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ANNUAL REPORT

FISCAL YEAR
1987



POPULATION COMMUNICATION SERVICES
Population Information Program

The Johns Hopkins University

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POPULATION COMMUNICATION SERVICES

THE JOHNS HOPKINS UNIVERSITY

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FISCAL YEAR 1987

COOPERATIVE AGREEMENT-1
DPE-3004-A-00-2018-00
Fifth Year Annual Report and Final Report

COOPERATIVE AGREEMENT-2
DPE-3004-A-00-6057-00
First Year Annual Report

**Population Communication Services • Population Information Program
The Johns Hopkins University, 624 North Broadway, Baltimore, Maryland 21205, USA**

FOREWORD

1987 has been an active and exciting year for the Population Communication Services (PCS) project at the Johns Hopkins University (JHU) School of Hygiene and Public Health. The end of the first Cooperative Agreement and the beginning of the second has marked five years of innovative and landmark communication activities.

The magnitude of these activities can be described in numbers: a total of 48 projects underway or completed, 70 meetings and workshops; 142 technical assistance trips in addition to project support; more than 40 well-qualified and extraordinarily active staff; hundreds of thousands of print, radio and visual material produced and distributed; and \$13.8 million in total expenditure over a five-year period.

Other actions, while not easily quantified, will have long-term implications especially for decision-makers. PCS has demonstrated that:

- Mass media projects, when developed, produced and distributed with professional skill, can reach millions of people with messages about sexual responsibility that are understood and appreciated.
- Entertainment programs can carry family planning and health messages to many audiences, old and new, and can pay part of the costs of doing so as well.
- Well-researched and well-designed national communication campaigns can launch family planning programs without opposition or controversy in countries where family planning never existed before.
- Careful research on the intended audience, whether young people or clients in a clinic, is the key to effective family planning communication.
- Training programs can provide a new dimension, bringing health workers into the communities they serve and focussing on the needs and behavior of clients and would-be clients.

JHU/PCS is proud to be a part of this worldwide effort and expresses appreciation to the United States Agency for International Development, the Office of Population, the staff of the Information and Training Division, the Science and Technology Bureau, the regional bureaus and all of the United States Agency for International Development (USAID) missions worldwide which have supported and encouraged these programs. It has been a privilege to work with them.

Above all, it has been a privilege and a source of great professional satisfaction to work with the dedicated leaders in developing countries who have joined PCS in demonstrating that good communication programs can make a difference in family planning.

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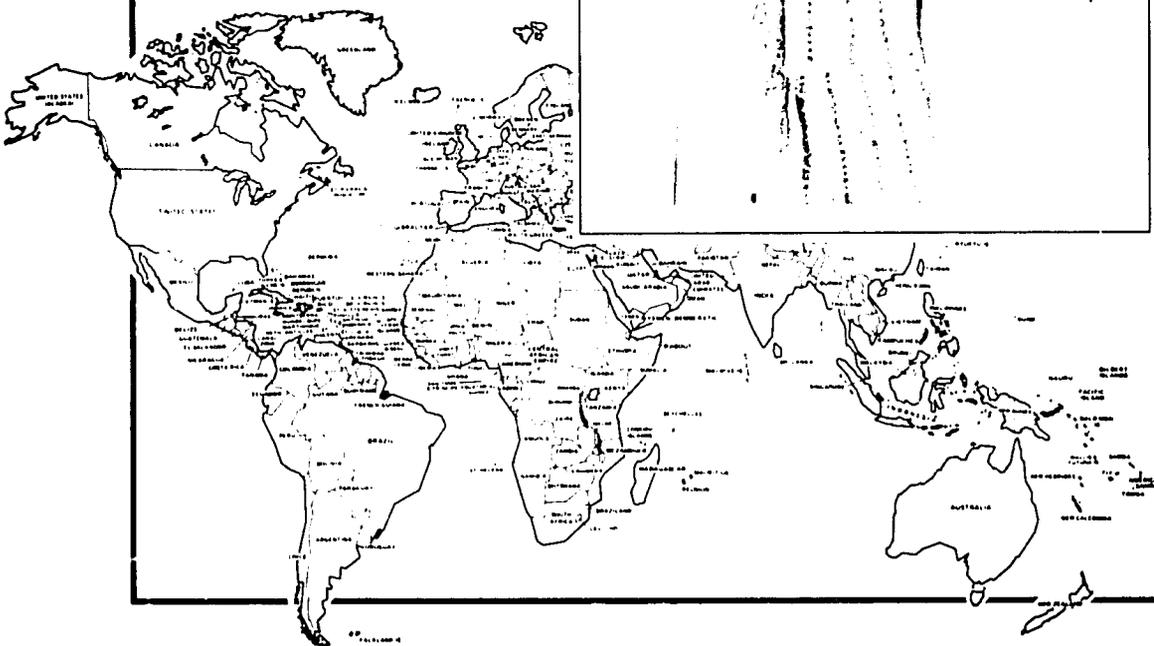
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OVERVIEW AND HIGHLIGHTS OF THE PROJECT



CHAPTER I. OVERVIEW AND HIGHLIGHTS OF THE PROJECT

Global communication is changing faster than any other element of economic and social development. Family planning and health communication are in the forefront of these changes, helping people the world over adjust to new conditions and apply new knowledge and technology to improve their own lives. The information available to people today, even in the most isolated parts of the world, has multiplied dramatically in the last decade. The technological revolution in computers, satellites, and video make "the global village" more than just a metaphor.

During its fifth year of operations, the Population Communication Services project under the direction of the Johns Hopkins University, and its subcontractors, the Academy for Educational Development (AED), the Program for Appropriate Technology in Health (PATH), and Doremus Porter Novelli (DPN) have responded to the ever-changing communication needs of many audiences in developing countries. Building upon four years of direct experience and over 20 years of global family planning communication efforts, JHU/PCS in its fifth year used a wide range of communication techniques to reach more people with more effective family planning messages than ever before. Priority has been given to three basic concepts:

COMMUNICATION PROCESS - Communication is a process, not a product or an event. It should follow a logical progression, and it needs to be repetitive and continuous. A sound methodological approach is the scientific foundation for good communication planning. All communication activities must be well-planned in order to be successful.

RESEARCH - Good research during communication planning, implementation and monitoring is essential to achieve the desired objectives. Research must be carried out: 1) in terms of the specific objectives of any activity; 2) in close collaboration with the people who are doing the work; and 3) with the understanding that the lessons learned will be widely shared with others.

AUDIENCE SEGMENTATION - More and more communication activities are targeted to specific groups of people rather than to the "general public." This strategy allows different messages to be created and disseminated through appropriate channels -- to address the special needs and concerns of groups such as men, newlyweds, outreach workers, adolescents, city-dwellers, and rural farmers.

Five years of sustained communication work on family planning programs in Africa, Asia and Latin America have demonstrated that good communication is a necessary part of any family planning program. Whether in Nigeria, where the new long term health initiative places communication

OVERVIEW AND HIGHLIGHTS

as the keystone of the program, or elsewhere as in Latin America and Asia where innovations in communication are giving new momentum to older programs, communication is no longer seen as just a last minute addition to an already formulated program, or the frosting on the cake.

Instead, communication is an integral part of the process by which people come to understand, want, begin, and continue to use family planning services to better their own lives. Whether it be the jingle that reminds a man to use a condom, the radio drama on family problems that listeners follow every week, the posters and picture booklets in the clinic that help women understand contraceptive methods or the one-on-one counseling by clinic and community-based workers---good communication at every level produces good family planning programs and satisfied users who have made an informed choice about their reproductive behavior and benefited from doing so.

The PCS staff at the Johns Hopkins University working closely with their colleagues in other agencies to integrate these three basic concepts into three major programmatic areas:

COMMUNICATION TRAINING - Most of the people working in family planning communication throughout the world have little formal training in communication. In order to fill this gap, emphasis has been given both to build long-term institutional capabilities for communication training and to provide practical short-term training that can have an immediate impact on programs. Both are necessary in order to demonstrate to program directors the value of investing their own time and money in improved, up-to-date family planning communication interventions.

During FY1986 and FY1987 JHU/PCS and AED worked closely with the Centre for African Family Studies (CAFS) to develop a communication curriculum and to conduct five workshops, including a training-of-trainers workshop, for African family planning communicators. This project principally focused on the management of communication programs and the development of communication strategies. A field visit and community analysis in each workshop focused attention on the needs of potential family planning users. More than 80 family planning professionals, from Ministries of Health and Family Planning Associations to African broadcasters actively involved in communication activities, have attended the CAFS workshops. In Niger, Ivory Coast, Ghana and Nigeria people trained in the CAFS workshops have served as co-trainers in workshops held in their countries with JHU/PCS support. Feedback from participants in other CAFS workshops indicates that they, too, are sharing their new-found knowledge and improved skills with their colleagues through both formal and informal training sessions.

OVERVIEW AND
HIGHLIGHTS

In FY1987, other country specific training activities were carried out in Burkina Faso, India, Nigeria, Senegal, Somalia, Trinidad and Zambia. These courses covered such diverse topics as Radio Production, Print Materials Development, Communication Strategy Development and Strengthening Interpersonal Communication Skills.

A special workshop for representatives from five Francophone countries in Africa was held in Baltimore in January 1987. The topic was how to use research data to develop strategies and messages. This workshop emphasized the JHU/PCS approach of identifying a need and then providing specific, relevant training for carefully selected participants.

INTERPERSONAL COMMUNICATION AND MASS MEDIA - The direct provision of family planning supplies and information to users and would-be users by health personnel, pharmacists, community-based workers and other providers is at the very heart of family planning programs. Over the last five years JHU/PCS has given prime attention to improving the quality of interpersonal contact between users and providers through training and development of user materials. Emphasis has also been given to coordinating mass media efforts with interpersonal efforts.

Workshops focusing on interpersonal communication have been held in Burkina Faso, Kenya, Togo, Rwanda, Ghana, the Central African Republic, Nigeria, Honduras, Bolivia, Brazil, Mexico, India, Nepal and Jordan. Related workshops on how to use visual aids and booklets especially for low-literate clients, were held in all of these countries as well as Haiti, Zimbabwe, Sierra Leone, Liberia and Costa Rica.

In addition to workshops, intensive technical assistance has been given to over 30 countries during the last five years to help service delivery personnel coordinate one-on-one client counseling with related media activities. The combination of interpersonal with mass media, in a coordinated manner, has increased the number of family planning users in several countries. In Honduras, a JHU/PCS sponsored project with the Family Planning Association used local radio stations to publicize the names of the local community-based distributors (CBD) to potential clients. As a result, the number of new clients increased by 11 percent. This was the first increase in the CBD program in two years. In addition the CBD workers reported that the media promotion enhanced their status in their communities. In Nigeria, a JHU/PCS supported television variety program incorporated messages about family planning and referrals to a clinic in the weekly show. As a result, almost 40 percent of the new clients visiting the clinic reported that the television program was their primary source of information on where to go for family planning.

Health personnel need to be trained in good interpersonal communication techniques so that they can provide accurate, relevant information in a clear, understandable way using appropriate visual aids. Their efforts need to be coordinated with the most appropriate media channels available.

ENTERTAINMENT AND COST RECOVERY - The wide variety of programs that people are exposed to has permitted audiences to become much more sophisticated in discerning what programs or what information is of value to them. JHU/PCS has explored several means of attracting the attention of designated audiences through entertainment programs that educate at the same time. JHU/PCS calls this concept "enter-educate." The basic precepts of this approach are as follows: 1) choose the most appropriate medium to reach the intended audience; 2) enlist professionals experienced in the chosen medium; 3) develop a high-quality product that will attract the commercial sector; 4) use a medium which has a large audience; and 5) make the program appealing by using entertaining elements that do not lecture or preach to the audience.

The most successful project that JHU/PCS has supported to date incorporating the concept of "enter-educate" is the Tatiana and Johnny music video project in Latin America. This project used popular music and its spin offs to reach young people in 11 Spanish speaking countries with messages promoting sexual responsibility. A major international record company supported this effort and increased the dissemination of the materials through its marketing efforts. In addition to an estimated one million hours of free radio and television time provided by the broadcast media, an evaluation of the project in Mexico demonstrated that the intended audience correctly perceived the message as a need for reflection on whether to engage in sexual activity or not. A secondary message, to postpone sex, was understood and accepted by the youngest segment of the audience. This is important since the youngest adolescents are the least informed about reproduction and sexuality and are at the greatest risk of an unwanted pregnancy.

In Nigeria, a project carried out with the Enugu branch of the Nigerian Television Authority (NTA) integrated FP messages in a weekly television variety program. Each episode contained dramatic or comedic skits about family planning as well as a television commercial that gave the precise location of the local clinic. A significant 45 percent of all new acceptors over the 14-month broadcast period reported "TV" as their source-of-referral. A recall survey of 299 Enugu residents the day after the show indicated that, of the 69 percent who watched TV that night, 79 percent watched the variety program. Sixty-nine percent of those understood the family planning message.

OVERVIEW AND HIGHLIGHTS

JHU/PCS worked in Mali with the Family Planning Association on a project that included a traditional theatrical format, Koteba, as an appropriate vehicle for "enter-educate." This type of theatre, simultaneously satirical and humorous, was video-taped for mass dissemination. Preliminary analysis of data from a survey conducted several months after the last television broadcast revealed that approximately 75 percent of the new family planning clients had come to the clinic for services after watching the Koteba.

These three activities have all produced some revenue. The Tatiana and Johnny materials were sold commercially and have generated revenue equal to about 15 percent of the project's total expenditures. The Nigerian television series has been shown in re-runs (lowering the cost-per-episode), and NTA is marketing the series to other states. The Koteba has been sold to organizations in neighboring countries and elsewhere. These initial "enter-educate" projects show that a wide audience can be reached and costs can be recovered with careful planning and professional support. Moreover, they have generated interest in several countries to explore other opportunities combining traditional and mass media.

JHU/PCS recognizes that as audiences become better educated, more urbanized, and more sophisticated, social communication programs must learn from the commercial and entertainment field how to make social messages attractive and cost-effective.

There are great opportunities and challenges for family planning communication. As a key component of family planning programs, communication is now beginning to receive the attention it deserves. JHU/PCS strongly believes that family planning communication cannot just continue with a business-as-usual attitude but rather must be in the forefront of seeking innovative ways to reach clients and potential clients. The cumulative efforts of five years of work by JHU, AED, PATH and DPN have clearly demonstrated the importance of good communication interventions to successful family planning programs.

Table I-1
SUMMARY OF ACTIVITIES BY
PROJECT OUTPUT CATEGORY

Region	Needs Assessment & Planning	Country Projects Under Development	Country Projects Underway	Country Projects Completed	Technical Assistance Visits (c)	Meetings and Workshops	Provision of Films and Materials (d)
<u>Totals CA-1 (Years 1-4)</u>							
Africa	19	11	10	3	56	24	36
Latin America	6	3	8	4	22	21	23
Asia	4	3	0	3	17	5	17
Near East	<u>3</u>	<u>2</u>	<u>0</u>	<u>1</u>	<u>2</u>	<u>6</u>	<u>9</u>
Subtotal	32	19 (a)	18	11	97	56	85
<u>FY1987 CA-1 (Year 5)</u>							
Africa				6			
Latin America				8			
Asia				0			
Near East				<u>0</u>			
Subtotal				14			
<u>FY1987 CA-2 (Year 1)</u>							
Africa	1	21 (b)	13	2	27	14	4
Latin America	0	10	3	1	2	2	16
Asia	0	3	3	0	9	0	0
Near East	<u>0</u>	<u>1</u>	<u>1</u>	<u>0</u>	<u>2</u>	<u>0</u>	<u>8</u>
Subtotal	1	35	20	3	40	16	28
<u>CUMULATIVE TOTAL CA-1 and CA-2</u>							
Africa	20			11	83	38	
Latin America	6			13	24	23	
Asia	4			3	26	5	
Near East	<u>3</u>			<u>1</u>	<u>4</u>	<u>6</u>	
Subtotal	33			28	137	72	

	Needs Assessments	Country Projects Underway or Completed	Technical Assistance Visits (c)	Meetings and Workshops	Films and Special Materials
TOTAL ACCOMPLISHED TO DATE:					
CA-1	32	25	97	56	85 (d)
CA-2	<u>1</u>	<u>23</u>	<u>40</u>	<u>16</u>	<u>28 (d)</u>
Total	33	48	137	72	

- (a) Country projects developed under CA-1 to be funded under CA-2.
(b) Includes 15 projects to be funded under separate Nigeria contract in 1988.
(c) Does not include visits for country project development and support.
(d) Number of countries receiving films or substantial amounts of materials.

Table I-2
STATUS OF COUNTRY PROJECTS
Years One through Five

<u>Region/Country</u>	<u>Project Number</u>	<u>Recipient</u>	<u>Period of Activity</u>	<u>Approved Budget</u>	<u>% Spent</u>	<u>Project Title</u>
<u>Africa</u>						
<u>COMPLETED</u>						
Burkina Faso	AF-BKF-01	MSWNS	1985-87	\$70,968		IEC Development Project
Kenya	AF-KEN-01	Stla-Graphics	1985-86	\$55,658		Family Planning Films Project (FPFP)
Kenya	AF-KEN-02	RETCO, Ltd.	1985-86	\$51,437		Evaluation of FPFP Film Project
Liberia	AF-LIB-01	Medex	1984-86	\$16,302		RAPID Television Program
Mali	AF-MAI-01	AMPPF	1985-87	\$47,194		Family Planning IEC Project
Nigeria	AF-NGA-01	MOH/Kwara	1984-87	\$86,947		Kwara State Family Health Project
Nigeria	AF-NGA-02	PPFN	1984-86	\$64,641		FP Information Booklet Production & Dist.
Nigeria	AF-NGA-03	PPFN	1985-87	\$245,209		Plateau State FP Communication Campaign
Nigeria	AF-NGA-04	U. Ibadan	1986-87	\$16,432		Female VSC Booklets
Nigeria	AF-NGA-05	PPFN	1986-87	\$31,008		FH/FP Broadcasting Workshop
Nigeria	AF-NGA-07	NTA/Enugu	1986-87	\$24,630		Anambra State Health/FP TV Program
<u>UNDERWAY</u>						
Regional	AF-SEN-01	URTNA	1984-88	\$180,739	64	URTNA Family Health Broadcasting Project
Burkina Faso	AF-BKF-02	MSWNS	1987-89	\$157,077	6	Burkina 1987-1989 IEC Program
Cote d'Ivoire	AF-IVO-01	CERAV	1987-88	\$39,731	4	Pan-African Print Material Project
Niger	AF-NIR-01	MOPH/SA	1987-89	\$95,339	0	Niger Family Health IEC Project
Nigeria	AF-NGA-06	MOH/Imo	1986-88	\$41,190	35	Imo State Women's Workshop
Nigeria	AF-NGA-08	NTA/Enugu	1987	\$13,668	85	Anambra State Health/FP TV Program
Nigeria	AF-NGA-09	PPFN	1987-88	\$85,000	0	Reprint Client Instruction Booklets
Nigeria	AF-NGA-10	MOH/Borno	1987-89	\$27,030	0	Primary Health Care Promotion-Borno State
Nigeria	AF-NGA-11	MOH/Ogun	1987-88	\$45,872	0	Communication Outreach Phase II-Ogun St.
Nigeria	AF-NGA-12	NTA/Ibadan	1987-88	\$13,606	4	Integrate FP themes into 2 TV Series
Nigeria	AF-NGA-13	Prime TV	1987	\$24,878	39	RAPID Video Production
Nigeria	AF-NGA-14	Mut-Moksons	1987-88	\$13,000	0	FP Music Campaign for Males
Sudan	AF-SUD-01	U. Khartoum	1985-88	\$38,940	34	Print Materials on Family Health
<u>UNDER DEVELOPMENT</u>						
Regional	AF-KEN-03	URTNA/PEC	1987-88	\$20,497		Model TV Program on Family Planning
Regional	AF-SEN-02	URTNA	1988-91	\$563,000		URTNA Fam.Health Bdcasting Proj.-Phase II
Ghana	AF-GHA-01	MOH	1987-89	* \$341,629		Ghana Health & FP Info. Program 1987-1990
Mali	AF-MAI-02	AMPPF	1988-90	\$80,000		FP IEC Project - Phase II
Nigeria	AF-NGA-15	ABS	1987-88	\$9,138		Integrate FP Themes into Radio Soap Opera
Zimbabwe	AF-ZIM-01	ZNFPC	1988-89	\$120,000		Male Motivation Project

* = An additional amount of \$ 40,000 has been budgeted for the purchase of equipment to support this project.

