, DSheldon HP for Date: 3/31/89
SAA/S&T, BLangmaid BL Date: _____
GC/CP, STisa R. MATILLA for HP Date: 3-31-89

Drafted: S&T/H:RClay:se:02/27/89:8929r
Revised:3/24/89:AH