Status of Country Projects (Continued)

Table I-2

<u>Region/Country</u>	<u>Project Number</u>	<u>Recipient</u>	<u>Period of Activity</u>	<u>Approved Budget</u>	<u>% Spent</u>	<u>Project Title</u>
<u>Latin America</u>						
<u>COMPLETED</u>						
Bolivia	LA-BOL-01	COF	1984-87	\$110,250		Family Health IEC
Brazil	LA-BRA-01	ABEPF	1985-87	\$143,818		Basic IEC Materials
Colombia	LA-COL-01	PROFAMILIA	1984-85	\$55,631		Generic Condom Promotion and Evaluation
Costa Rica	LA-COS-01	COF	1984-85	\$39,724		Educational Radio for Costa Rican Women
Honduras	LA-HON-01	MOH	1984-87	\$23,300		Ministry of Health FP IEC Activities
Honduras	LA-HON-02	IHSS	1984-87	\$16,953		IHSS Family Planning IEC System
Honduras	LA-HON-03	ASHONPLAFA	1984-86	\$144,101		Radio/Print Materials for Rural CBD Prog.
Mexico	LA-MEX-01	FEMAP	1983-86	\$208,994		Print, Radio, TV to Reinforce Promotoras
Mexico	LA-MEX-02	FFI	1985-86	\$240,000		Communication for Young People (T & J)
Mexico	LA-MEX-03	AMIDEM	1986-87	\$157,860		IEC Materials for Health Workers
Mexico	LA-MEX-04	FFI	1986-87	\$23,500		Educational Video (Tatiana & Johnny)
Mexico	LA-MEX-05	FFI	1986-87	\$24,500		Entertainment Video (Tatiana & Johnny)
Mexico	LA-MEX-06	IIC	1987	\$55,620		Evaluation Research Program of the CYPP
<u>UNDERWAY</u>						
Regional	LA-GUA-01	APROFAM	1987-91	** \$140,078	22	Regional Video Production Center (RVPC)
Colombia	LA-COL-02	Pub.Toro	1987	\$17,300	0	Research Phase of Comm./Marketing Project
Mexico	LA-MEX-07	FFI	1987-88	\$44,365	35	Comic Book Development Project
<u>UNDER DEVELOPMENT</u>						
Regional	LA-MEX-08	FFI	1987-88	\$40,000		Technical Assistance to RVPC
Regional	LA-MEX-09	FFI	1988-89	\$150,000		Communication for Young People II
Regional	LA-MEX-10	IIC	1988-89	\$65,000		Evaluation of CYPP II
Regional	LA-TTO-01	FPATT	1988-89	\$50,000		Eastern Caribbean Radio Drama I
Regional	LA-TTO-02	FPATT	1988-89	\$25,000		Eastern Caribbean Radio Drama II
Brazil	LA-BRA-02	ABEPF	1987-88	\$19,897		AIDS Manual for FP Workers
Colombia	LA-COL-03	Pub.Toro	1988	\$100,000		Comm./Marketing Project Implementation
Mexico	LA-MEX-11	Novedades	1988-89	\$110,000		Comic Book Project II
Mexico	LA-MEX-12	FFI	1988-89	\$70,000		Comic Book Project III
Peru	LA-PER-01	MOH	1988-89	\$78,866		FP Workers in an AIDS Prevention Campaign

** = An additional amount of \$ 451,726 has been budgeted for the purchase of equipment to support this project.

Status of Country Projects (Continued)

Table I-2

<u>Region/Country</u>	<u>Project Number</u>	<u>Recipient</u>	<u>Period of Activity</u>	<u>Approved Budget</u>	<u>% Spent</u>	<u>Project Title</u>
<u>Asia</u>						
<u>COMPLETED</u>						
Nepal	AS-NEP-01	FP/MCH	1984-86	\$44,425		Print Materials Development
Nepal	AS-NEP-02	COMMAT	1984-86	\$20,581		Film Spots for Cinema Halls
Nepal	AS-NEP-03	DORC	1984-86	\$5,182		Financial Mgm't of Print Materials Proj.
<u>UNDERWAY</u>						
Philippines	AS-PHI-01	PCF	1987-89	\$125,535	5	Male FP Motivators in Farmer Organization
Philippines	AS-PHI-02	PCF	1987-89	\$391,203	2	A Multi-Media Campaign for Young People
Philippines	AS-PHI-03	PCF	1987-90	\$65,363	2	A FP Program for the Industrial Sector
<u>UNDER DEVELOPMENT</u>						
Bangladesh	AS-BNG-01	MOHFP	1988-89	\$150,000		Support IEM Unit Activities
Philippines	AS-PHI-04	FPOP	1988-89	\$50,000		Improve IEC Strategies to Increase FP Use
Philippines	AS-PHI-05	AMEC-BCCM	1988-89	\$50,000		AMEC Population Communication Center
<u>Near East</u>						
<u>COMPLETED</u>						
Jordan	NE-JOR-01	JFPPA	1983-85	\$109,059		IEC Program Development
<u>UNDERWAY</u>						
Turkey	NE-TUR-01	TFHPF	1987-88	\$236,112	5	Turkish Family Planning Campaign 1987-88
<u>UNDER DEVELOPMENT</u>						
Turkey	NE-TUR-02	Women's Fndtn	1988	\$52,000		Family Planning Motivational Video

Table I-3
SUMMARY OF NEEDS ASSESSMENTS, TECHNICAL ASSISTANCE
AND MEETINGS AND WORKSHOPS - FY1987

NEEDS ASSESSMENTS

<u>Region</u>	<u>Number Conducted</u>	<u>Number of Countries</u>	<u>Duration in Person Weeks</u>
Africa	1	1	6

TECHNICAL ASSISTANCE

<u>Region</u>	<u>Number of Visits</u>	<u>Number of Countries</u>	<u>Duration in Person Weeks</u>
Africa	27	12	74
Latin America	2	5	4
Asia/Near East	<u>11</u>	<u>4</u>	<u>28</u>
Total	40	21	106

MEETINGS AND WORKSHOPS

<u>Region</u>	<u>Number of Workshops</u>	<u>Number of Countries</u>	<u>Total Participants</u>
Africa	14	7	537
Latin America	<u>2</u>	<u>2</u>	<u>103</u>
Total	16	9	640

Table I-4
 MASS MEDIA MATERIALS DEVELOPED
 Cumulative Years One - Five

<u>Region/Country PCS Project No.</u>	<u>Print Materials</u>	<u>Radio and TV</u>	<u>Other</u>
<u>AFRICA</u>			
Regional--ECA (PCS-FM-03)	1 booklet, 5,000 copies		
Regional (AF-SEN-01)	* 1 catalogue of radio/TV programs, 350 copies	3 demo radio program (interviews) * 9 radio programs * 2 TV programs	6 issues of Bulletin, 500 copies each * 6 additional issues of Bulletin
Regional--CAFS	* 1 training curriculum * 1 FP resource manual, 120 copies		
Burkina Faso (AF-BKF-01)	3 posters, 2,000 each * 2 booklets, 9,000 each		1 National FP logo 1 30-minute dramatic film 1 week long multi-media awareness campaign * 3 FP billboards * 600 FP T-shirts * 25 large FP banners
Kenya (AF-KEN-01)		4 six-minute video comedies 1 video program	1 16mm film transfer from video
Kenya (AF-KEN-02)			2 evaluation reports
Liberia (AF-LIB-01)		10 copies of 1 30-minute video-tape made and distributed	
Mali (AF-MAI-01)	* 2 booklets, 3,000 each * 5 posters, 3,500 each	1 80-minute video program * 1 radio series of traditional stories on FP	1 National FP logo * 1 3-day awareness seminar for National Women's Union, including multi-media coverage
Nigeria (AF-NGA-01)	2 posters * 2 additional posters, 1,500 copies each	4 spots, 169 radio broadcasts 5 spots, 86 TV broadcasts	3 newspaper ads
Nigeria (AF-NGA-02)	9 booklets, 215,000 copies		
Nigeria (PCS-FM-02)	3 booklets, 110,000 copies		

* Materials developed during Year Five (FY86-87)

MASS MEDIA MATERIALS DEVELOPED (continued)

Table I-4

<u>Region/Country PCS Project No.</u>	<u>Print Materials</u>	<u>Radio and TV</u>	<u>Other</u>
Nigeria (AF-NGA-03)	2 flyers, 50,000 copies each 4 booklets, 25,000 copies each 4 posters, 5,000 copies each	6 radio spots 1 TV program	7 newspaper articles 1 newspaper ad 1 FP song
Nigeria (AF-NGA-04)	1 leaflet 4 booklets	2 TV programs	
Nigeria (PCS-FM-04)	3 posters, 5,000 copies		
Nigeria (PCS-FM-05)	4 flyers, 7,000 copies 4 posters, 2,150 copies	3 radio spots, 90 broadcasts 1 TV spot 2 TV programs, 90 broadcasts	
Nigeria (AF-NGA-06)	* 2 posters, 1,000 copies each		
Nigeria (AF-NGA-07/08)		13 episodes of a TV magazine format series * 23 additional episodes of a TV magazine format series	
Sudan	* 2 booklets in Arabic, 6,000 copies		
<u>LATIN AMERICA AND CARIBBEAN</u>			
Regional (PCS-FM-01)	1 monograph, 300 copies	1 video-tape	
Regional (LA-MEX-02)	1 poster, 12,800 copies	4 radio spots, 2,900 copies, over 100,000 broadcasts 2 video-tapes, 22 copies 4 TV spots, 22 copies over 10,000 broadcasts	2 FP songs and 4 rpm record, 12,800 copies 1 press kit - 200 copies 500 keychains 500 rulers 500 erasers 500 ballpoint pens 500 T-shirts

* Materials developed during Year Five (FY86-87)

<u>Region/Country PCS Project No.</u>	<u>Print Materials</u>	<u>Radio and TV</u>	<u>Other</u>
Bolivia (LA-BOL-01)	4 pamphlets, 128,000 copies 1 calendar, 10,000 copies	12 radio spots (4 each in Spanish Aymara and Quechua), 13,000 broadcasts * 12 additional radio spots 13,000 broadcasts	* 3 audiocassette programs for intercity and interstate buses, 150 copies each * 14,000 plastic bags * 3,000 keychains * 1 monograph * 1 flipchart, 3,000 copies * 1 research study, 2,000 copies
Brazil (LA-BRA-01)	* 7 booklets, 70,000 copies * 1 brochure, 10,000 copies * 2 posters, 5,000 copies each * 1 manual for promoters, 1,000 copies		* 1 flipchart
Colombia (LA-COL-01)		4 radio spots, 3,300 broadcasts	1 shelf talker, 800 copies 1 exhibitor, 185 copies 1 placard, 800 copies (point-of-purchase materials)
Costa Rica (LA-COS-01)	4 booklets, 20,000 copies	400 radio programs, 1,144 broadcasts	
Honduras (LA-HON-01)	1 poster, 5,000 copies	2 radio spots, 30,000 broadcasts 8 microprograms (radio)	2 mini-comics, 80,000 copies
Honduras (LA-HON-02)	3 pamphlets, 250,000 copies		
Honduras (LA-HON-03)	2 pamphlets, 10,000 copies 2 manuals, 2,000 copies 2 poster versions, 35,000 copies	516 radio spots, 90,000 broadcasts	1 flipchart, 110 copies
Mexico (LA-MEX-01)	1 flyer, 15,000 copies 8 booklets, 1,760,000 copies 1 poster, 1,500 copies	42 radio spots, 40,000 broadcasts 3 radio programs	1 referral card, 12,000 copies
Mexico (PIACT-8)	1 booklet, 3,000 copies		

* Materials developed during Year Five (FY86-87)

MASS MEDIA MATERIALS DEVELOPED

Table I-4

<u>Region/Country PCS Project No.</u>	<u>Print Materials</u>	<u>Radio and TV</u>	<u>Other</u>
<u>ASIA</u>			
Nepal (AS-NEP-01)	4 booklets, 92,000 copies 2 booklets, 60,000 copies 1 booklet, 32,000 copies		ORT and Asepsis cards, 30,000 copies Asepsis Guidelines, 2,000 copies
Nepal (AS-NEP-02)			5 film spots
<u>NEAR EAST</u>			
None			
<hr/>			
<u>TOTALS</u> Year Five	13 booklets 11 posters 1 catalogue 1 brochure 1 training curriculum 2 manuals	12 radio spots 9 radio programs 2 TV programs 23 episodes TV magazine format series 1 radio series	6 issues of a Bulletin 2 flipcharts 3 FP billboards 600 FP T-shirts 25 large FP banners 1 seminar 3 audio-cassette programs 14,000 plastic bags 3,000 keychains 1 monograph 1 research study
<hr/>			
<u>TOTALS</u> Cumulative Years 1-5	54 booklets 7 flyers 1 leaflet 1 monograph 9 pamphlets 4 manuals 32 posters 1 calendar 1 catalogue 1 brochure 1 training curriculum	3 demo radio programs 605 radio spots 412 radio programs 8 micro-programs (radio) 10 videos 10 TV spots 7 TV programs 36 episodes TV magazine format series 1 radio series	12 issues of a Bulletin 2 National FP logos 1 30-minute film 1 multi-media FP awareness campaign 1 16mm film transfer from videos 2 evaluation reports 4 newspaper ads 7 newspaper articles 3 FP songs 1 press kit 500 rulers, erasers, and ballpoint pens 1 shelf talker 1 exhibitor 1 placard 2 mini-comics 3 flipcharts 1 referral card 5 film spots ORT and Asepsis cards Asepsis Guidelines 3 FP billboards 1,100 FP T-shirts 25 large FP banners 1 seminar 3 audio-cassette programs 14,000 plastic bags 3,500 keychains 1 monograph 1 research study

AFRICA



CHAPTER II. AFRICA

1. OVERVIEW

The close of Year Five brings JHU/PCS to the threshold of a new dimension in IEC in Africa, as the flow of information from urban centers to grass roots areas increases and the idea of family planning becomes more acceptable throughout Africa. JHU/PCS strategy is to cultivate and reinforce positive attitudes with innovative programs that reach large cross cultural audiences. Such programs require a high degree of technical assistance. This year, JHU/PCS representatives travelled to 14 sub-Saharan African countries, not including Nigeria,* to design projects, conduct workshops, oversee existing projects, and explore the potential for new activities. While most projects are designed to reach as broad an audience as possible within a country framework, regional projects such as the Union of National Radio and Television Programs in Africa (URTNA) and CAFS are designed to raise the level of family planning awareness among many diverse cultures throughout Africa.

URTNA, the largest regional project with 42 African member countries, encourages accurate and credible family planning broadcast coverage across Africa. URTNA helps different organizations exchange materials and develop programs. This year it taped 13 radio interviews with African family planning specialists, sponsored two 20-minute TV programs and numerous radio dramas and magazine-style programs, and produced four popular Bulletins with information and materials for broadcasters. Through its Programme Exchange Centre, URTNA sends family planning and population broadcast materials from its growing collection to member countries.

Through workshops, CAFS has experimented with new approaches in information, education and communication (IEC) training. These workshops have fostered in-country collaboration between African FP organizations and broadcasters and resulted in growing numbers of trained IEC workers throughout Africa. This year CAFS held three 4-week training workshops in Kenya, Rwanda and Togo. They emphasized research techniques, brought participants into the field to analyze community structure and needs, encourage them to design messages suitable for specific audiences, and gave them practical experience in planning IEC strategies for their own countries.

The largest single training program undertaken by PCS is now under development in Ghana. This project is an example of the JHU/PCS strategy in Anglophone Africa to build strong local institutions. It is the first in Ghana to work with the public sector to promote family planning. Over 3,000 primary health care workers will be trained in a comprehensive campaign that unites mass media and interpersonal communication to stress the benefits, safety and economic importance of child spacing.

* Nigeria is covered in Chapter III.

The news from the Francophone region is that effective national family planning campaigns can begin with well-organized multi-media communication strategies. With the increased receptivity of the governments of many countries toward population and family planning, JHU/PCS has responded with timely and appropriate IEC interventions. This includes reinforcing the acceptance of family planning among influentials, involving broadcasters, developing innovative print materials such as family planning messages on cloth and clothing, and involving many organizations and institutions in IEC training.

In Burkina Faso, JHU/PCS has worked closely with the Ministry of Family Welfare and National Solidarity to guide the first communication project to completion and lay the groundwork for a larger-scale multi-faceted IEC program that aims to increase family planning (FP) awareness among opinion leaders, men and young adults through media campaigns, workshops, radio messages and plays that involve audience participation. Highlights of other Francophone IEC projects include an 80-minute teleplay in Mali in the traditional "Koteba" format that has been re-televised due to popular demand and received international recognition and a print materials project in the Côte d'Ivoire that is intended to appeal to Francophone audiences throughout West Africa.

To support the wide range of activities underway and planned in Africa, 74 person weeks of technical assistance were provided in seven countries (Kenya, Niger, Senegal, Sierra Leone, Somalia, Togo and Zimbabwe). Five country projects are now underway (Burkina Faso, Côte d'Ivoire, Niger, Sudan, and the URTNA regional project); two projects have been completed (Burkina Faso and Mali); and five projects are under development (Ghana, Mali, Zimbabwe, and two URTNA projects). Meetings and workshops were held in seven countries (Burkina Faso, Ghana, Kenya, Senegal, Swaziland, and Uganda) and a regional workshop to update modern research skills was held in the United States for Africans from Francophone countries.

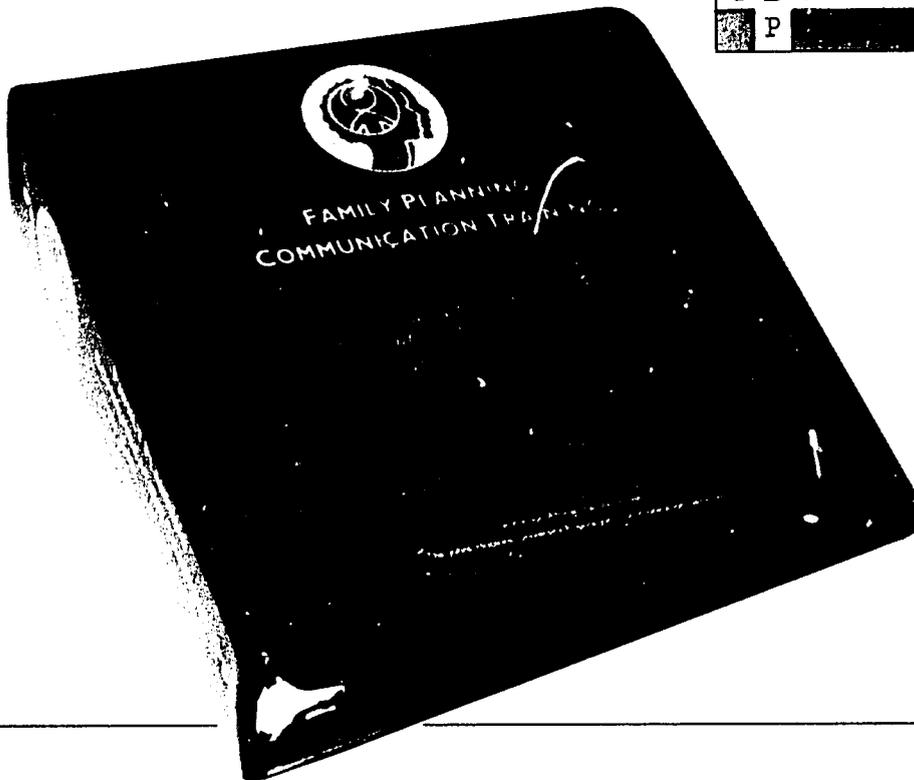
2. AFRICA: REGIONAL ACTIVITIES

CAFS

URTNA

Workshop on Using Research for
Message Development

Print Materials Development



16a

AFRICA REGION
Technical Assistance, Meetings and Workshops

Centre for African Family Studies
(CAFS)

JHU/PCS has continued to provide substantial technical assistance to CAFS to design and carry out FP/IEC workshops throughout Africa. Three workshops this year trained over 80 people from 18 African countries using an approach that emphasizes field work, research and audience needs.

Four-week workshops were held in Nairobi in English and in Kigali and Lome in French. Each workshop group spent a full week in the field analyzing a local community for its communication, health, social service and employment infrastructure. While building skills in training and interviewing techniques, participants learned how to use focus groups to design messages for specific audiences. They were assisted in planning practical strategies for IEC campaigns geared to circumstances in their own countries.

Participants worked in country teams on areas of mutual interest. The idea was to forge a relationship between mid-level family planning managers and broadcasters from the same country that would continue beyond the timeframe of the workshop to expand coverage throughout Africa.

Results from pre- and post-tests indicate that the participants in the first two workshops markedly increased their knowledge of IEC skills. Follow-up questionnaires were mailed to participants after each workshop to track the impact of the IEC training. Preliminary results indicate that participants continued to use the information and skills learned and that they continued the professional relationships with workshop team members from other organizations in their country.

The IEC staff at CAFS has developed a manual for IEC trainers based on its workshop experience designing curricula and conducting courses. The manual will be available in English and French and is expected to be an invaluable resource for others working in the FP/IEC field.

Technical assistance to CAFS was provided this year by JHU/PCS Senior Program Officer Maxwell Senior; AED staff members Mark Lediard, Michele Lioy and Terry Scoti; and JHU/PCS consultants Hem Hamal and Don Levy.

It is anticipated that, as a result of this assistance, CAFS will be able to take a lead role in providing IEC training throughout Africa. JHU/PCS is planning to continue its collaborative relationship with CAFS and is currently exploring ways in which CAFS might offer more specialized IEC courses to continue to meet the IEC needs of family planning institutions in Africa.

AFRICA REGION
Country Project

Union of National Radio and Television
Organizations of Africa
URTNA
(AF-SEN-01)

PROJECT GRANTEE: Union des Radiodiffusions et Televisions
Nationales d'Afrique (Union of National Radio
and Television Organizations of Africa-URTNA)

PROJECT DURATION: July 30, 1984 - September 30, 1987

PROJECT BUDGET: \$180,739.33

The major objective of this project has been to increase radio and television coverage of family planning and population issues throughout Africa and to stimulate contact between broadcasters and family health experts. The project is designed to reach senior-level broadcast officials in the 42 member countries of URTNA to ensure that family planning and child-spacing messages are incorporated into health-related programs and that population issues are included in media 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 to orient broadcasters on techniques for incorporating these topics into their existing programs; provision of technical and/or financial (mini-grants) assistance to at least four countries interested in developing new radio programs dealing with family planning; and exchange of innovative radio and television programs through the URTNA Programme Exchange Centre located in Nairobi.

Interest in putting family planning programs on the air has grown considerably in the three years since the project started. During the third project year, URTNA concentrated efforts on stimulating interest among member broadcast organizations in undertaking a new series of radio programs on family planning, and in helping the organizations develop program plans. Proposals for mini-grants to launch radio programs were received from 10 countries: The Gambia, Ghana, Mali, Nigeria, Senegal, Sierra Leone, Somalia, Tanzania, Zambia and Zimbabwe.

Sierra Leone is the first country to initiate a family planning radio series through the URTNA mini-grants; the twelve-part program will feature local story-telling groups. The program series in Ghana, The Gambia and Senegal has been approved by URTNA and is slated to begin under the new URTNA Family Health Broadcast Project now being finalized. The Senegal programs will be done in a magazine format including short "sketches," spot announcements and interviews. The radio series developed by The Gambia Radio plans to raise awareness about family planning using dramatized stories in combination with field recorded feedback from the audience. A number of the other plans submitted by broadcast organizations will be finalized and ready for funding in the next few months.

URTNA produced a series of 13 radio interviews with African family planning specialists, political figures and other leaders in the field. These interviews were conducted by leading radio journalists from a variety of national broadcasting organizations and distributed to URTNA member countries. Two 20-minute television programs on the Safe Motherhood Conference were produced by URTNA in collaboration with the Liberian Broadcast Organization, as well as a number of radio dramas and magazine-style programs. Plans for a demonstration television program are now underway.

The URTNA Programme Exchange Centre has been building its collection of radio and television programs on family planning and related topics and has recently produced a special catalogue of material. Copies have been sent to URTNA member broadcast organizations. Some 50 new programs were added to the collection this year, and URTNA has started to receive requests from members to borrow materials. As the collection becomes better known, it will be an important source of television and radio materials for Africa.

The Broadcast Bulletin continued to gain in popularity. A total of four issues was produced in FY1987 (two English, two French). The editor was on maternity leave during part of the year, which meant that fewer issues were produced than in the preceding year. A survey of 15 countries conducted by the World Health Organization (WHO) in November 1986 showed that broadcasters found the material useful and that the information was often aired in local languages. The quality of the Bulletin continued to improve as it incorporated changes suggested through audience feedback and through the development of Guidelines for submission of radio material to URTNA by broadcasters from the many countries commissioned to produce programs.

JHU/PCS Project Director Patrick L. Coleman attended the URTNA Annual Meeting in January 1987, and JHU/PCS and AED staff Margaret B. Parlato provided TA to URTNA member broadcast organizations to help plan a radio series for funding through the URTNA mini-grant mechanism. This assistance was provided in Senegal, Sierra Leone, Ghana, Somalia, Nigeria and Mali.

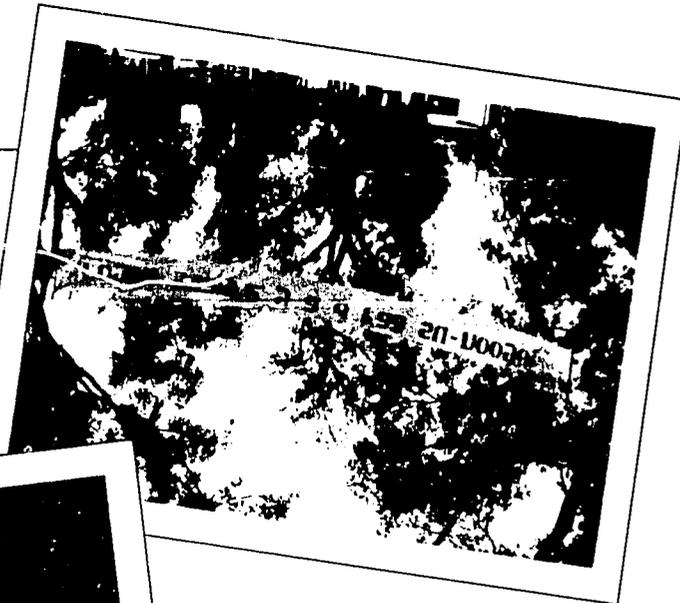
AFRICA REGION
Workshop

Using Research for Message Development (French)

As part of its continuing support to the Francophone region, JHU/PCS has emphasized training in IEC for FP specialists. To support this goal, an IEC workshop was organized in Baltimore from January 12 to 23, 1987, funded by the Regional Economic Development Services Office/West and Central Africa (REDSO/WCA). Professionals were invited from five Francophone countries in which JHU/PCS operates country projects. Nine participants spent two weeks reviewing relevant FP research documents from their respective countries and drafting a FP communication strategy based on the results of their research. The experiment allowed participants to understand the relationship between FP research and message development, audience analysis, and the development of communication strategies. Primary trainers for the workshop were Dr. Judith Brown, a communication research consultant, Philippe Langlois (JHU/PCS), Joan Schubert (JHU/PCS) and Margaret Parlato (AED). Other resource specialists were called on as needed.

AFRICA REGION
Africa Print Materials Development

The materials designed under the Regional Print Materials Project were revised this year to reflect the growing need for family planning IEC materials in Africa. These materials--a "Trainers' Reference Guide to Family Planning Counseling," "A Service Providers Guide to Family Planning" and a fold-out client leaflet--will be distributed to FPAs and health and FP training institutions. Materials will be first published in English and later in French.



3. AFRICA: FRANCOPHONE ACTIVITIES

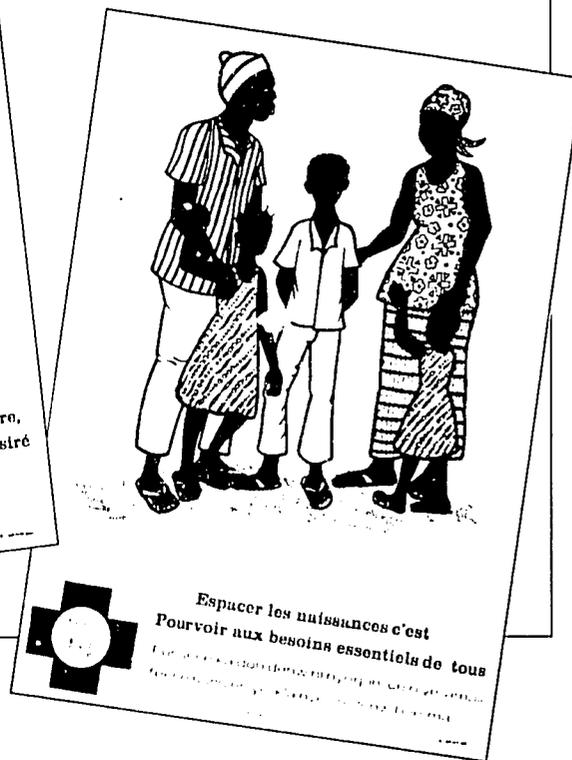
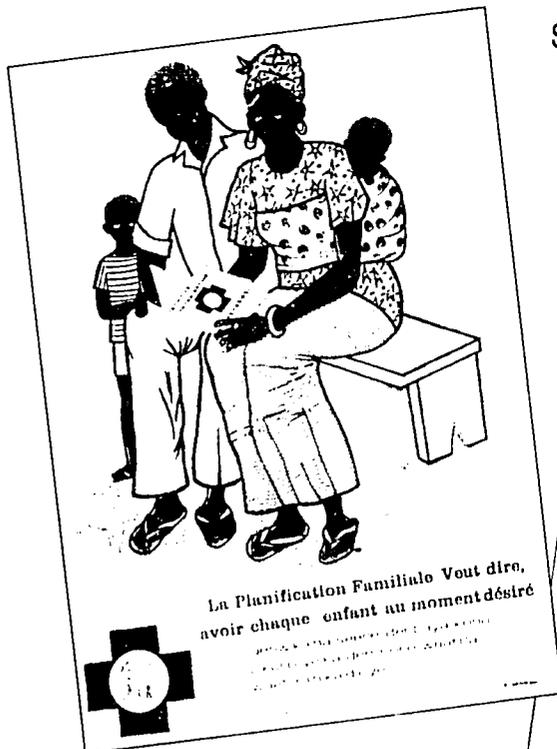
Burkina Faso

Côte d'Ivoire

Mali

Niger

Senegal



BURKINA FASO
Country Project

IEC Development
(AF-BKF-01)

PROJECT GRANTEE: Le Ministère de l'Essor Familial et de la
Solidarité Nationale (Ministry of Family Welfare
and National Solidarity - MFWNS)

PROJECT DURATION: October 1, 1985 - March 31, 1987

PROJECT BUDGET: \$ 69,793

For over two and a half years now, JHU/PCS has enjoyed a fruitful working relationship with the Ministry of Family Welfare and National Solidarity (MFWNS). The first 18-month, \$70,000 project, which came to a close March 31, 1987, designed and produced a variety of good, appropriate IEC materials. During FY1987 a 30-minute FP film, two pamphlets for service providers in French and two local languages, and several family planning billboards installed in the main intersections of Ouagadougou were produced. Earlier accomplishments of this project included the development of a FP logo and three posters (two motivational and one informational).

Highlights of the project included a Family Planning Awareness week held in Ouagadougou during late 1986. During these weeks, all communication channels from community forums to radio and television were tapped to disseminate family planning messages. Key themes for the campaign were that family planning is safe, legal, and for everybody. Many of the materials produced under the JHU/PCS project were displayed and/or distributed at this time. This included three FP posters, banners and T-shirts featuring FP slogans, and special radio and television programs and spots. The new FP logo received special attention at this time and was publicized via a variety of communication channels.

An evaluation of the project's activities and impact is presently underway.

JHU/PCS Senior Program Officer Philippe Langlois provided technical assistance.

BURKINA FASO
Country Project

Burkina 1987-1989 IEC Program
(AF-BKF-02)

PROJECT GRANTEE: Le Ministère de l'Essor Familial et de la Solidarité Nationale (Ministry of Family Welfare and National Solidarity - MFWNS)

PROJECT DURATION: April 1, 1987 - June 30, 1989

PROJECT BUDGET: \$157,077

The purpose of this project is to provide support to the MFWNS in the development and implementation of IEC programs for FP/child spacing. JHU/PCS Senior Program Officer Philippe Langlois worked with counterparts in Burkina Faso to design this second 27-month, multi-faceted program.

The principal institutional development objectives are to:

- Support the MFWNS as the coordinating agency for FP activities;
- Upgrade the IEC skills of the Ministry's front-line workers;
- Provide support to the MFWNS in the production of print material; and
- Improve the capability of the MFWNS to execute IEC campaigns.

The principal communication objectives are to increase:

- The awareness of questions dealing with FP among opinion leaders;
- The recognizability of the FP logo among the population at large;
- A positive attitude towards FP and responsible parenthood among men;
- The correct usage of the pill among women clients; and
- A responsible sexuality and awareness to matters relating with family life among young adults.

The project's outputs will include:

- Six IEC workshops for front-line workers;
- Print materials including posters, brochures, stickers, signs, and T-shirts;
- A series of FP radio spots and messages;
- An awareness campaign aimed at opinion leaders;
- Annual IEC campaigns; and
- The presentation of audience-participation FP plays.

A Training of Trainers workshop was held in collaboration with the University of North Carolina (UNC) Program for International Training in Health (INTRAH) from May 3 to 28, 1987. Eighteen MFWNS representatives were trained in IEC to conduct six workshops in interpersonal communication for social workers.

COTE D'IVOIRE
Country Project

Pan African Print Materials
(AF-IVO-01)

PROJECT GRANTEE: Le Centre d'Enseignement et de Recherche
Audio-Visuels (CERAV)

PROJECT DURATION: May 1, 1987 - July 31, 1988

PROJECT BUDGET: \$ 35,719

The purpose of the project is to enhance the ability of health and social welfare workers in Abidjan -- and eventually in other urban zones of Francophone Africa -- to deliver simple and accurate information to FP clients on the contraceptive methods available in Abidjan.

The institutional development objective for this project is to hone the skills of the grantee--the Centre d'Enseignement et de Recherche Audio-Visuels (CERAV)--to produce accurate, attractive, and culturally acceptable print materials suitable to the adult urban audience of Francophone Africa. Abidjan, with its large population of foreign nationals from many Francophone countries, provides an excellent laboratory for the pretest of materials which could have mass appeal for the rest of West Africa.

The principal project outputs are:

- Four contraceptive methods leaflets -- the pill, IUD, condom, foaming tablets; and
- One complementary wall chart with a print run of 1,000 copies.

Recently, CERAV completed a series of focus group discussions with potential FP clients in collaboration with representatives from the Ministry of Social Affairs and the local International Planned Parenthood Federation affiliate, the Association Ivoirienne pour le Bien-Etre Familial (AIBEF). Information obtained from these discussions will help to shape the content of the materials to be developed.

During FY1987, two technical assistance (TA) visits were made to Cote d'Ivoire by JHU/PCS Program Officer Joan Schubert and one TA visit by JHU/PCS Senior Program Officer Philippe Langlois to develop and implement this project.

MALI
Country Project

Family Planning IEC Project
(AF-MAI-01)

PROJECT GRANTEE: Association Malienne pour la Protection et
la Promotion de la Famille (AMPPF)

PROJECT DURATION: October 1, 1985 - September 30, 1987

PROJECT BUDGET: \$ 52,992

The purpose of this project is to strengthen and expand IEC activities in support of family planning in Mali. Principal project activities include: development of a national logo; production of print and visual materials for use in clinics; development of new radio programs; production of a series of video-tapes; and organization of a workshop for the National Union of Malian Women (NUMW). The materials produced as part of this project will be distributed in government and private family planning service centers throughout the country. The project is implemented by the Association Malienne pour la Protection et la Promotion of the Family, with collaboration from the Health Education unit of the Ministry of Health and Social Affairs and the Division of Women's Affairs of the Directorate for National Literacy and Applied Linguistics.

Project outputs in FY1987 were:

- Two FP methods booklets;
- Five posters featuring the new FP logo;
- One 80-minute teleplay in the traditional "Koteba" format (televised at least 3 times due to popular demand);
- One script for a second teleplay;
- A radio series program with child spacing themes featuring traditional stories; and
- Stencils for FP logo to mark FP facilities.

A three-day FP and population awareness seminar organized by the AMPPF for the NUMW received excellent print, radio and television coverage. The conference, which was simultaneously translated from French into Bambara, Sonrai, and Peulh, was attended by more than 140 union members representing each of the 52 districts nationwide.

Technical Assistance was provided by JHU/PCS Program Officer Joan Schubert who is currently working with AMPPF to develop a second phase IEC project to begin in early 1988 which will build on these initial activities.

NIGER
Country Project Development
Needs Assessment

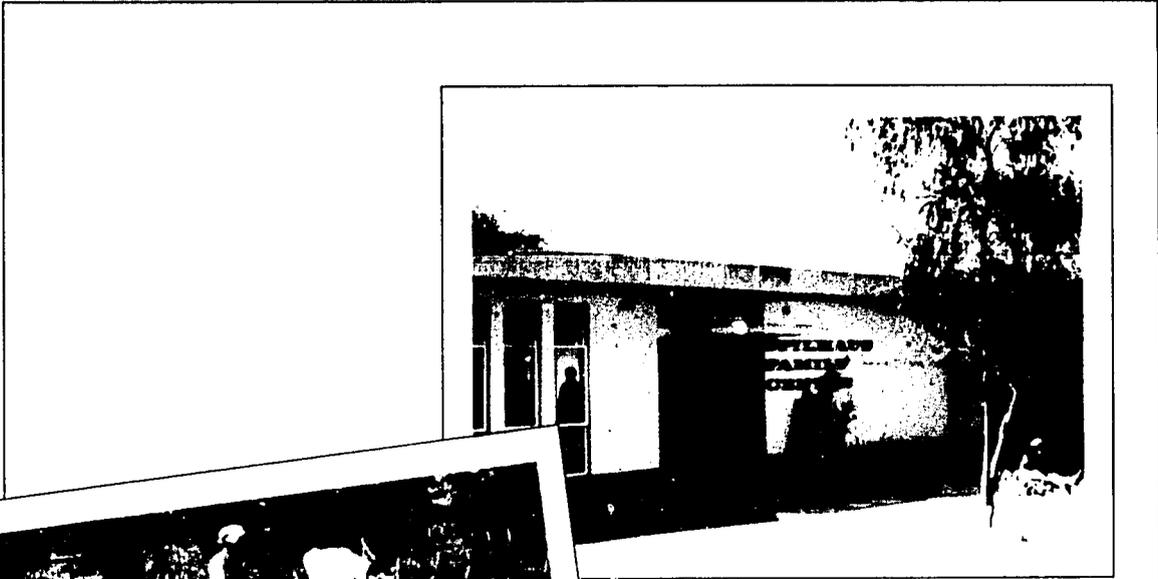
In October/November 1986, JHU/PCS Program Officer Joan Schubert and AED consultant Judy Brace visited Niger to conduct an FP/IEC needs assessment and develop an IEC strategy. JHU/PCS Senior Program Officer Philippe Langlois and Schubert returned to Niger in March 1987 to work with the Ministry of Public Health and Social Affairs (MOPH/SA) to develop a long-term IEC project with JHU/PCS funding to be managed through the Centre National de Santé Familiale (CNSF), the key coordinating body within the MOPH/SA for family planning matters in Niger. The 21-month project, budgeted at approximately \$95,000 will start September 1, 1987. JHU/PCS has a \$60,000 buy-in through the Sahel Population Initiatives Project for this activity. A key objective of the project is to build the capacity of the CNSF to plan, direct and evaluate family health/family planning (FH/FP) and IEC activities in Niger.

The project's outputs will include: an Advisory Board for FP/IEC activities; organizing a two-week IEC skills development workshop; quantitative and qualitative audience research to prepare content for IEC interventions and to evaluate program impact; a child spacing logo using cloth, badges, decals and mass media; two awareness seminars aimed at opinion leaders; contraceptive sample boxes; and a FH/FP theater series for radio and television.

Schubert also worked with USAID/Naimey to design a long-term (five-year) FP/IEC strategy for the Project Identification Document (PID) which will be the basis for the IEC component of the population bilateral agreement between the Government of Niger and USAID/Naimey.

SENEGAL
Technical Assistance

Ongoing technical assistance is being provided to the Senegal Family Health Population Project to upgrade IEC skills. Assistance provided by JHU/PCS Project Director Patrick L. Coleman, Margaret B. Parlato of AED, and consultants Jean-Claude Burger and Kathy Wolfheim has included arranging and conducting a radio workshop and designing IEC strategies.



4. AFRICA: ANGLOPHONE ACTIVITIES

Ghana

Kenya

Sierra Leone

Somalia

Sudan

Swaziland

Uganda

Zambia

Zimbabwe

GHANA
Country Project Development
Meetings, Workshops

JHU/PCS continued to play an active role in Ghana during 1987 at the request of the USAID Mission. Based on the communication strategy developed in 1986 by JHU/PCS, a three-year family planning information project was initiated with the Ministry of Health (MOH) to be implemented jointly by the divisions of Health Education and Maternal/Child Health and Family Planning (MCH/FP).

In addition to the development of the country project, JHU/PCS initiated several project-related activities throughout the year. These included: (1) training selected members of HED staff in focus group research techniques--which was of critical importance in developing the training design for the MOH primary health care workers, a major component of the project; (2) conducting a knowledge, attitudes and practices (KAP) study among service delivery personnel; (3) implementing a two-week print materials development workshop for Health Education Department (HED) staff members; (4) initiating the development of print materials for service providers; (5) conducting a workshop for 34 District Health Management Team (DHMT) members and providing support materials for another; (6) drafting two curricula for clinic level and village level training programs; and (7) providing resource materials for the development of a resource center at the HED.

JHU/PCS also supported a one-week visit to Baltimore for the Director of the HEI to work with JHU/PCS to finalize the project document, identified IEC training programs for MOH/HED personnel in Bangkok and Chicago, and sponsored a four-day research visit by Dr. Sylvester Kwakye, Communication Lecturer at Ghana Institute of Management and Public Administration (GIMPA), to JHU/PCS from the University of Carlton in Canada. Dr. Kwakye used the resources of JHU/Population Information Program (PIP) and JHU/PCS to help develop a population project management training manual.

JHU/PCS anticipates a challenging year in Ghana in FY1988 with the start-up of the project. Major activities planned include: (1) further training in IEC for HED staff members; (2) implementation of a national training program in counseling skills for MOH primary health care workers; (3) research studies for message development; (4) continued development of print materials for service providers and clients; and (5) innovative use of mass media to reach major target groups.

Technical assistance was provided by JHU/PCS Senior Program Officer Maxwell Senior and Program Officer Susan Krenn, PATH/PIACT staff Lena Steckel, and consultants Opia Mensah-Kumah and Kwame Asiedu.

KENYA
Meetings, Workshops

JHU/PCS visited Kenya in 1987 to meet with representatives of regional and national FP agencies in Nairobi to discuss ongoing program activities and possible areas of collaboration. Possibilities include working with the Pathfinder Fund to test use of various print materials in the CBD project and working with the Family Planning Association of Kenya to conduct focus groups and explore male attitudes toward family planning. In addition, JHU/PCS staff met with Regional Economic Development Services Office/East and Southern Africa (REDSO/ESA) officials on several occasions to discuss JHU/PCS activities and program directions in the region.

SIERRA LEONE
Technical Assistance

In January 1987, JHU/PCS staff visited Sierra Leone to provide technical assistance to the Sierra Leone Broadcasting Service for an URTNA mini-grant project. The radio program, which began broadcast in 1987, provides information on child survival topics, such as child spacing, oral rehydration solution (ORS) and immunization in a magazine-style format.

During the visit, recommendations were also made to the Planned Parenthood Association of Sierra Leone on the development of a national IEC strategy.

SOMALIA
Technical Assistance

Under a subcontract with the University Research Corporation (URC), JHU/PCS provided technical assistance in November 1986 to develop a three-year national IEC strategy for the Somalia Family Health Services project. In addition, JHU/PCS identified two IEC consultants who provided technical assistance to the project in radio production, materials development and the establishment of an IEC resource center.

SUDAN
Country Project

Print Materials Development for FP
(AF-SUD-01)

PROJECT GRANTEE: Sudan Community-Based Family Health Care
Project (SCBFHCP)
Department of Community Medicine Faculty of
Medicine
University of Khartoum

PROJECT DURATION: March 1, 1985 - December 31, 1987

PROJECT BUDGET: \$ 38,940

The purpose of this project is to increase the use of modern FP methods by providing carefully developed print support materials for clients with up-to-date information on oral contraception and by motivating clients to accept modern contraceptive methods. The project also aims at strengthening the skills of field workers by providing them with print materials to motivate clients to accept and practice modern contraceptive methods.

Three of the four FP booklets developed are at the printer and will be distributed by the end of 1987. The fourth booklet is undergoing revisions and will be printed when the necessary changes are completed. Copies of the draft booklets have been received by JHU/PCS. The project was extended to December 1987 and an impact evaluation is planned as a follow-up activity.

Program for the Introduction and Adaptation of Contraceptive Technology (PIACT) staff member Joan Haffey made a TA visit in August 1987 to help finalize booklets for printing and distribution.

SWAZILAND
Meetings, Workshop

At the request of International Planned Parenthood Federation (IPPF) London, JHU/PCS Senior Program Officer Wilma Lynn participated in a week-long workshop for African journalists held in Swaziland in August 1987. Ms. Lynn delivered a session on media project design.

UGANDA
Meeting

At the request of the USAID Mission and the Uganda Ministry of Health, a JHU/PCS staff member participated in the first annual inter-agency meeting of organizations providing support to the MOH under the USAID-funded Family Health Initiatives (FHI) project. The meeting provided an opportunity for JHU/PCS to discuss future program directions with key local agency representatives.

ZAMBIA
Workshop

JHU/PCS Senior Program Officer Maxwell Senior collaborated with the Institute for International Studies in Natural Family Planning (IISNFP) Georgetown University and The Development Group to conduct a three-week regional management and communication workshop for natural family planning projects from Mauritius, Liberia and Zambia. A special communications module was developed for the training program and for a comprehensive training manual for natural family planning (NFP) programs.

ZIMBABWE
Technical Assistance
Meetings

JHU/PCS continued its technical assistance support to the Zimbabwe National Family Planning Council (ZNFPC) during FY1987 at the request of the USAID Mission. JHU/PCS Principal Investigator Phyllis T. Piotrow visited Zimbabwe to arrange follow-up activities and new program directions following a USAID evaluation of the ZNFPC project. A JHU/PCS team of four IEC specialists made a follow-up technical assistance visit to ZNFPC in June. The team provided assistance in the areas of evaluation, marketing, print materials and project design. A key outcome of this assistance was the design of a marketing strategy concept to promote a smaller size family in Zimbabwe. Two visits were also made to Zimbabwe for meetings with USAID/Harare to discuss directions for JHU/PCS program support for ZNFPC. A male-oriented IEC campaign project is being negotiated with ZNFPC for JHU/PCS funding.

TABLE II-1
AFRICA: SUMMARY OF MAJOR COUNTRY ACTIVITIES BY OUTPUT CATEGORY
DURING PROJECT YEARS ONE THROUGH FIVE, INDICATING YEAR OF ACTIVITY
(excluding Nigeria)

<u>Region/Country</u>	<u>Output Category</u>					
	<u>Needs Assessment & Planning</u>	<u>Country Project Development</u>	<u>Country Project Initiation</u>	<u>Technical Assistance</u>	<u>Meetings and Workshops</u>	<u>Provision of Films and Materials</u>
AFRICA						
Regional				84	85, 87	84, 85, 86
URTNA		84, 87	84	87	85, 86	83, 84, 85, 86
CAFS				85, 86, 87	86, 87	85
Algeria						86
Benin						84, 85, 86
Bhutan						86
Botswana						83, 84, 85
Burkina Faso	84	85, 86, 87	86, 87	85, 86, 87	86, 87	84, 85, 86
Burundi				85		84, 85, 86
Central Africa Republic						84, 86
Comoros						86
Congo	84			84		84
Cote d'Ivoire		86	87	86, 87		83, 86, 87
Gambia						85, 86
Ghana	86	87		86	87	85, 86
Guinea/Bissau						86
Kenya	86			85, 86	87	83, 84, 85, 86
Stellsgraphics		84	85			
RETCO		85	85			
Lesotho				86		84, 85, 86
Liberia	84	84	85	84, 86		83, 84, 85, 86
Madagascar						84, 85, 86
Malawi						84, 85, 86

83 = JHU/PCS Project Year One
84 = JHU/PCS Project Year Two
85 = JHU/PCS Project Year Three
86 = JHU/PCS Project Year Four
87 = JHU/PCS Project Year Five
* Partial needs assessment
**Not funded under a subagreement

AFRICA: SUMMARY OF MAJOR COUNTRY ACTIVITIES: (continued)

Table II-1

<u>Region/Country</u>	<u>Output Category</u>					<u>Provision of Films and Materials</u>
	<u>Needs Assessment & Planning</u>	<u>Country Project Development</u>	<u>Country Project Initiation</u>	<u>Technical Assistance</u>	<u>Meetings and Workshops</u>	
Mali	84	84,87	86	87		83,84,85,86
Mauritius	85*,86					83,84,85,86
Niger	87	87	87	87		85,86
Rwanda	86			87	87	84,85,86
Sao Tome/Principe						85
Senegal	86			85,86,87	86,87	83,84,85,86,87
Seychelles						84,85
Sierra Leone	84*,86			85,87		84,85,86
Somalia	84			84,87	86	85,86
Sudan	83	84	85			84,85
Swaziland	85	85	85**	85		83,84,85,86
Tanzania						86
Togo	86			86,87	87	83,85,86
Uganda	85*			85		85,86
Zaire	84			84,85,86	86	83,84,85,86,87
Zambia						85,86
Zimbabwe		87		83,84,85,86,87		83,84,85,86

83 = JHU/PCS Project Year One

84 = JHU/PCS Project Year Two

85 = JHU/PCS Project Year Three

86 = JHU/PCS Project Year Four

87 = JHU/PCS Project Year Five

* Partial needs assessment

**Not funded under a subagreement

Table II-2
 AFRICA: NEEDS ASSESSMENTS CONDUCTED - FY1987
 (excluding Nigeria)

<u>Region/Country</u>	<u>Month/Year</u>	<u>Personnel</u>	<u>Host Agency</u>	<u>Duration</u>
Niger	Oct/Nov 1986	Schubert, JHU/PCS Brace, AED	MOPH/SA	4 weeks/Schubert 2 weeks/Brace

Review FP/IEC programs of the Ministry of Public Health and Social Affairs (MOPH/SA) and of other government agencies and international organizations. Prepare complete Needs Assessment and design the IEC component of the Bilateral Agreement.

Table II-3
AFRICA: TECHNICAL ASSISTANCE VISITS - FY1987
(excluding Nigeria)

Region/Country	Month/Year	Personnel/(Affiliation)	Sponsoring Agency(s)	Duration in Weeks
AFRICA				
Regional	November 1986	Senior (JHU/PCS) Plan CAFS FP Communication Workshop.	CAFS	1
Regional	January 1987	Kiruhi to JHU (CAFS) Finalize preparation for CAFS FP Communication Workshop.	JHU/PCS	1
Regional	March/April 1987	Senior (JHU/PCS) Scott & Lediard (AED) Hamal & Levy (Consultants) Assist with conducting of FP Communication Workshop in Nairobi, Kenya.	CAFS	10
Regional	May 1987	Ahade & Moutia to AED (CAFS) Plan Francophone FP Communication Workshop.	JHU/PCS	2
Regional	June 1987	Lioy (AED) Organize logistics for FP Communication Workshop in Rwanda.	CAFS/ONAPO	1
Regional	June 1987	Senior (JHU/PCS) Kiruhi (CAFS) Organize logistics for FP Communication Workshop in Ghana.	CAFS	2
Regional	July/August 1987	Lediard & Lioy (AED) McCraw & Kumah (Consultants) Assist with conducting of Francophone FP Communication Workshop in Rwanda.	CAFS	6
Burkina Faso	December 1986	Langlois (JHU/PCS) Design of FP/IEC Project Proposal for 1986-1987.	MFWS	2
Burkina Faso	September 1986	Mousseau-Gershman (Consultant) Design of FP/IEC curriculum for School of Social Work.	MFWS	3

AFRICA: TECHNICAL ASSISTANCE VISITS: (continued)

Table II-3

Region/Country	Month/Year	Personnel/(Affiliation)	Sponsoring Agency(s)	Duration in Weeks
AFRICA				
Côte d'Ivoire	November 1986	Schubert (JHU/PCS)	CERAV	1
		Develop IEC Project for production of print materials.		
Côte d'Ivoire	April 1987	Langlois (JHU/PCS)	CERAV	1
		Develop IEC Project.		
Côte d'Ivoire	June 1987	Schubert (JHU/PCS)	CERAV	1
		Finalize IEC Project Development.		
Mali	May 1987	Schubert (JHU/PCS)	AMPPF	2
		Design outline of Phase II IEC project.		
Niger	Oct/Nov 1987	Schubert (JHU/PCS) Brace (AED)	MS/AS	6
		Conduct Needs Assessment and Project Identification for FP/IEC.		
Niger	April 1987	Langlois & Schubert (JHU/PCS)	MS/AS	4
		Develop FP/IEC Project Proposal.		
Niger	April 1987	Schubert (JHU/PCS)	USAID/Niamey	2
		Design IEC component of population bilateral project.		
Rwanda	February 1987	Grieser (JHU/PCS)	ONAPO	2
		Conduct FP/IEC needs assessment.		
Rwanda	June 1987	Lioy (AED)	CAFS	1
		Finalize arrangements for IEC workshop.		
Senegal	January 1987	Coleman (JHU/PCS) Parlato (AED)	MSD	1
		Plan activities with AID, ISTI, and FH project; develop plans for radio production workshop and review of formative research plan.		
Senegal	March 1987	Wolfheim (Consultant)	MSD	3
		Train five private sector organizations in IEC and develop individual IEC strategies.		

Region/Country	Month/Year	Personnel/(Affiliation)	Sponsoring Agency(a)	Duration in Weeks
AFRICA				
Senegal	March 1987	Parlato (AED)	MSD	1
		Develop training curriculum and audio materials.		
Senegal	July 1987	Burger (Consultant)	MSD	3
		Conduct radio production workshop for 19 producers from regional and national stations.		
Sierra Leone	January 1987	Senior & Krenn (JHU/PCS)	SLBS	2
		Assist SLBS define content and format for URTNA mini-grant series.		
Somalia	November 1986	Senior (JHU/PCS)	FHSP	2
		Develop a three-year IEC strategy and one-year workplan for FHSP project.		
Togo	June 1987	Grieser (JHU/PCS)	ATBEF	2
		Design workplan for FP/IEC activities for coming years.		
Zimbabwe	April 1987	Piotrow (JHU/PCS)	ZNFPC	1
		Arrange distribution of printed materials; plan follow-up for ZNFPC evaluation.		
Zimbabwe	July 1987	Lynn (JHU/PCS) Habermann, Levy, Green (Consultants)	ZNFPC	11
		Define marketing strategy for ZNFPC activities; assist with developing, monitoring and evaluation mechanisms for IEC interventions, assist with development of motivational client print materials.		

Table II-4
AFRICA: MEETINGS, WORKSHOPS AND LECTURES - FY1987
(excluding Nigeria)

Region/Country	Project Number	Dates	Host Agency	Number of Participants
AFRICA				
Regional	AED-7	Jan. 12-23, 1987	JHU/PCS	9
		<u>Message Development Workshop.</u> Two-week regional workshop held in Baltimore for FP/IEC staff from five Francophone countries to provide practical guidance in using pertinent available research material to design FP messages and strategies.		
Burkina Faso	AF-BKF-02	May 1987	MFWNS	18
		<u>Training of Trainers Workshop.</u> IEC workshop in collaboration with INTRAH.		
Burkina Faso	AF-BKF-02	August 1987	MFWNS	20
		<u>Workshop in Interpersonal Communication.</u> IEC workshop for social educators.		
Ghana		October 1986	MOH	20
		<u>Focus Group Research Workshop.</u> Three-week workshop to train core IED personnel in FGD techniques and to gather relevant information on the KAP of service providers for use in project planning.		
Ghana		April 1987	MOH	11
		<u>Print Material Development Workshop.</u> Two-week workshop for core IED staff. Participants started development of the MOH flipchart.		
Ghana		July 1987	MOH	39
		<u>Training of Trainers Workshop.</u> Two-week workshop for MOH District Health Management Team Members responsible for training MOH primary health care workers. Training content included a contraceptive update and interpersonal communication.		
Kenya		March-April 1987	CAFS	21
		<u>CAFS Family Planning Workshop.</u> IEC workshop for FP managers of Anglophone Africa.		
Rwanda		July-August 1987	CAFS	26
		<u>CAFS Family Planning Workshop.</u> IEC workshop for FP managers of Francophone Africa.		
Senegal		March 1987	MSD	14
		<u>IEC Planning Workshop.</u> Two-day workshop to train directors of private sector organizations introducing FP services in planning of appropriate IEC activities.		

Region/Country	Project Number	Dates	Host Agency	Number of Participants
AFRICA				
Senegal		July 1987	ORTS and MSD	19
		<u>Radio Production Workshop.</u> Two-week workshop for producers from regional stations and the national network to develop ready-to-air programs and a production plan for the next year.		
Togo		September 1987	CAFS	25
		<u>CAFS Family Planning Workshop.</u> IEC workshop for FP managers of Francophone Africa.		

NIGERIA



CHAPTER III. NIGERIA

1. OVERVIEW

FY1987 marked the end of the beginning of JHU/PCS activities and strategies in Nigeria with the advent of a new five-year Family Health Initiatives II program. This new program will include FP/IEC under a \$15 million contract to begin in 1988. During a design team effort in March and April 1987, Deputy Project Director Jose G. Rimon II and Senior Program Officer Kim Winnard worked collaboratively with representatives from US and Nigerian organizations from the public, private, and policy components to develop a strategy to implement FP/IEC in all 19 states of the Federal Republic of Nigeria (FRN) over a five-year period. This strategy concentrates on several key areas:

- support of mass media promotion of the concept of family planning and the availability of FP services;
- provision of basic informational materials for use by health workers in counseling clients;
- initiation of demonstration projects that link mass media and interpersonal communication in order to increase awareness and use of contraception and its acceptability by opinion leaders; and
- involvement of broadcasters in the promotion of population and family planning issues.

In most countries, JHU/PCS emphasizes a coherent national FP/IEC strategy before developing activities on a smaller scale. However, due to its highly decentralized health care system, Nigeria FP/IEC activities have been developed through a state-by-state approach.

In FY1985, JHU/PCS's IEC program in Nigeria came into full force under the direction of Jose G. Rimon II, the Senior Program Officer for Nigeria at the time. After an initial visit by JHU/PCS Principal Investigator Phyllis Piotrow to grantees in Kwara State and Lagos, Rimon monitored the progress and provided TA to JHU/PCS's first state-wide media campaign (Kwara), implemented two subagreements with the Planned Parenthood Federation of Nigeria (PPFN), and initiated the development of six new projects. In 1985, JHU/PCS played a key role in the launching of the first and second official family planning campaigns ever in Nigeria, one in Kwara and one in Ogun State.

In FY1986, PCS expanded upon its ongoing activities in Kwara, Plateau and Ogun States. JHU/PCS undertook subagreements in Imo State, fixed-price contracts in Anambra and Oyo States, and continued to initiate and develop IEC projects in nine other states. During thirteen extended in-country person-visits, JHU/PCS staff and consultants explored the potential for expanding IEC efforts in each state through meetings with local and traditional leaders, health personnel, and media persons.

NIGERIA

In FY1987, JHU/PCS continued to stoke the fires of FP/IEC momentum throughout Nigeria by designing eight new projects, which included: comprehensive state-wide IEC campaigns in the southern state of Ogun and the northern state of Borno; contracts extending two media projects including the reprinting of PPFN methods booklets (AF-NGA-02); continued broadcasts of new television programs by NTA/Enugu in Anambra State (AF-NGA-07); and four fixed-price contracts with television, radio, video and music corporations.

Over one year of person-weeks of technical assistance and project monitoring were rendered by 16 JHU/PCS staff and consultants to ensure quality and continuity in these endeavors. JHU/PCS Senior Program Officer Kim Winnard and PATH/PIACT Program Associate Carol Kazi spent over half a year of person-weeks in sixteen of Nigeria's 19 states. Other JHU/PCS staff provided over one-third of a year in Nigeria: Principal Investigator Phyllis Piotrow (Lagos); Deputy Project Director Jose Rimon (Lagos and Oyo); Senior Program Officers Wilma Lynn (Imo, Anambra), Frank Segura (Lagos), Sung Hee Yun (Lagos, Ogun); Program Officer Susan Krenn (Imo, Anambra); and Program Assistant Julie Convisser (Oyo, Ogun, Borno, Anambra, Rivers). Subcontractors and consultants providing other technical assistance were PATH/PIACT Program Associate Janet Hall (Ogun, Gongola, Anambra) and Gerald Hursh-Cesar (Oyo, Plateau, Lagos) who provided substantial evaluation expertise.

Rimon, Winnard and Piotrow also visited Nigeria in early 1987 as part of the team which designed the Family Health Initiatives II Project for Nigeria.

**Voluntary Surgical
Contraception**



V.S.C

Ikechi Akpa Nwa Kpam Kpam



V.S.C

Daura hannun Mahalfa



V.S.C.

Feto sọmọ bibi Alasopa



2. NIGERIA: NATIONWIDE ACTIVITIES

VSC Booklets E. (University of Ibadan)

FH/FP Broadcasting Workshop E. (PPFN)

Reprint of Methods Booklets E. (PPFN)

RAPID Video Production

Popular Music Production



The Pill

(Ogun Koro)

28 day pill

NIGERIA
Country Project

Production and Distribution of
Pictorial Information Booklets on
Voluntary Surgical Contraception (VSC)
(AF-NGA-04)

PROJECT GRANTEE: Fertility Research Unit (FRU) of the
University of Ibadan, Oyo State

PROJECT DURATION: March 1, 1986 - September 30, 1987

PROJECT BUDGET: \$43,325.00

The purpose of this project was to facilitate understanding by health workers and FP clients of the issues and procedures involved in voluntary surgical contraception (VSC).

Pictorial booklets on female voluntary surgical contraception in Yoruba, Hausa, Igbo and English were developed and distributed nationally to clinicians and health centers.

All versions of the VSC booklet were completed following rigorous pretests and revisions of artwork and text for publication in September, 1987. A leaflet on "How to Use the Female VSC Booklets" was produced to accompany booklet distribution. A pre-distribution survey of health workers' and clients' knowledge, attitudes and practices of VSC was conducted in Ilorin and Minna, major VSC centers in Nigeria. Preliminary results revealed very little understanding of VSC among health providers and clients.

Production and distribution of 30,000 copies of the booklets and 600 instructional sheets began in September 1987.

NIGERIA
Country Project

FH/FP Broadcasting Workshop
(AF-NGA-05)

PROJECT GRANTEE: Planned Parenthood Federation of Nigeria
(PPFN)

PROJECT DURATION: October 6, 1986 - September 30, 1987

PROJECT BUDGET: \$62,984.00

The purpose of this project was to foster collaboration among PPFN, The Federal Radio Corporation of Nigeria (FRCN), Nigerian Television Authority (NTA), Federal Ministry of Health (FMOH) and the Federal Ministry of Information (FMOI) in reaching a wide national audience with messages about family planning. About 30 radio and television broadcasters from Nigeria's diverse communities participated in this first-ever national forum held in Ibadan, Oyo State, August 31-September 4, 1987. Health and family planning officials from all over Nigeria joined the broadcasting experts as observers and resource persons, and together they discussed and developed concrete media techniques and strategies for promoting the health of mother and child through family planning. Media representatives with experience in health promotion through television or radio, such as the National Television Authority of Nigeria/Enugu (NTA/Enugu), presented samples of their innovative programs to the forum, and discussed the challenges and rewards of such activities. The workshop prompted interest by more health officials and broadcasters in collaborative family planning education projects utilizing broadcast media.

NIGERIA
Country Project

PPFN Reprint of Methods Booklets
(AF-NGA-09)

CONTRACT RECIPIENT: Planned Parenthood Federation of Nigeria
(PPFN)

PROJECT DURATION: April 1, 1987 - May 31, 1988

PROJECT BUDGET: \$85,000

The purpose of the Fixed Price Contract, AF-NGA-09, with PPFN is to support the revision and reprinting of one million copies of pictorial family planning method booklets in Hausa, Igbo, Pidgin English, and Yoruba languages. Under the contract JHU/PCS will provide funds for printing 507,000 copies of the booklets and 50,000 of the booklet use instruction pamphlets. The Pathfinder Fund will provide the remaining funds to print an additional 500,000 copies of the booklets.

PPFN originally developed, printed and distributed 325,000 copies of the booklets on intrauterine device (IUD), condom, and pills in four languages under a prior fixed-price contract with JHU/PCS. The original set of booklets produced and distributed by PPFN with JHU/PCS support were so helpful to health workers counseling low-literate clients that the demand by clinics for booklets soon outstripped supply.

NIGERIA
RAPID Video Production

As one of the first national-scope IEC projects in Nigeria, JHU/PCS and PRIME TV of Lagos are working to develop a documentary program about population, based on the RAPID presentation on Nigeria [AF-NGA-13, Prime TV Production of Resources for the Awareness of Population Impacts on Development (RAPID) Presentations]. The program, which is to be aired nationally, is intended to increase the awareness of policymakers, leaders and the general public about the effects of rapid population growth on Nigeria's socio-economic development. Shooting of the video is scheduled for September 1987 with a master copy being cut by December 1987. An advisory council under the auspices of the FMOH which includes representatives of the FMOI, Nigeria Education Research Council, NTA, and Nigeria Population Bureau will review and approve the video and design a strategy to effectively broadcast and distribute copies of the video throughout Nigeria by early 1988.

NIGERIA
Popular Music Production

The aim of this project is to promote sexual responsibility and the concept of family planning among urban men by producing and nationally distributing two songs by popular Nigerian artists in a duet. The project is based on the highly successful "Tatiana and Johnny" family planning music campaign which targeted teenagers in Latin America. The premier national music promotion company in Nigeria, Mut-Moksons Co., will elicit compositions and act as liaison with potential artists. The song lyrics will be selected by an Advisory Committee and revised based on pretests with members of the target audience. The songs should be ready for distribution by mid-1988.



3. NIGERIA: COUNTRY PROJECTS

Anambra State

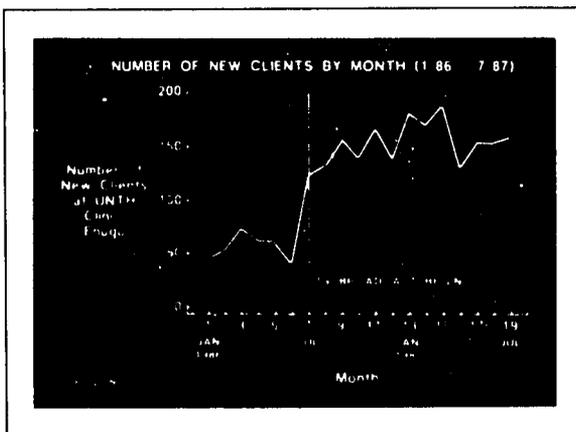
Borno State

Imo State

Kwara State

Ogun State

Plateau State



116a

ANAMBRA STATE
Country Project

NTA/Enugu Television Series
(AF-NGA-07/08)

CONTRACT RECIPIENT: NTA/Enugu
PROJECT DURATION: February 25, 1986 - September 30, 1987
PROJECT BUDGET: \$37,077

The purpose of this project was to increase the number of FP acceptors in Enugu by developing a television variety series which delivers family health/family planning messages in an entertaining way.

The primary activity involved developing 39 synopses with elaborated scripts and subsequent episodes of the family health/family planning component of the 30-minute program, "In a Lighter Mood," broadcast by NTA/Enugu. An Advisory Committee consisting of the University of Nigeria Teaching Hospital (UNTH) NTA/Enugu, and the Ministry of Health reviewed and approved each script. The program directly refers clients to UNTH/Enugu FP Clinic.

Thirty-six episodes have been developed, pretested, produced, and aired to much acclaim. The initial impact of the television program on the clinic attendance of its viewing audience appears to have been significant. The average rate of "new acceptors" at the UNTH clinic since the first broadcast has increased by 147 percent. Services were also provided on a daily basis. For the first half of 1987, on a monthly basis, 38 percent of new FP clients reported TV as their source of referral for services, leading the list of sources of referral, followed by health workers and relatives. These television programs have received national attention and will be the models for possible national family health/family planning TV programs in Nigeria.

A recall survey was conducted in July 1987 the day following a broadcast. Of 299 people sampled, 60 percent watched TV. Seventy percent of those who watched TV watched the program. Ninety-six percent of those recalled the FP message contained in the drama episode, and 82 percent correctly recalled the clinic information contained in clinic advertisements appearing in the middle or at the end of each episode.

BORNO STATE
Country Project

Primary Health Care Promotion
(AF-NGA-10)

CONTRACT RECIPIENT: Ministry of Health (MOH) Maiduguri, Borno State

PROJECT DURATION: August 1987 - July 1989 (24 months)

PROJECT BUDGET: \$ 27,030

The purpose of this project is to strengthen the capacity of the Borno State MOH and the following institutions to carry out FP/MCH IEC activities: the Ministries of Education, and Information; the Borno State Television Corporation and the NTA/Maiduguri; the Schools of Health Technology, Midwifery, and Nursing; the University of Maiduguri Teaching Hospital; local traditional and religious leaders; and women's voluntary and community organizations.

The principal project outputs will be:

- A symposium on the religious aspects of FP, e.g., Islam and FP, for policymakers, opinion leaders and media houses which will launch a statewide campaign;
- Two FP mid-management training workshops for zonal FP coordinators and representatives from the MOH, the University of Maiduguri, and women's organizations;
- Two training workshops for FP clinicians and representatives from the various health schools;
- 2,500 copies each of two posters on child spacing;
- 20,000 leaflets on oral rehydration therapy (ORT);
- Three radio spots on FP, two on ORT, and one on immunization, in Hausa, Kanuri and English;
- One TV drama in Hausa and Kanuri on child spacing, immunization, and ORT, with four "shorts" developed from the program; and
- Technical assistance for a weekly radio show on health topics related to child spacing, immunization, and ORT.

IMO STATE
Country Project

IEC Orientation and Women's Groups Workshops
(AF-NGA-06)

PROJECT GRANTEE: Imo State Ministry of Health (MOH)
PROJECT DURATION: August 1, 1986 - December 31, 1987
PROJECT BUDGET: \$41,190.00

The purpose of this project has been to promote FP among women and support the expansion of family planning services in Imo State.

The primary activity involves implementing a broad multi-media FP/IEC campaign, focusing primarily on motivating local opinion-leaders and on coordinating the FP activities of the MOH with local women's groups. A central part of the campaign is a state-wide symposium for representatives of 140 women's groups and local leaders. This symposium is an "IEC Orientation" designed to elicit women's organizational support for FP. In addition, a 26-week radio soap opera, two health posters, two radio spots, one TV spot, and durable cue cards for clinic use will be produced.

The project was launched with a two-week FP communication workshop in October 1986. The workshop brought together representatives of the major media agency in Imo, the Imo Broadcasting Company (IBC), the Ministry of Information, the Ministry of Health, PPFN, and three major local women's groups. The workshop generated useful ideas and themes around which the FP media campaign was designed.

The Imo State Family Planning Symposium was held from August 13-14, 1987 in Owerri. Over 180 people attended the conference which brought together representatives from 140 women's organizations and groups to participate in the promotion of the benefits of FP and other related health issues. Highlights included reports from groups representing 36 traditional leaders, women's councillors, church organizations and the media showing how their organizations would assist the MOH in promoting FP and acceptance of FP methods. Activities and participant support of the proceedings received widespread print, radio and television coverage. Moreover, the proceedings have generated a high level of consciousness and key influential group support for the promotion of FP and MOH services throughout the state.

KWARA STATE
Country Project

Kwara State Family Planning Campaign
(AF-NGA-01)

PROJECT GRANTEE: Kwara State Ministry of Health (MOH)
PROJECT DURATION: April 1, 1984 - September 30, 1987
PROJECT BUDGET: \$86,947

The purpose of this project was to increase the number of FP acceptors in Kwara State by providing FP information in the context of childcare and parental responsibility. The primary activity was an extensive public information campaign utilizing coordinated radio spots, TV spots, newspaper ads, posters, and fieldworker visits to encourage the general public to contact local MOH clinics for services or more information.

On June 27, 1985 the Kwara State Ministry of Health conducted the opening ceremonies of the first state-wide family planning campaign in Nigeria. Four radio spots on FP and health began airing twice a week for three months and a TV spot began airing daily to publicize the campaign. By September 1, 1985, the four radio spots had been aired 169 times and the TV spots about 30 times. In addition, an ad was placed in a weekly newspaper for a six-week period. Four additional TV spots were developed and aired from October 1985 through February 1986. Ultimately, TV spots were aired 110 times in FY1986, 20 times more than initially agreed upon, of which 40 percent were aired at no charge. A second newspaper ad and two posters, one on methods of contraception and one on FP as a Nigerian tradition, were also developed.

FP acceptors in the State increased. In the first reporting period the project showed a 100 percent increase in new FP acceptors. Subsequent quarterly reports showed a 16.9 percent, 33.3 percent, and 35.3 percent increase in new FP acceptors in each consecutive three-month period.

FY1987 witnessed a resurgence of broadcasts of the popular "Mama Olu" TV spot which depicts a grandmother admonishing her granddaughter for having too many children too quickly and conveys that child spacing is a tradition that should continue with new ways (modern contraceptives). Two posters were produced on child spacing and contraceptive methods. The latter one, considered very popular, will be reproduced for five other Yoruba-speaking states.

OGUN STATE
Country Project

Communication Outreach Phase II
(AF-NGA-11)

CONTRACT RECIPIENT: Ministry of Health (MOH) Abeokuta, Ogun State

PROJECT DURATION: August 1987 - September 1988

PROJECT BUDGET: \$45,872

The purpose of this project is to improve the motivational and communication skills of family planning personnel, and to implement innovative information, education and communication (IEC) programs aimed at increasing awareness among the adult population in Ogun State about health issues and about services available to them.

Communication objectives are:

- To strengthen skills of trainers and clinicians (physicians and nurses) in motivation, communication and service delivery;
- To promote the practice of family planning; and
- To inform the population of the location of family planning services.

Outputs of the project include: 1) an orientation to IEC activities for Ogun MOH project staff and key media representatives and health personnel involved in the project; 2) one ten-day training-of-trainers workshop for approximately 10 representatives of the Family Planning Training School, the Ministry of Health, and news media; 3) five one-week sessions on IEC during the Family Planning Training School; 4) one IEC daily monitoring form to be used at all clinics; 5) two one-day workshops to orient physicians to the context of family planning and IEC in Ogun State; 6) 24 performances by a mobile theater troupe on the benefits of family planning; 7) 2,000 copies each of four posters on the advantages of family planning; 8) 10,000 copies of fliers previously developed for five zones informing the public of the location and hours of family planning clinics; 9) 1,666 pieces of cloth, to be used as native dress, designed and printed with a family planning message and motif; 10) three FP radio spots; 11) one FP television spot; and 12) one TV program and 3 TV spots made from the program.

PLATEAU STATE
Country Project

Family Planning Communication Campaign
(AF-NGA-03)

PROJECT GRANTEE: Planned Parenthood Federation of Nigeria
(PPFN)

PROJECT DURATION: January 1, 1985 - September 30, 1987

PROJECT BUDGET: \$245,209.00

The purpose of this project was to increase awareness about FP and increase the number of FP acceptors in Plateau State.

The primary activity involves conducting a multi-media state-wide campaign consisting of advertising and interpersonal communication components.

Radio spots, print ads, leaflets, posters and booklets were produced by an advertising agency, PAL Nigeria Ltd. of Lagos, to pretest and develop FP materials. An advisory committee in Jos reviewed and approved all materials produced by PAL. Four posters (5,000 copies each), two leaflets (50,000 copies each), four booklets (25,000 copies each), one newspaper ad, and six radio spots (to be aired 900 times over 6 months) have been produced. Twelve one-day workshops were held in each of the six zones of the state in order to inform local leaders and health workers about the availability of IEC materials developed with PPFN and PAL. These "IEC Orientation Workshops" were also implemented to encourage participants to act as channels for distribution of materials, to teach health workers how to use the clinic stamp developed under the projects, to communicate better family planning messages, and to alert clinic workers to a possible increase in clinic clientele.

Reports on the Plateau State FP Communication Campaign are positive, with local leaders and health workers recording increases in clinic clientele and widespread recognition of the slogans and jingles which appear on radio, TV and the newspapers. Although the campaign was designed specifically for Plateau State, it will be possible to use several of its components (especially over-runs of the print materials) in other Hausa-speaking areas, and even nationwide in the case of English-language materials. Results from an evaluation conducted in the second quarter of 1987 will be available for analysis by the beginning of FY1988.



4. NIGERIA: ACTIVITIES UNDERTAKEN IN 1987 IN SUPPORT OF FUTURE PROJECTS

Radio Production
Anambra State

Country Project Development
Benue State

Country Project Development
Kaduna State

Country Project Development
Niger State

Television Production
Oyo State

Country Project Development
Rivers State



ANAMBRA STATE
Radio Production

With the success of the NTA/Enugu family planning television promotion as inspiration, the Anambra Broadcasting Station is producing and airing 52 15-minute radio drama episodes incorporating FH/FP messages. The aim is to reach rural radio listeners who might have had less access to the NTA/Enugu TV campaign. As in the NTA/Enugu and NTA/Ibadan projects, a clinic-monitoring system is also in place for this project in order to measure the impact of the radio program on family planning clientele. Broadcasting is expected to occur between October 1987 and March 1988.

BENUE STATE
Country Project Development

Follow-up activities to a successful one-day Child Spacing Symposium held in Makurdi, August 1987, for local opinion leaders and policymakers will shape short-term IEC strategies for Benue. Participants in the August Symposium felt that a survey of the attitudes among traditional and community leaders at the local government level would be an essential first step for designing a sound state-wide family planning information, education, and communication campaign. JHU/PCS will provide 2-3 weeks of technical assistance to collect such data, and project design will be developed in 1988 based on the data for implementation later that year.

KADUNA STATE
Country Project Development

Based on discussions in FY1986, the objective of the Kaduna MOH was to maximize the client motivation/education potential of clinic personnel in Kaduna State; a package of IEC materials was to be developed and distributed to each clinic in the state. In addition, a radio program and spots relating to FP and Islam would be produced. In FY1987, MOH officials attended a CAFS workshop in Kenya and re-designed their strategy to include formative research, the training of non-health extension workers in FP/IEC, and the start up of FP/IEC sessions in the Zaria School of Nursing. The formative research will be conducted in a similar fashion to Benue State; data will be used in 1988 to finalize the project design.

NIGER STATE
Country Project Development

The Niger State Ministry of Health, the Niger Television Authority, Radio Niger, and the Niger State Council for Arts and Culture (NCAC) have been involved in discussions regarding family planning and health needs in Niger State; suitable FP/IEC strategies were assessed, including utilizing "folk media" such as local theater groups. Another USAID-supported project, HEALTHCOM, is doing similar IEC program development in Niger State concerning immunization, ORT and malaria control. Efforts will be made to coordinate activities to strengthen the capacity of the MOH to implement these projects. A major FP/IEC campaign will be undertaken in mid 1988.

OYO STATE
Television Production

In Ibadan, the capital of Oyo State and the largest city in Africa, the Ministry of Health and University College Hospital are working in creative collaboration to promote child/maternal health by incorporating FH/FP messages into an existing weekly variety TV program and a popular weekly drama program. "Mulero," the Yoruba variety program, now features a 10 to 15-minute interview with or presentation by a local health expert on an aspect of reproductive or maternal health or contraception. "Koko-Close," the English drama series, now contains themes on family planning and is so popular it is the program most frequently requested by other NTA state stations for loan or copying.

With the help of the local Planned Parenthood Federation of Nigeria branch, and the Ministry of Health, the family planning unit of UCH is keeping close track of the response of Ibadan viewers to the program by monitoring new client rates and sources of referrals. Three months after family planning messages began appearing in both of these TV programs, the NTA TV programs are second only to "health center or hospital" as the source of referral most frequently named by new clients at 11 clinics in the city.

RIVERS STATE
Country Project Development

In order to increase FP awareness and promote FP education among the population of Rivers State, JHU/PCS, the MOH and Rivers Broadcasting Corporation (RBC) would develop and produce a radio campaign about FP. Also involved would be PPFN/Rivers and the Health Education Unit (HEU) in producing accompanying print materials.

Table III-1
 NIGERIA: SUMMARY OF MAJOR COUNTRY ACTIVITIES BY OUTPUT CATEGORY
 DURING PROJECT YEARS ONE THROUGH FIVE, INDICATING YEAR OF ACTIVITY

<u>Region/Country</u>	Output Category					
	<u>Needs Assessment & Planning</u>	<u>Country Project Development</u>	<u>Country Project Initiation</u>	<u>Technical Assistance</u>	<u>Meetings and Workahopa</u>	<u>Provision of Films and Materials</u>
Nigeria	83	87	87	84	84,86,87	84,85,86,87
Kwara State MOH		83,87	84			83,84,85
PPFN--print materials		84,87	85,87		84,85,86	84,85
Bauchi		86,87				86
Abuja,F.C.T.						87
PPFN--Plateau State		84	85		86	85
Gongola State		87				86
Ogun State MOH		84,86	85**,87		86	
FRU/Ibadan, Oyo		87	86		86	85
NTA/Ibadan		87	87			
PPFN--broadcast workshop		85	87		86,87	85
NTA/Enugu (Anambra State)		85	86,87		86	85
ABS (Anambra State)		87				
Ondo State MOH		85,86,87				86
Imo State MOH		85	86		87	86
Prime TV/Lagos (RAPID)		85,86	87			
Benue State		86,87			87	86
Borno State		86,87	87			
Kaduna State		86,87				
Kano State		86,87				
Lagos, MOH		87				
Niger State		86,87				
Rivers State		86,87				

83 = JHU/PCS Project Year One

84 = JHU/PCS Project Year Two

85 = JHU/PCS Project Year Three

86 = JHU/PCS Project Year Four

87 = JHU/PCS Project Year Five

**Not funded under a subagreement

Table III-2
 NIGERIA: MEETINGS, WORKSHOPS AND LECTURES - FY1987

Region/Country	Project Number	Dates	Host Agency	Number of Participants
AFRICA				
Nigeria		June 1987	MDH	90
		<u>Benue Family Planning Symposium for Influentials.</u> One-day child spacing symposium in Makurdi, Benue State for leaders and policy makers.		
Nigeria	AF-NGA-06	August 1987	MDH	180
		<u>Imo Women's Family Planning Workshop.</u> Two-day workshop promoting FP awareness among 140 women's groups and traditional leaders in Owerri, Imo State.		
Nigeria	AF-NGA-05	Aug 31 - Sept 4, 1987	PPFN	45
		<u>National Broadcasters Workshop.</u> Five-day workshop in Oyo State promoting awareness of actual and potential uses of broadcast media for the promotion of family health and FP.		

Table III-3
Nigeria: Country Projects Under Development
To be Funded by Separate Nigeria Contract in 1988

<u>Region/Country</u>	<u>Project Number</u>	<u>Recipient</u>	<u>Period of Activities</u>	<u>Approved Budget</u>	<u>Project Title</u>
<u>Africa</u>					
<u>Under Development</u>					
Nigeria	AF-NGA-16	MOH/Kwara	1988-90	\$ 10,000	Adolescent Fertility Awareness
Nigeria	AF-NGA-17	MOH/Oyo	1988	\$ 5,000	VSC Booklet Post-Distribution Evaluation
Nigeria	AF-NGA-18	FMOH	1988	\$ 15,000	National FP Logo
Nigeria	AF-NGA-19	U.of Lagos	1988	\$ 15,000	Regional Research Project
Nigeria	AF-NGA-20	MOH/Undu	1989-91	\$ 50,000	Radio School
Nigeria	AF-NGA-21	MOH/Kaduna	1988-90	\$ 50,000	IEC Materials for Clinics
Nigeria	AF-NGA-22	MOH/Bauchi	1989-91	\$ 50,000	IEC Materials for Nursing/Health Schools
Nigeria	AF-NGA-23	MOH/Benue	1988-90	\$ 50,000	Statewide FP IEC Campaign
Nigeria	AF-NGA-24	MOH/Kano	1989	\$ 20,000	Islam Broadcasting Workshop
Nigeria	AF-NGA-25	MOH/Niger	1988-90	\$ 50,000	FP IEC Initiatives
Nigeria	AF-NGA-26	MOH/Lagos	1988-90	\$ 25,000	Male Responsibility Campaign
Nigeria	AF-NGA-27	MOH/Lagos	1988	\$ 30,000	Project Management Workshop
Nigeria	AF-NGA-28	MOH/Rivers	1988-90	\$ 15,000	IEC Initiatives
Nigeria	AF-NGA-29	MOH/Gongola	1988-91	\$ 25,000	IEC Initiatives
Nigeria	AF-NGA-30	NTA Network	1988-90	\$ 20,000	FP TV/Radio Program

**LATIN AMERICA
AND THE CARIBBEAN**



CHAPTER IV. LATIN AMERICA AND THE CARIBBEAN

1. OVERVIEW

JHU/PCS projects in Latin America and the Caribbean in Year Five have produced and developed a broad range of projects and materials. A general acceptance of family planning throughout the region combined with one of the most sophisticated mass media infrastructures in the developing world have generated innovative ways of conveying family planning information in entertaining and educational formats. Audio-cassettes featuring family planning messages and produced with input from bus drivers entertained passengers on bus trips through the Bolivian Altiplano. Follow-up videos produced in Mexico took advantage of the wave of popularity created by the Tatiana and Johnny music videos by highlighting the stars, the songs and behind-the-scenes production; one video was primarily educational and emphasized how Tatiana and Johnny was produced; the other was to entertain young audiences by focusing on the stars.

JHU/PCS strategy in Latin America includes supporting projects that are intended to recover costs after an initial funding period. A regional video production center based in Guatemala is a major example. Technical staff at the center will be trained to develop high quality materials that promote family planning and other health messages. The center is expected to attract business from government and non-governmental sectors and eventually to become financially self-sufficient. Another example is a comic book project that began in Mexico this year which is also intended to become self-sustaining after an initial funding period. Characters and storylines are being created to attract primarily young male adults in urban and rural Mexico.

Evaluation was an important aspect this year both in planning new activities and analyzing completed projects. A detailed evaluation of the Tatiana and Johnny project by an independent evaluation firm indicated that the two hit songs and videos on responsible sexual behavior promoted open discussion among youth and their parents. Local media support was found to be crucial to the sustained popularity of the two songs. In Bolivia, a comprehensive project evaluation demonstrated that a well designed and carefully executed communication campaign can meet the needs of the public without offending local gate keepers.

Projects were completed in four countries this year and plans are underway for seven new projects in the region. Country project development took place in the Eastern Caribbean, Colombia, Ecuador, Haiti and Peru. JHU/PCS staff and consultants traveled to a total of 15 countries to support ongoing and new activities. In addition to monitoring country projects, PCS supported technical assistance visits in Barbados, Grenada, Peru and St. Lucia.

2. LATIN AMERICA AND THE CARIBBEAN: REGIONAL ACTIVITIES

Regional Video Production Center
(Guatemala)

Educational Video
(Mexico)

Entertainment Video
(Mexico)

Technical Assistance
(Caribbean)

Workshop for Regional
Project Development
(Trinidad and Tobago)



LATIN AMERICA REGION
Country Project

Regional Video Production Center
(LA-GUA-01)

PROJECT GRANTEE: Asociacion Pro-Bienestar de la Familia de Guatemala (APROFAM)

PROJECT DURATION: March 1, 1987 - August 31, 1991

TOTAL PROJECT FUNDING
THROUGH THREE BUY-INS: \$960,000

The purpose of this project is to produce high quality family planning broadcast materials tailored to Central American audiences to increase contraceptive prevalence rates. The project is planned in two phases. Phase I is the establishment of the Regional Video Production Center and the training of the staff, both on-site and at facilities in the US. The center will be of a regional character, both in its structure and in its ability to produce FP/IEC materials for use throughout Central and South America. Phase II will focus on developing materials to promote family planning messages via the mass media. The production center will gradually, because of the high quality of materials produced, attract business from government and non-government sectors thereby achieving partial financial self-sufficiency at first and ultimately complete financial self-sufficiency. Phase I activities concluded in FY1987 include:

- a regional feasibility study to determine the needs of the RVPC;
- an audit of video production facilities and pricing structures;
- initial contracts for potential advisory board members; and
- retention of services of a marketing production company.

Phase I is expected to be completed by June 1988.

JHU/PCS staff Project Director Patrick L. Coleman, Senior Program Officer Frank J.P. Segura, Program Officer Alice I. Payne, and Program Assistant J. Eric Davis have provided technical assistance for this project.

LATIN AMERICA REGION
(Mexico)
Country Project

Educational Video Follow-up
(LA-MEX-04)

PROJECT GRANTEE: Fuentes y Fomento Intercontinentales S.A.
(FFI)

PROJECT DURATION: May 1, 1986 - October 31, 1986

PROJECT BUDGET: \$23,500

A video documentary based on the Tatiana and Johnny (T&J) Communication for Young People project was produced by Fuentes y Fomento Intercontinentales, the Mexican production and marketing firm that developed T&J. Aimed at institutions producing mass media materials for broadcast, this 13-15 minute documentary outlines the commercial procedures followed in producing the award winning T&J materials. Using excerpts from the original music video along with background and statistical information, this video attempts to explain why a project such as T&J is important. JHU/PCS Project Director Patrick L. Coleman and Senior Program Officer Frank J.P. Segura provided technical assistance.

Entertainment Video Follow-up
(LA-MEX-05)

PROJECT GRANTEE: Fuentes y Fomento Intercontinentales S.A.
(FFI)

PROJECT DURATION: May 1, 1986 - October 31, 1986

PROJECT BUDGET: \$24,500

The purpose of this video was to give a closer look at the "making of" the Tatiana and Johnny project. This 13-15 minute piece was produced to appeal to the same youthful audience as the original T&J music video. Excerpts of these materials were broadcast by Raul Velasco on his international television program "Siempre en Domingo." Technical assistance to this project was also provided by JHU/PCS Project Director Patrick L. Coleman and Senior Program Officer Frank J.P. Segura.

CARIBBEAN REGION
(Antigua, Barbados, Grenada and St. Lucia)
Technical Assistance

At the request of USAID/Washington LAC Bureau, JHU/PCS Program Officer Alice I. Payne participated on a team assessment of the ongoing USAID population activities in the Eastern Caribbean, including Antigua, Barbados, Grenada and St. Lucia. JHU/PCS's role was to identify which IEC activities should be incorporated into future population projects. A review of training methodologies was also conducted. Recommendations included developing regional strategies and utilizing entertainment formats (comedy, calypsos) through the local commercial media. This IEC assessment formed part of the concept paper for future regional strategies the team was preparing for the USAID Regional Development Office.

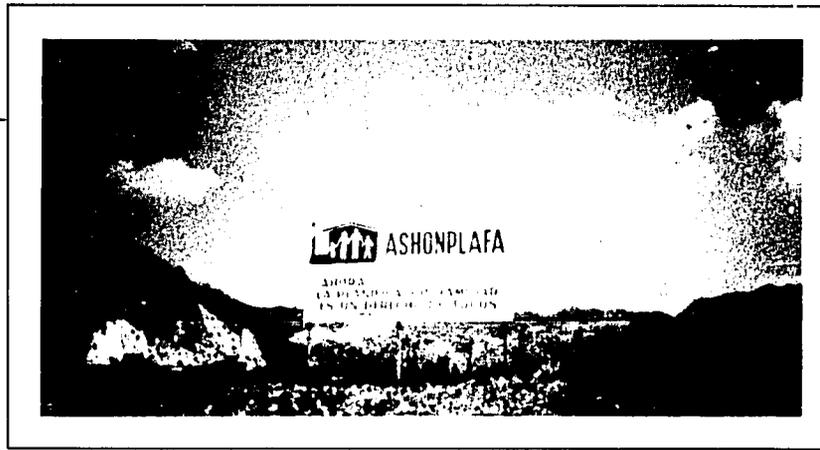
CARIBBEAN REGION
(Trinidad and Tobago)
Workshop

A one-day scriptwriters workshop was co-sponsored by the Family Planning Association of Trinidad and Tobago (FPATT) and JHU/PCS to stimulate development of radio soap operas.

FPATT invited scriptwriters from the region to participate in a contest the guidelines of which would be discussed during the scriptwriters workshop. JHU/PCS contracted the services of Elaine Perkins of Jamaica as consultant. She is well-known in the Caribbean for her writing and production of the popular "Naseberry Street" radio program which airs in Jamaica and contains family planning and other health-related messages. JHU/PCS also invited FPA IEC officers from the region as it is proposed that the radio program be commercially viable and have a positive social impact regionally.

Several interesting synopses have been received as outputs from this activity. These have been circulated to the FP IEC group that attended the workshop for their comments. Production of pilot episodes for pretesting should begin after a consensus has been reached regarding the most viable synopses. An agreement with respect to this has been signed between FPATT and JHU/PCS.

JHU/PCS staff Senior Program Officers Frank J.P. Segura and Wilma H. Lynn, Program Officer Alice I. Payne, and Program Assistant J. Eric Davis also provided technical assistance.



3. LATIN AMERICA AND THE CARIBBEAN: COUNTRY PROJECTS

Bolivia

Brazil

Honduras

Mexico



BOLIVIA
Country Project

Family Health IEC
(LA-BOL-01)

PROJECT GRANTEE: Centro de Orientacion Familiar (COF)
PROJECT DURATION: November 1, 1984 - January 31, 1987
PROJECT BUDGET: \$110,250

The purpose of this project was to promote family planning issues and provide specific family planning information to urban populations throughout Bolivia. This multi-media project was the first national family planning campaign in Bolivia's history, a landmark for family planning in Bolivia.

Print, radio and audio materials were designed specifically for family planning clients, potential clients and national leaders. Radio spots, posters, pamphlets and audio programs were developed. Meetings were held with local leaders from different sectors to discuss the inter-relationship between family planning and socio-economic growth. The first inter-institutional family planning commission was established to foster collaboration on national strategy planning. The family planning agencies were included in the materials development phase and received print materials to support their individual activities.

The campaign's radio spots were broadcast in all of Bolivia and in three languages (Aymara, Quechua and Spanish) to reach diverse indigenous groups. The response was overwhelmingly positive, both by COF's medical personnel and potential clients. A particularly innovative aspect of the campaign was the development of audio-cassettes which incorporated family planning themes into music, jokes and messages. Three 60-minute cassettes were distributed to over 100 bus drivers who travel between major cities.

The campaign resulted in a 77 percent increase in FP clinic visits nationally. Among new acceptors the most common method chosen was the IUD (61 percent). A survey of COF's health care workers revealed that 80 percent felt the message content was acceptable and 82 percent approved of the posters, calendars and pamphlets. An analysis of the 10 conferences for 759 public opinion leaders revealed that 76 percent felt their knowledge had been greatly increased and 83 percent felt that the government should incorporate family planning into its policies.

Technical assistance was provided by JHU/PCS Program Officer Alice I. Payne and consultant Heriberto Lopez.

BRAZIL
Country Project

Basic IEC Materials
(LA-BRA-01)

PROJECT GRANTEE: Associacao Brasileira de Entidades de
Planejamento Familiar (ABEPF)

PROJECT DURATION: April 1, 1985 - July 31, 1987

PROJECT BUDGET: \$143,818

Through this project a complete set of family planning materials was developed for clients, potential clients and service providers in the 150 ABEPF affiliates nationwide. The purpose of the project was to: 1) motivate and inform clients and potential clients about the benefits and risks of each family planning method and its correct usage; 2) train the service providers in using IEC materials to improve their counseling skills; and 3) orient community leaders and the general public about family planning services in their area. This is the first time that a complete package of family planning IEC materials has been systematically produced in Brazil.

During the last year of the project, seven method-specific pamphlets, a poster, wallchart, flipchart, brochure and manual were produced with the slogan "We inform you, you decide." This slogan and attractive cover design unify each material into a comprehensive set of information for clients and health workers.

Seven regional training courses were held to introduce the service providers to the new set of materials and to assist them in improving their counseling skills. A training manual and course guide were developed specifically for the health workers' reference. The manual includes guidelines on how to use each IEC material in counseling clients as well as factual family planning information. The manual serves as a prototype in training service providers in the use of IEC materials to support their client orientation and counseling.

JHU/PCS Program Officer Alice I. Payne provided technical assistance.

HONDURAS
Country Project

MOH Family Planning IEC Activities
(LA-HON-01)

GRANTEE: Ministerio de Salud Pública
PROJECT DURATION: January 1, 1984 - January 31, 1987
PROJECT BUDGET: \$40,000

The purpose of this project was to assist the MOH to produce and disseminate family planning messages to rural audiences who are serviced by the MOH's network of health outposts. The family planning messages, which stress maternal and infant health, are one facet in the MOH's integrated media campaign.

Fiscal Year 1987 was a milestone for the MOH with its family planning services and informational campaign in full swing. The family planning poster became a popular teaching aide in the rural schools, and a second poster was printed. The MOH found that the radio spots were well-received although not always clearly distinguished from the radio spots of the private family planning agency. Now that family planning has become an ongoing component of the public health delivery system, IEC campaigns will be integrated with other health campaigns. Family planning services and education are no longer isolated activities, but standard in the MOH.

As the MOH role in family planning service delivery has grown, so has its participation in the inter-institutional commission. The MOH is considering adapting print materials developed by the Social Security Institution to use in its own clinics.

JHU/PCS Program Officer Alice I. Payne provided project monitoring and assistance.

HONDURAS
Country Project

Family Planning IEC System
(LA-HON-02)

PROJECT GRANTEE: Instituto Hondureno de Seguridad Social
(IHSS)

PROJECT DURATION: January 1, 1984 - January 31, 1987

PROJECT BUDGET: \$27,550

The purpose of this project was to inform both staff and clients about the availability and benefits of the new family planning services. Once the internal staff were informed, materials were developed to reach the 160,000 insured workers and their families about the family planning services provided by IHSS.

In the last phase of the project all the method-specific pamphlets were produced and distributed. In order to assist the health workers in educating clients, five method-specific flipcharts were developed from the pamphlets. Thus, IHSS was the first Honduras public sector institution to develop a comprehensive set of materials to meet the needs of both its health workers and clients. The pamphlets are being used as a key component in an operations research project sponsored by the Population Council. Now that IHSS has a material development system in place, AVSC is considering expanding upon these initial prototype materials to develop sterilization-specific materials for IHSS clinics.

JHU/PCS Program Officer Alice I. Payne provided technical assistance.

MEXICO
Country Project

IEC Materials for Health Workers
(LA-MEX-03)

PROJECT GRANTEE: Academia Mexicana de Investigacion en
Demografia Medica, A.C. (AMIDEM)

PROJECT DURATION: February 1, 1986 - September 30, 1987

PROJECT BUDGET: \$158,880

Project LA-MEX-03 with the Academia Mexicana de Investigacion en Demografia Medica, A.C., Instituto Mexicano del Seguro Social (AMIDEM/IMSS) has completed four teaching guides for health workers on the following topics: reproductive risk, contraception, interpersonal communication and a glossary of family planning workers training; five are in final stages of production. In addition to these guides, JHU/PCS worked with AMIDEM/IMSS to develop a guide on AIDS for the IMSS family planning workers (physicians, nurses and social workers). This guide not only discusses the modes of transmission but also provides information on client counseling and addresses basic concerns of the health workers as they relate to AIDS. The guides are complemented by 35 mm slides that are cued to the written material.

JHU/PCS Senior Program Officer Frank J.P. Segura provided technical assistance.

MEXICO
Country Project

Evaluation Research Program of the
Communication for Young People Project
(LA-MEX-06)

PROJECT GRANTEE: Instituto de Investigacion de la
Comunicacion A.C. (IIC)

PROJECT DURATION: January 1, 1987 - April 30, 1987

PROJECT BUDGET: \$55,620

This project's objective was to evaluate, assess and/or determine the penetration and impact of the responsible parenthood message contained in the communication for Young People's Project, which has become known as the "Tatiana and Johnny" project. Since the target audience was the urban youths of Latin America, this program conducted focus group sessions, surveys and interviews among young people, communicators and family planning association officials in the major urban centers of Mexico, the largest of the 11 countries targeted in the original Tatiana and Johnny project.

All the data, both empirical and factual, indicated that this project was successful on both commercial and social levels. Both songs were on the Top Twenty hit-parade in Mexico for several months. "Cuando Estemos Juntos" was number one for three months and voted the second most popular song of the year by Mexican fans, and was also featured in special albums as one of the "best" duets of 1986 and one of the 12 "best" singles of 1986.

The qualitative and quantitative research shows that the social impact of the songs was as intended. The messages were correctly interpreted by the vast majority of the audience. As intended, the message of restraint was perceived and tended to reinforce the same attitudes among the younger segments of the audience in higher degrees than among the older segments. Since the campaign urged sexual responsibility, not contraceptive usage, it was hoped that the younger audiences would respond most favorably to this type of message to encourage them to postpone engaging in sexual relations. While no data exist on actual behavior, attitudes may have been strengthened about delaying the onset of sexual relations especially among young females in Mexico.

JHU/PCS Senior Program Officer Frank J.P. Segura, Evaluation Specialist D. Lawrence Kincaid, and Project Director Patrick L. Coleman provided technical assistance.

MEXICO
Country Project

Development for Characters and Finished
Prototypes for Comics for Social Communication
(LA-MEX-07)

PROJECT GRANTEE: Fuentes y Fomento Intercontinentales de
Mexico S.A. de C.V. (FFI)

PROJECT DURATION: August 1, 1987 - January 31, 1988

PROJECT BUDGET: \$44,365

This project proposes to develop, test and finally create three finished prototypes of a commercially-oriented comic book that will contain attractive characters and storylines with family planning and related IEC messages. These prototypes are the required instrument for negotiation with Novedades Editores, S.A. for the eventual publication and distribution of a high circulation comic book that should become a self-sustaining and ongoing FP/IEC vehicle after an initial funding period; the project is targeted primarily at young male adults in both urban and rural areas of Mexico.

JHU/PCS Senior Program Officer Frank J.P. Segura provided technical assistance.



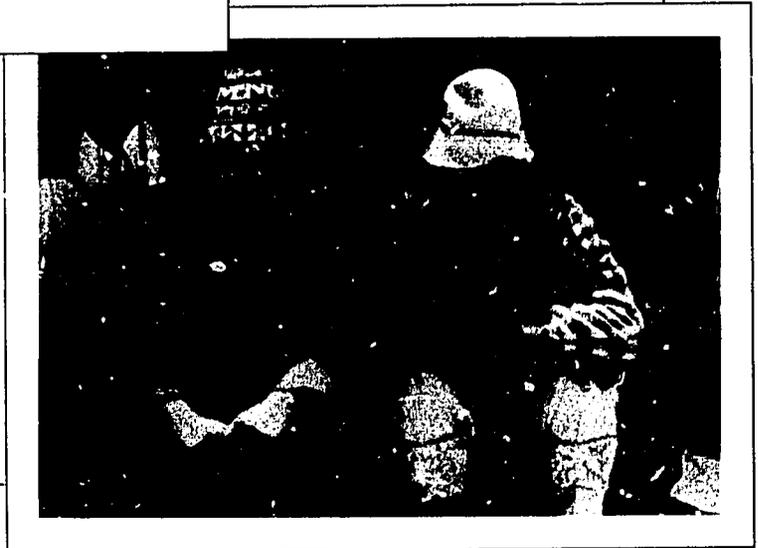
4. LATIN AMERICA AND THE CARIBBEAN: OTHER ACTIVITIES

Colombia

Ecuador

Haiti

Peru



LATIN AMERICA
AND THE CARIBBEAN

COLOMBIA
Country Project Development

PROFAMILIA and Publicidad Toro representatives visited JHU/PCS and The Futures Group/SOMARC to propose the development of a mass media campaign promoting temporary methods among young couples in the Atlantic region of Colombia. PROFAMILIA reconsidered its original proposal in light of recent prevalence data which indicate that while female sterilization is the highest in the Atlantic coast, use of temporary methods in the Atlantic region is among the lowest nationwide.

JHU/PCS Program Officer Alice I. Payne visited Colombia to see PROFAMILIA's programs in the Atlantic region and to further discuss project objectives and activities. JHU/PCS will work directly with Publicidad Toro to conduct qualitative research with users, potential users, and commercial and community based distributors in the first phase of the project. JHU/PCS will also support Publicidad Toro in strategy and campaign development and materials pretesting. The project will be jointly sponsored by SOMARC who will work with PROFAMILIA in conducting pre/post market and audience surveys. One of the most important lessons learned in the first generic condom promotion campaign in Cali will result in the use of sales data as a direct measure of the communication campaign's impact. The project will begin in early FY1988.

ECUADOR
Country Project Development

JHU/PCS Program Officer Alice I. Payne worked with the Asociacion Pro-Bienestar de la Familia Ecuatoriana (APROFE) to lay the groundwork in designing a national media campaign to promote the specific health benefits of family planning. In Ecuador radio is commonly used to inform the public about family planning issues. Television, on the other hand, has only been used sporadically. Recent surveys show that family planning is accepted but there is still a high un-met demand. The media campaign would be implemented in conjunction with national family planning campaigns.

HAITI
Technical Assistance

USAID/Port-au-Prince has provided JHU/PCS with buy-in funds amounting to \$164,000 to assist with communication activities in support of FP services in Haiti. JHU/PCS will cooperate with several agencies (MSH, IPPF, etc.) working on different components of Haiti's FP project to assure adequate coordination of messages and priority themes.

Because of the unsettled political situation in Haiti, specific projects have not yet been initiated, and a projected needs assessment visit by JHU/PCS and PIACT staff had to be postponed.

PERU
Country Project Development

JHU/PCS Project Director Patrick Coleman visited Peru during FY1987 to explore possible activities in family planning promotion and AIDS education. Due to the President's support of population issues, family planning has received renewed support in the public sector. Key institutions such as the Ministry of Health and Social Security would like to expand their family planning communication activities. Recommendations included training local personnel in communication strategy design and materials development.

The Peruvian National AIDS Commission has begun developing plans for national AIDS information and education campaigns. Key groups such as health care workers and the media have been targeted because of their crucial role in relaying information to the general public.

JHU/PCS Project Director Patrick L. Coleman and Program Officer Alice I. Payne have provided technical assistance.

TABLE IV-1
LAC: SUMMARY OF MAJOR COUNTRY ACTIVITIES BY OUTPUT CATEGORY
DURING PROJECT YEARS ONE THROUGH FIVE, INDICATING YEAR OF ACTIVITY

<u>Region/Country</u>	Output Category					<u>Provision of Films and Materials</u>
	<u>Needs Assessment & Planning</u>	<u>Country Project Development</u>	<u>Country Project Initiation</u>	<u>Technical Assistance</u>	<u>Meetings and Workshops</u>	
LATIN AMERICA AND THE CARIBBEAN						
Regional		84,87		83	83	84,85,86,87
APROFAM		86	87			
FFI		84	85,86	86		85
Barbados				87		85,87
Bolivia	83	84	85		86,87	83,84,85,86,87
Brazil						
ABEPF		84,87	85			85,86,87
BEMFAM		85				86,87
Caribbean				87	87	86,87
Chile						86
Colombia		84,86,87	84,87			84,85,86,87
Costa Rica		84	84	83		83,84,85,87
Dominica						85
Dominican Republic					85	83,85,86,87
Ecuador		87		83,85	85	83,84,85,86,87
El Salvador				86		85,86,87
Grenada						86
Guatemala						83,84,85,86,87
Haiti	83			84,85	85	83,84,85,86,87
Honduras	83					86
ASHONPLAFA		83	84		84	83,84,85
IHSS		83	84		85,86	84,85,86
MOH		83	84			84,85
Jamaica	85*					83,84,85,86,87
Mexico		87	87			
FEMAP		83	83			83,84,85,86,87
AMIDEM		85	86			

83 = JHU/PCS Project Year One
84 = JHU/PCS Project Year Two
85 = JHU/PCS Project Year Three
86 = JHU/PCS Project Year Four
87 = JHU/PCS Project Year Five

<u>Region/Country</u>	<u>Output Category</u>					<u>Provision of Films and Materials</u>
	<u>Needs Assessment & Planning</u>	<u>Country Project Development</u>	<u>Country Project Initiation</u>	<u>Technical Assistance</u>	<u>Meetings and Workshops</u>	
Panama	83			83		83,84
Paraguay						83,84,85,87
Peru	83	87		83,84,85,86,87		83,84,85,86,87
St. Lucia						86
St. Vincent and The Grenadines						85
Suriname						87
Trinidad and Tobago		86,87				85
Uruguay						87
Venezuela						86

83 = JHU/PCS Project Year One
 84 = JHU/PCS Project Year Two
 85 = JHU/PCS Project Year Three
 86 = JHU/PCS Project Year Four
 87 = JHU/PCS Project Year Five
 * Partial needs assessment

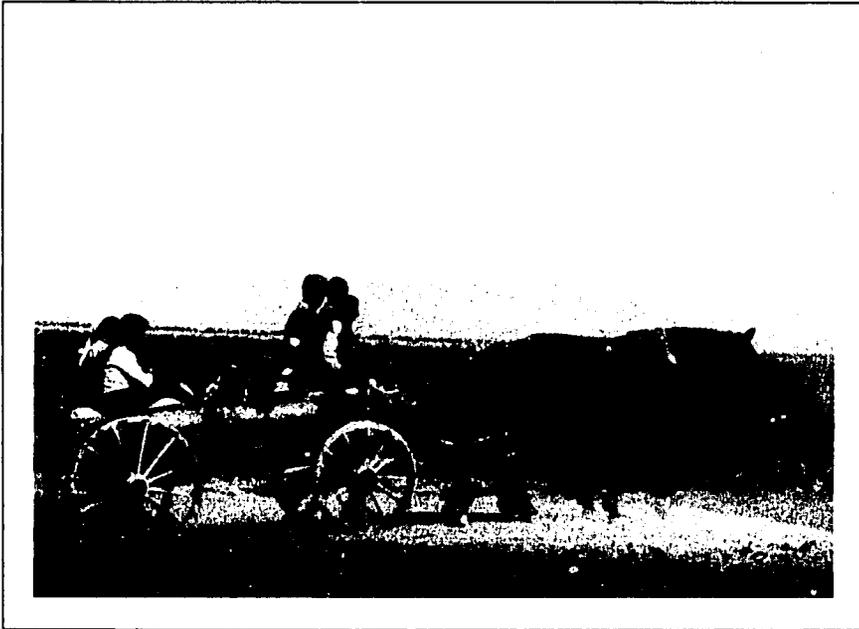
Table IV-2
LAC: TECHNICAL ASSISTANCE VISITS - FY1987

Region/Country	Month/Year	Personnel/(Affiliation)	Sponsoring Agency(s)	Duration in Weeks
LATIN AMERICA AND THE CARIBBEAN				
Regional	November 1986	Payne (JHU/PCS)	USAID	2
	Participate in needs assessment to identify ongoing IEC activities which should be continued in future population projects in Antigua, Barbados, Grenada and St. Lucia. Review training methodologies. Assessment formed part of concept paper to USAID/RDO/C.			
Peru	November 1986	Flores (Consultant)	INPPARES	2
	Assist in developing print materials for private sector FP agencies.			

Table IV-3
LAC: MEETINGS, WORKSHOPS AND LECTURES - FY1987

Region/Country	Project Number	Dates	Host Agency	Number of Participants
LATIN AMERICA AND THE CARIBBEAN				
Regional	LA-TTO-01	August 1987	FPATT	24
	<p><u>Caribbean Radio Writers' Workshop.</u> Workshop to familiarize representatives from Caribbean region FPAs and local scriptwriters with rationale behind proposed radio soap opera project with FPATT. Also provided scriptwriters with input on types of scripts desired.</p>			
Bolivia	LA-BOL-01	July 1987	COF	79
	<p><u>National Conference on Population and Development.</u> Conference for national leaders linking population dynamics with social and economic development issues in Bolivia. Participants represented a wide spectrum of professionals, including lawyers, medical personnel economists, sociologists, engineers, union leaders and media representatives.</p>			

ASIA AND THE NEAR EAST



CHAPTER V. ASIA AND THE NEAR EAST

1. ASIA: OVERVIEW

The challenge in Asia, where family planning programs are well established, is to bridge the gap between high levels of family planning awareness and relatively low contraceptive prevalence rates. The JHU/PCS strategy is to tailor communication methodology to the varied customs and circumstances of different countries.

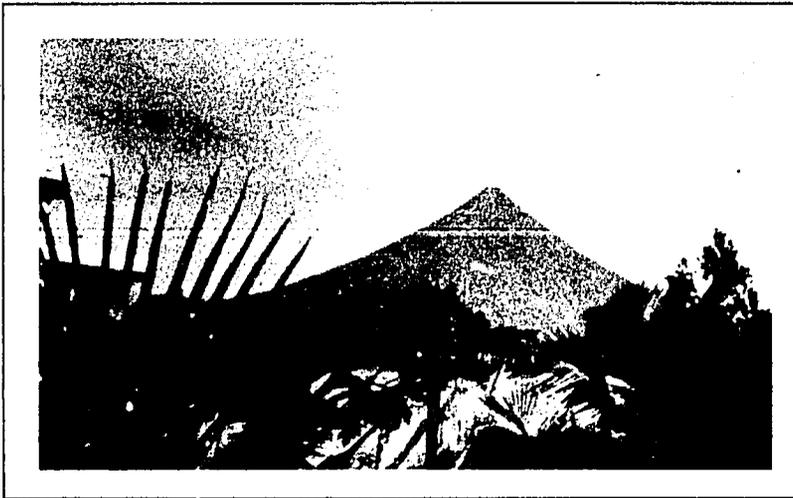
The approach in Bangladesh, as outlined in a five-year IEC plan completed this year with JHU/PCS, PIACT and DPN collaboration, is to provide extensive technical assistance through a JHU/PCS resident advisor, expected to be in place in the spring of 1988. The campaign will be multi-faceted with unusual features such as trained singing teams. The objectives are to integrate child survival and child spacing programs, mobilize community participation, and to create attractive messages for specific audiences.

In India, JHU/PCS is also represented by a resident advisor. The approach here is to follow a step-by-step course concentrating in four selected states in India to strengthen non-governmental organizations. The JHU/PCS Senior Communication Advisor helps family planning professionals develop comprehensive communication training programs to increase public knowledge of family planning and available services.

With a strong family planning institutional infrastructure already in place, the Philippines provides an ideal setting to raise the contraceptive prevalence rate among young people. Plans are underway for a music video for the Philippines modeled after the popular Tatiana and Johnny project. Attractive young singers will be used as role models to promote songs with messages encouraging sexual responsibility. Once the songs are launched, a telephone hotline manned by counselors will direct the expected influx of youthful callers to young adult counseling centers for family planning services.

JHU/PCS has found that in some areas where family planning awareness is already high in order to increase contraceptive use, local leaders and role models can be effective. This is the strategy behind a project in the Philippines where influential farmer leaders are being trained to talk to their co-workers and their spouses about family planning. This model is also the idea behind a major Indonesian IEC campaign where top government officials promote the use of contraceptives through active involvement in popular rallies, clubs and contests.

JHU/PCS staff and consultants visited six Asian countries in Year Five including Bangladesh where a large bilateral project is being developed and the Philippines where three country projects are underway and two are in the proposal stages. Meetings were held in Japan, technical assistance was provided in Indonesia and a film project was finalized in Nepal.



2. ASIA: COUNTRY PROJECTS AND OTHER ACTIVITIES

Bangladesh

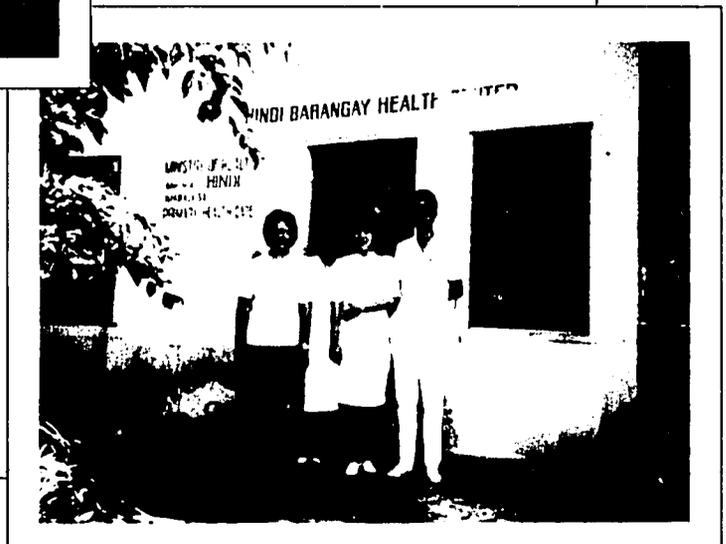
India

Indonesia

Japan

Nepal

Philippines



BANGLADESH
Technical Assistance

A JHU/PCS team consisting of JHU/PCS Senior Program Officer Sung Hee Yun, Scott Wittet of PIACT, and Bob Porter of DPN reviewed the present IEC Five-Year Plan and drafted a new IEC Five-Year Plan with the Ministry of Health and Family Planning/Information, Education and Motivation (MOHFP/IEM) Unit. The USAID/Bangladesh Mission and the IEM Unit accepted the new proposal and the Mission is now in the process of approving project funds. Highlights of the proposed project include support of:

- selected ongoing IEM national programs;
- an upazila-based IEC test project; and
- technical assistance chiefly in creating and delivering new family planning and MCH messages to the specific target audiences of high risk segments in rural areas.

This is a new challenge to Bangladesh in terms of an integrated IEC approach to both child survival and child spacing. This approach stresses informed-choice by the people and for the people. The key to success lies in inducing community participation and social support from the upazilas and unions.

JHU/PCS has also provided technical assistance to support ongoing IEM activities under PIL 102. JHU/PCS Senior Program Officer Sung Hee Yun, Program Officer Edson Whitney, and Scott Wittet of PIACT made several visits to Bangladesh at the request of the USAID Mission and the IEM unit to provide ongoing TA and follow-up for PIL 102 activities.

INDIA
Technical Assistance

In November 1986, Dr. Rolf Lynton replaced Dr. Fred Reed as JHU/PCS Communication Advisor to USAID India's Directorate of Health, Population and Nutrition. His focal project was to help advance the large Four-States Information, Education and Communication (IEC) Project and its strategy of training, through carefully planned visiting, supervision and institutional support from planning and funding to full approval and the first steps of implementation. Dr. Lynton has developed a network of Indian consultants to call on as needed to: (1) maximize and sustain improvements in the delivery of health and family planning services through more frequent and more regular home visiting; and (2) strengthen planning, staffing, programming and evaluation at local, state and central training institutions to support improved services.

Four discrete but interconnected activities are being programmed: (1) developing faculty in central and state-level institutions selected by the MOHFW to train HFW officials and to support local HFW training centers, e.g. building case writing and teaching capacities and producing and publishing cases in program planning and implementation, community involvement, work planning and supervision, etc.; (2) involving and strengthening non-governmental organizations (NGOs) in the selected Districts and States and selected "second-level" NGOs which have emerged recently for the purpose of helping NGOs, offering direct services to improve their effectiveness and quality of management, e.g. staff workshop on Organizational Interventions and Action Research; (3) involving central and state governments in mapping and making decisions about practical strategies and methods for multiplying quickly the number of districts in which the IEC program is implemented successfully. The acknowledged larger objective is to gain enough experience with the IEC approach quickly to recommend it as a country-wide program in India's eighth Five-Year Plan; and (4) developing and distributing population and training materials.

Each of these specific activities has enabled Dr. Lynton also to work on related projects in the Office of Population and the other Offices in the Directorate and Agency-wide.

INDONESIA
Technical Assistance

JHU/PCS consultant Gary Saffitz provided technical assistance to the National Family Planning Coordinating Board (BKKBN) during two separate visits in FY1987. During the first visit, Saffitz reviewed the oral and written presentations by advertising agencies, reviewed the information, education and communication (IEC) Urban Campaign Plan with BKKBN and USAID, and provided advice regarding implementation and practical advertising needs.

On the second visit Saffitz assisted USAID/BKKBN in preparing a fixed-price contract for the advertising agency selected for the Urban IEC Campaign.

The USAID/Jakarta Mission is preparing a buy-in to JHU/PCS to cover future TA visits.

JAPAN
Meetings

JHU/PCS Project Director Patrick Coleman and Deputy Project Director Jose Rimon made separate visits to meet with officials of the Japanese Organization for International Cooperation in Family Planning (JOICFP) to discuss possibilities for future collaboration on FP projects worldwide. A relationship between the two organizations has been established and JHU/PCS has been invited to send a representative to a JOICFP-sponsored Asian Parasite Control conference in Dhaka, Bangladesh in October.

NEPAL
Country Project

The final striking of the film shorts for cinemas in Nepal (AS-NEP-02) was completed with four original films being copied into 16-mm and 35 mm versions for distribution to cinema halls and for showing by health workers. Plans are underway to provide technical assistance to develop a project proposal for distribution and evaluation of the film shorts.

PHILIPPINES
Technical Assistance
Country Project Development

In FY1987 the Philippines were visited by three teams of JHU/PCS staff for project development, project start-up, and monitoring.

In October 1986, JHU/PCS Project Director Patrick L. Coleman and Deputy Project Director Jose G. Rimon went to the Philippines to follow up on the development of the three current projects and to identify potential organizations to implement two additional projects.

A JHU/PCS team composed of Deputy Project Director Jose G. Rimon and Senior Program Officers Sung Hee Yun and Frank J.P. Segura visited the Philippines in June-July 1987 to start up projects AS-PHI-01 and AS-PHI-02 as well as to meet with officials of the Family Planning Organization of the Philippines (FPOP) to develop a project proposal for an IEC campaign aimed at an urban poor population in Cebu.

In August 1987, a two-person JHU/PCS team consisting of Project Director Patrick L. Coleman and Program Officer Edson E. Whitney went to the Philippines to monitor projects AS-PHI-01 and AS-PHI-02 and to sign the document and start up project AS-PHI-03.

Whitney worked with FPOP staff to revise the project document and visited organizations and people in Cebu who will be involved in this project. Whitney also went to Bicol to meet with officials from the Ago Medical Educational Center (AMEC) to develop a project proposal for an integrated IEC campaign to reach a rural poor population and increase CPR. These projects will be starting in FY1988.

USAID/Manila has also requested JHU/PCS to become more involved in other projects in the Philippines. JHU/PCS has agreed to explore further project opportunities once the five current projects are underway.

PHILIPPINES
Country Project

Using Male Motivators to
Generate Demand for Family Planning
in a Male Farmer Organization
(AS-PHI-01)

PROJECT GRANTEE: Population Center Foundation (PCF)
PROJECT DURATION: July 1, 1987 - June 30, 1988
PROJECT BUDGET: \$125,535

The purpose of this project is to develop the capability of the Agrarian Reform Beneficiaries Association (ARBA), a male farmer organization in Central Luzon, in planning and implementing a community-based family planning program. The project provides for the training of 20 selected regional trainers who will train 300 male farmer leader motivators from 300 selected ARBA barangay organizations in conducting FP motivational and IEC activities among ARBA members.

The communication objectives by audience are:

- To develop the knowledge and skills of 20 selected regional trainers in training ARBA farmer leader-motivators for family planning;
- To develop the knowledge and skills of 300 ARBA farmer leader-motivators to promote FP using appropriate IEC materials; to develop action plans for co-members and their spouses; to coordinate with FP networks; and
- To develop among ARBA male members and their spouses awareness of the importance of family planning and the effectiveness of FP methods and to enhance their ability to practice family planning and child spacing themselves.

JHU/PCS Project Director Patrick L. Coleman, Deputy Project Director Jose G. Rimon, Senior Program Officer Sung Hee Yun, and Program Officer Edson E. Whitney provided technical assistance.

PHILIPPINES
Country Project

A Multi-Media Campaign for Young People
(AS-PHI-02)

PROJECT GRANTEE: Population Center Foundation (PCF)
PROJECT DURATION: June 1, 1987 - December 31, 1988
PROJECT BUDGET: \$391,203

This project proposes to reach young people with a responsible parenthood message through a multi-media campaign modeled after the JHU/PCS Communication for Young People project, better known as the Tatiana and Johnny project, in Latin America. A key innovative feature of this project is the link of the campaign to: a) telephone counselors by means of a hotline switchboard; b) young adult counseling centers in Metro Manila; and c) a subsequent mass media campaign aimed at promoting sexual responsibility messages among the young. This link to hotline operators and to counselors in Young Adult Intervention Centers will serve to reinforce the campaign's message through interpersonal communication. The mass media campaign will make use of clips of the songs to promote sexual responsibility among the young.

The technique of using very popular and visible role models from the young entertainment community to interpret two popular songs which contain responsible parenthood messages will be adapted. The songs will be developed specifically for the Philippines. The release of the first song will follow the procedures established within the music industry in the Philippines. And as was the case in the Communication for Young People project, multi-media support materials including print, radio and television spots will establish an institutional link to the song after it has achieved commercial success.

Metropolitan Manila, with 1.4 million individuals between the ages of 15 to 24, is the proposed site of the media campaign. However, the promotion of the two songs will be nationwide. A possibility of releasing the songs beyond the Philippines will be explored depending on the availability of performers with Asian or worldwide appeal.

Technical assistance to this project was provided by JHU/PCS Project Director Patrick L. Coleman, Deputy Project Director Jose G. Rimon, Senior Program Officers Sung Hee Yun and Frank J.P. Segura, and Program Officer Edson E. Whitney.

PHILIPPINES
Country Project

A Responsible Parenthood Program
for the Industrial Sector
(AS-PHI-03)

CONTRACT RECIPIENT: Population Center Foundation (PCF)
PROJECT DURATION: September 1, 1987 - August 31, 1990
PROJECT BUDGET: \$ 65,363.35 - JHU/PCS
165,178.00 - EP (JSI)
145,245.00 - Companies
\$375,786.35 Total

The purpose of this project is to institutionalize responsible parenthood as a way of life in at least 20 manufacturing and service firms in Metro Manila and adjacent provinces through the development of an in-plant family planning service delivery program which: (1) is effective in terms of increasing knowledge and practice of family planning; (2) has the potential for continued implementation by the factories after the end of the project; and (3) can serve as a model in-plant program for other industrial establishments.

The project's communication objectives by audience are:

- To recruit as participants in the project at least 20 industrial establishments employing an estimated total of 20,000 people and to maintain management's participation through the life of the project;
- To increase the knowledge of at least 20,000 employees about responsible parenthood, where to obtain FP information, the advantages of each FP method; and to increase favorable attitudes toward the concept of spacing childbirth; and
- To develop support among national and company labor union officials and leaders in actively promoting the in-plant responsible parenthood program among the union members.

Technical assistance was provided by JHU/PCS Project Director Patrick L. Coleman and Program Officer Edson E. Whitney.



3. THE NEAR EAST: OVERVIEW AND ACTIVITIES

Turkey

Tunisia



3. THE NEAR EAST: OVERVIEW

The major thrust of JHU/PCS activities in FY1987 in the Near East has been in Turkey where a needs assessment was completed and a family planning media campaign was developed. Exploratory meetings with Tunisian officials and JHU/PCS have taken place. JHU/PCS has been contacted by the USAID Mission in Egypt to provide assistance in materials development for illiterates. A JHU/PCS/PIACT team will go to Egypt in FY1988 for a preliminary evaluation.

The JHU/PCS strategy in the Near East is to:

- Distribute materials, as feasible, in Arabic or other indigenous languages designed to publicize the availability of FP services and to provide accurate information on correct usage of available methods, including their health and other benefits and potential side effects;
- Promote links between FP/IEC professionals and broadcasters and print journalists in order to increase and improve coverage of population/FP issues; and
- Encourage usage of private-sector IEC resources, especially advertising agencies.

TURKEY
Country Project

Turkish Family Planning Campaign 1987-1988

PROJECT GRANTEE: Turkish Family Health and Planning Foundation

PROJECT DURATION: April 1, 1987 - June 30, 1988

PROJECT BUDGET: \$236,112

In April of 1987, JHU/PCS signed a project agreement with the Turkish Family Health and Planning Foundation (TFHPF). This followed a series of assessment measures to determine the kind of communication ventures and the most suitable grantee. A team composed of JHU/PCS Senior Program Officer Mona Grieser and Vice-President of Health and Population Programs at the Academy for Educational Development (AED) Mark Lediard visited Turkey in November, 1986 to meet with the TFHPF and prepare a proposal, approved later in the year.

The project is unique in many ways:

- It calls for a national communication strategy spearheaded by a private-sector organization working closely with the Ministry of Health and Family Planning;
- It calls on the services of one of the largest advertising agencies in Turkey to handle the campaign in the most appropriate and professional manner; and
- It promotes FP in the mass media on a scale never previously attempted in Turkey with due deference to regional cultural sensitivities. To date, 34 focus group discussions in seven regions of Turkey undertaken by the advertising agency in collaboration with some of Turkey's most experienced FP experts showed an openness to the subject, a desire to learn more about FP, and no apparent opposition to FP on the part of those interviewed.

The next stage involves the development of a creative strategy and production and dissemination of materials. Initial project development was carried out by JHU Senior Program Officer Mona Y. Grieser. JHU Associate Professor Dr. Carl Kendall initiated the research and evaluation effort. He made one trip to Turkey in April 1987 to assist with the qualitative research and is scheduled to make several more. A private research agency will perform the evaluation research under contract. The project is funded partially through a buy-in from the S&T/Asia/Near East Division.

TURKEY
Country Project Development

A second project which is under exploration in Turkey involves the Turkish Women's Foundation. JHU/PCS Senior Program Officer Mona Y. Grieser met with the First Lady of Turkey, Mrs. Turgut Ozal, founder and Executive Director of the Turkish Foundation for the Promotion and Strengthening of Women, to discuss areas of possible collaboration in FP communication. At the request of Mrs. Ozal, Mrs. Grieser has provided continuing information in support of health and FP programs and is exploring the possibility of funding a feature-length dramatic film with a FP theme.

TUNISIA
Meetings

JHU/PCS received visits from two distinguished Tunisians during 1987 for discussions on possible areas of collaboration. The first, Mr. Abdel Kader Marzouki, Director of National TV in Tunisia, was interested in information about training programs for TV staff in the production of FP spots.

The Director General of the Tunisian National Office of Family Planning, Dr. Hedi Mhenni, toured the JHU/PCS facilities and requested continued close contact with JHU/PCS with a view towards developing a project.

Table V-1
 ANE: SUMMARY OF MAJOR COUNTRY ACTIVITIES BY OUTPUT CATEGORY
 DURING PROJECT YEARS ONE THROUGH FIVE, INDICATING YEAR OF ACTIVITY

<u>Region/Country</u>	Output Category					<u>Provision of Films and Materials</u>
	<u>Needs Assessment & Planning</u>	<u>Country Project Development</u>	<u>Country Project Initiation</u>	<u>Technical Assistance</u>	<u>Meetings and Workshops</u>	
ASIA						
Bangladesh	86	86,87		86,87		83,86
Burma						85
Fiji						85,86
Hong Kong						86
India				84,85,86,87	85	83,84,85,86
Indonesia				86,87		85,86
Korea, South						85
Malaysia						85,86
Micronesia						86
Nepal	84					84,85,86
FP/MCH		84	84		84,85	85
DORC		84	84			
COMMAT		84	85			
New Caledonia						86
Pakistan				85,86		86
Philippines		85,86,87	87	86		85,86
Sri Lanka	84				84	84,85
Thailand	84*	86		84,85,86		84,85
Samoa, Western						86
Solomon Island						86

83 = JHU/PCS Project Year One
 84 = JHU/PCS Project Year Two
 85 = JHU/PCS Project Year Three
 86 = JHU/PCS Project Year Four
 87 = JHU/PCS Project Year Five
 * Partial needs assessment

<u>Region/Country</u>	<u>Output Category</u>					
	<u>Needs Assessment & Planning</u>	<u>Country Project Development</u>	<u>Country Project Initiation</u>	<u>Technical Assistance</u>	<u>Meetings and Workshops</u>	<u>Provision of Films and Materials</u>
NEAR EAST						
Regional				84	85	84,85,87
Algeria						87
Egypt				83		85,86,87
Israel						85,86,87
Jordan	83	83	83		84,85	84,85,86,87
Lebanon						84,85,87
Morocco						86,87
Saudi Arabia						86
Tunisia					87	83,85,86,87
Turkey	86	86,87	87	87		85,86,87
Yemen, North	84*			84		84,85

83 = JHU/PCS Project Year One
84 = JHU/PCS Project Year Two
85 = JHU/PCS Project Year Three
86 = JHU/PCS Project Year Four
87 = JHU/PCS Project Year Five
* Partial needs assessment

Table V-2
ANE: TECHNICAL ASSISTANCE VISITS - FY1987

Region/Country	Month/Year	Personnel/(Affiliation)	Sponsoring Agency(s)	Duration in Weeks
ASIA				
Bangladesh	January 1987	Yun (JHU/PCS)	MOH & USAID	1
		Follow-up on needs assessment.		
Bangladesh	March-April 1987	Yun (JHU/PCS) Porter (DPN) Wittet (PIACT)	MOH & USAID	11
		Design a new five-year IEC strategy and prepare sub-project document. Follow up on PIL 102 MOH/IEM Unit activities.		
Bangladesh	June 1987	Wittet (PIACT)	MOH & USAID	1
		TA to MOH for ongoing projects under PIL 102.		
Bangladesh	July 1987	Yun (JHU/PCS)	MOH & USAID	2
		Follow up on five-year project document and provide TA to MOH/IEM for ongoing projects under PIL 102.		
Bangladesh	Aug-Sept 1987	Yun & Whitney (JHU/PCS)	MOH & USAID	3
		Follow up on five-year project document and provide TA to MOH/IEM for ongoing projects under PIL 102.		
India	January 1987	Yun (JHU/PCS)	USAID/India	1
		Meet with JHU/PCS Resident Advisor to discuss training project.		
India	August 1987	Coleman (JHU/PCS)	USAID/India	1
		Meet with JHU/PCS Resident Advisor to discuss training project.		
Indonesia	March 1987	Saffitz (Consultant)	BKKBN	2
		Provide assistance in the design of a bidding protocol for contracting advertising agency for Urban IEC/FP campaign.		
Indonesia	May 1987	Saffitz (Consultant)	BKKBN	2
		Provide assistance in negotiating contract with advertising agency for urban IEC/FP campaign.		

Region/Country	Month/Year	Personnel/(Affiliation)	Sponsoring Agency(s)	Duration in Weeks
NEAR EAST				
Turkey	Oct-Nov 1986	Grieser (JHU/PCS) Lediard (AED) Write project proposal for a national FP communication strategy.	MOHSW/TFHPF	2
Turkey	March-April 1987	Grieser & Kendsell (JHU/PCS) Initiate new project activities and begin qualitative research for communication campaign.	TFHPF	2

MEDIA/MATERIALS COLLECTION



CHAPTER VI. THE PCS MEDIA MATERIALS COLLECTION

The JHU/PCS Media/Materials Collection continued to gain prominence as a unique international clearinghouse for sample materials and reference information. Materials are actively collected in the areas of family planning, contraception, population, sexually transmitted diseases, AIDS and maternal/child health. These items emanate from IEC efforts worldwide, and especially from developing countries. The materials are cataloged on computer for easy reference. Sharing these ideas and the strategies exemplified in these items is a major part of the M/MC's activities. M/MC services include:

- Provision of sample IEC materials in response to specific requests;
- Development and distribution of a collection of sample materials and information on various FP/IEC topics through the PCS Packet Series;
- Maintenance of sample materials in an easily accessible and visible manner to facilitate use of the M/MC by visitors and touring groups;
- Orientation and demonstration for visitors;
- Distribution of films produced by the Airlie Foundation/George Washington University;
- Development of composite video and audio tapes of samples of various IEC strategies for training and other uses;
- Development of slide presentations on family planning communication themes; and
- Training of visitors on setting up a resource center in their own countries.

Equipment

During FY1987 the M/MC acquired two more multistandard video-cassette recorder/players. The M/MC now has the capability to play NTSC, PAL and SECAM-standard videotapes in VHS, Beta and 3/4" U-matic, eliminating the need to transfer tapes to different standards and sizes for our needs. These machines are used daily by PCS staff and visitors to the M/MC.

The M/MC also acquired an audio-cassette duplicator during FY1987. This machine can make up to three high-quality copies of a master audio-

cassette in about three minutes. Previous to this purchase, audio-cassettes were sent out to be duplicated. The staff had no control over the quality of the copy, and the process was expensive and time-consuming.

Acquisition

The M/MC staff continued to search for new IEC materials in Year Five, with the total items in the Collection at almost 8,000, up about 16 percent from Year Four. A part-time cataloger completed the computerized cataloging of about 80 percent of the Collection in Year Five.

A strong push to collect materials about AIDS began in earnest this year. Over 200 pamphlets were collected, and the M/MC obtained about 15 videos on this topic for the staff to preview. Most of the materials collected are from the US, but items are available from the developing world as well.

The M/MC stocks multiple copies of 35 different booklets and reference materials on family planning and population to distribute free-of-charge in response to requests from developing countries and to use in JHU/PCS-run workshops as well. Multiple copies of materials produced through JHU/PCS projects are also stocked as are the JHU/PCS slide sets on male responsibility, Arab world materials, message development, basic processes and principles of family planning IEC and pretesting.

Request for Sample Materials

In Year Five the M/MC received an average of 63 requests monthly for samples of IEC materials, representing an increase from Year Three (35/month) and Year Four (54/month). Publicity about the Tatiana and Johnny project and the renewed interest in this venture that accompanied the US launching of the video and songs in coordination with PPFA is reflected in the large volume of requests from US organizations.

Requests for M/MC materials arrive directly from family planning associations for MOHs in developing countries, from USAID missions, from international organizations such as AED and JHPIEGO, through JHU/PCS staff visits in-country, or as a spinoff from the distribution of the PCS Packet Series.

The following are illustrative of requests filled by the M/MC during FY1987:

NIGERIA - The Superintendent of Police in Lagos requested materials on male involvement in family planning. He was supplied with a slide

set featuring items in the Collection aimed at men, Population Reports, several reference articles, and sample pamphlets and posters.

MAURITIUS - Action Familiale, a family planning organization, requested materials for a workshop on the use of radio for communication in family planning. The M/MC sent several reference books on the use of radio, audiocassettes of spot announcements and radio dramas, radio scripts, and the PCS Packet on Working with the Media.

TURKEY - The IEC director of the Family Planning Association of Turkey visited PCS and had a tour of the M/MC. He was also supplied with slides, posters, brochures, video-tapes, PCS Packets, and Population Reports to take back with him. He has since requested further materials on specific communication topics.

MALAYSIA - A member of the National Population and Family Planning Development Board requested materials on communication research, training and planning for the IEC Division of that organization. He was sent research articles, POPLINE searches and sample training materials from the M/MC.

INDIA - The A.N.S. Institute of Social Studies requested materials for family planning workers in tribal Bihar. Several good examples of training materials were found, including flipcharts, brochures and posters.

ECUADOR - The director of the family health organizations, COF, requested educational materials to assist in developing a family planning program. Reference materials, training books and POPLINE searches were sent along with Population Reports.

COLOMBIA - A representative of PROFAMILIA, a family planning organization, visited PCS and was given a tour of the M/MC as well as a packet of sample materials such as PCS Packets, slide sets, sample pamphlets, and videos.

INTERNATIONAL - An international training organization, INTRAH, requested films or videos in French showing training of trainers. They were supplied with several videos from the M/MC as well as names and addresses of other organizations which might be of help.

Slide Presentations

There are now several slide sets available to staff and visitors that cover the topics of male involvement, Arab world materials, message development, pretesting, and basic processes and principles of family planning IEC. In addition, the M/MC offers slide sets from other organizations on various FP and IEC topics in response to requests from developing countries.

Visitors and Tours

As the Media/Materials Collection has become more widely known, there has been an increase during Year Five in the number of visitors. Approximately ten groups from such organizations as CEDPA and JHPIEGO plus individual visitors came to the M/MC for a total of over 500 people. All visitors to the Collection are given a visual tour of sample materials geared to their interests. Many groups are also provided with one or more of the packets.

PCS Packet Series

Periodic distribution of samples of IEC materials from the Collection on different family planning communication themes is accomplished through the PCS Packet Series. Seven packets have been produced to date (see Table VI-2). During Year Five Spanish and French translations of Packets 6 and 7 were completed as well.

Packet 7, "Wallcharts of Contraceptive Methods," was the first of a series of packets which will provide samples of print materials on specific contraceptive methods. Packet 8, "Pamphlets about Condoms," reached the galley stages during Year Five, and Packet 9 will cover pamphlets about oral contraceptives. A new format was initiated with Packet 7 which involved more emphasis on the sample materials. The "hints" provided in the newer packets are brief and concise, emphasizing the main subject areas of planning, material development and design, pretesting, distribution and evaluation. The Packet Task Group met several times during FY1987 to review these developments.

All packets continue to be distributed in English, French and Spanish. Examples of some materials included in Packet 7 are illustrated on the following pages. Table VI-2 shows the regions to which the packets are mailed. About 1500 copies of each packet are distributed initially, and many more are sent out in response to requests for sample materials.

Some feedback about the Packet Series reaches PCS via the Reader Response sheet included in each packet. Here are some comments received during FY1987:

Packet 6, "Working With the Media"

GHANA - "If this is how your Packet Series are, then I am sure I have missed a lot, for this is the first of them I have had, and I find them very educative..." --Officer, Public Servants Housing Scheme, Accra.

SAINT LUCIA, W.I. - "The Packets that I have received...contained a wealth of useful knowledge and practicable ideas..." --Officer, Ministry of Education and Culture, Castries.

Packet 7, "Wallcharts on Contraceptive Methods"

INDIA - "I really appreciate your service...this gives me more points to develop new posters, combining some of these ideas." --Training Officer, RUHSA, Tamil Nadu.

LESOTHO - "It is educative and will assist us to develop our own charts...The different wallcharts from other countries are also inspiring and are good learning tools..." --Assistant Executive Director, Lesotho Planned Parenthood Association, Maseru.

Film Distribution

Year Five showed growth in film sales and rentals, but a decline in the distribution of films as gifts. The majority of films was distributed to the African and Latin American regions. An additional 6 films were loaned and 153 films were sold or rented with fees totalling \$17,865.

Table VI-3 shows the distribution of Airlie films in all categories. Table VI-3 provides an analysis of the most frequently requested Airlie films during Year Five. Following the pattern of Year Four, the most popular films are those aimed at men such as "Choice not Chance," those which provide IEC program ideas and strategies such as "Speak They are Listening," and films for young people such as "Two Roads."

Table VI-1
MATERIALS IN THE M/MC COLLECTION

<u>Items in the Collection</u> (End of Year)	<u>Year 4</u>	<u>Year 5</u>	<u>Increase</u>	<u>% Increase</u>
Films	270	275	5	2%
Video Tapes	120	170	50	42%
Audio Tapes	250	300	50	20%
Slide Sets	60	70	10	17%
Photographs	1,000	1,200	200	20%
Pamphlets	2,690	3,200	510	19%
Posters	715	920	205	29%
3-D Items	611	750	139	23%
Reference	<u>1,000</u>	<u>1,100</u>	<u>100</u>	<u>10%</u>
Total	6,716	7,985	1,269	19%

Requests for Sample Materials

Africa	178	197	19	11%
LAC	103	101	(2)	-2%
Asia	82	65	(17)	-21%
Near East	20	18	(2)	-10%
Other*	<u>263</u>	<u>376</u>	<u>113</u>	<u>43%</u>
Total	646	757	111	17%

Requests as a % of Total

Africa	28%	26%
LAC	16%	13%
Asia	13%	9%
Near East	3%	2%
Other*	<u>41%</u>	<u>50%</u>
Total	100%	100%

* Cooperating Agencies, AID/W, USAID missions, and international organizations

Table VI-2
THE JHU/PCS PACKET SERIES

	<u>Year 4</u>	<u>Year 5</u>	<u>Increase</u>	<u>% Increase</u>
<u>Packet Mailing List</u> (Number of Addresses)				
Africa	406	530	124	31%
LAC	315	350	35	11%
Asia	235	262	27	11%
Near East	50	51	1	2%
Other	499	573	74	15%
Total	1,505	1,766	261	17%

Addresses as a % of Total

Africa	27%	30%
LAC	21%	20%
Asia	16%	15%
Near East	3%	3%
Other*	33%	32%
Total	100%	100%

PACKETS PRODUCED FY1983 - FY1987

<u>Packet</u>	<u>Title</u>	<u>Year Produced</u>
1	Print Materials for Nonreaders	FY1983
2	Male Responsibility for Family Planning	FY1984
3	Basic Processes and Principles for Population/ Family Planning Communication	FY1984
4	Packages for Contraceptive Products	FY1985
5	Reaching Young People	FY1985
6	Working with the Media	FY1986
7	Wallcharts of Contraceptive Methods	FY1987

* Cooperating Agencies and international organizations

Table VI-3
DISTRIBUTION OF AIRLIE FILMS

	<u>Year 4</u>	<u>Year 5</u>	<u>Increase</u>	<u>% Increase</u>
<u>Films Provided as Gifts</u>				
Africa	113	33	(80)	-71%
LAC	200	24	(176)	-88%
Asia	6	0	(6)	-100%
Near East	4	4	0	0%
Other*	<u>1</u>	<u>4</u>	<u>3</u>	<u>300%</u>
Total	324	65	(259)	-80%
<u>Film Loans</u>				
	15	6	(9)	-60%
<u>Film Sales and Rentals</u>				
Number	144	153	9	6%
Fees Received	\$16,425	\$17,865	\$ 1,440	9%
<u>Gifts as a % of Total Gifts</u>				
Africa	35%	51%		
LAC	62%	37%		
Asia	2%	0%		
Near East	1%	6%		
Other*	<u>0%</u>	<u>6%</u>		
Total	100%	100%		

FILMS MOST FREQUENTLY DISTRIBUTED AS GIFTS AND LOANS
(not including multiple copies)

<u>Language</u>	<u>Title</u>	<u>No. Distributed</u>
English	Choice not Chance	6
	The Time of Your Life	6
	Communicating FP: Speak They Are Listening	5
	Indonesia: FP First	5
	Cheerful Revolution	4
	Lessons for the Future	3
	We Go Where They Are	3
Spanish	Two Roads (Dos Caminos)	5
	Women and the Pill	3
	A Method for John and Mary	3
	You	3
French	Lessons for the Future	2
	Social Marketing	1

* AID/Washington

PROJECT RESULTS AND FUTURE DIRECTIONS



CHAPTER VII. PROJECT RESULTS AND FUTURE DIRECTIONS

The work of JHU/PCS has progressed to the point where it is now possible to review the types of evaluation methodologies which were employed during the first few years of the project, during projects now underway, and for those being planned. Such an analysis will reveal the important trends in evaluation and project development that are occurring. It will also tell us whether the evaluation has improved as the implementation of the projects themselves has improved.

Table VII-1 presents a brief summary of all of the projects developed by JHU/PCS from Years One through Five. The project dates, however, range from 1983 through 1991 because projects under development are included as well. After the title of each project is a set of eleven categories for describing the evaluation research methodologies which are being employed in JHU/PCS projects. The first two are concerned with methods for formative evaluation, the use of focus group discussions with members of prospective audiences to design message strategies and the use of pretesting techniques to test messages under development with members of the target audience. One of the major goals of JHU/PCS is to develop the capacity of IEC units in developing countries to make use of these two important techniques for IEC production. The next set of categories is concerned with the formal aspects of research design.

Project Evaluation Summary

Forty-eight JHU/PCS projects were included in the analysis. They are being conducted in all four regions: 23 in Africa, 16 in Latin America, 7 in Asia, and 2 in the Near East. Twenty-two are listed as complete, 18 are now underway, and 8 are still under development.

Eighty-three percent of the projects employed focus group discussions with members of the intended audience for planning and message design. Ninety-three percent of the projects used some form of pretesting to develop IEC messages. In actuality, both focus groups and pretesting were used in almost all JHU/PCS projects. For most of the 3 to 8 projects listed without them, these techniques were not appropriate. In a training project, for example, in which participants are trained to use focus groups and pretesting themselves, they are not used to design the training itself. The fact that almost all projects have been developed with these techniques is quite an achievement, especially since in many places JHU/PCS introduced these techniques for the first time in the organizations implementing these projects. The use of such evaluation techniques for the development of an IEC project takes priority over final evaluation to the extent that no impact can be expected if the messages are not designed and developed effectively in the first place.

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Over time (from projects completed to underway and under development) there has been a noticeable increase in the use of these formative, or development, evaluation techniques. All projects now under development plan to use them. Across regions, there is a noticeable increase in the use of focus groups: 50 percent in the Near East, 77 percent in Africa, 87 percent in Latin America, and 100 percent in Asia. Ninety-three percent of the projects employed pretesting to improve their messages before using them on a full-scale basis, and this high rate of use was similar for all four regions.

No single type of research design has dominated the evaluation of JHU/PCS projects. In fact, the trend is towards the use of multiple designs for evaluation. Seven projects employed one-group posttest or one-group pretest/posttest designs with correlation of IEC exposure and family planning effects. Pretests and posttests are usually conducted by means of a sample survey of audience members before and after the IEC intervention. Six others were able to employ the full experimental design with control groups and either posttest only or pretest/posttest measures. Four projects employed a time-series design, taking advantage of continuously collected clinic or CBD center data. As many as eight projects, however, used a combination of designs: a one-group pretest/posttest design with the analysis of time-series data from clinics. This combination of designs is the predominant feature of JHU/PCS evaluation. Over half of the projects (52 percent) used more than one type of design, and as many as thirty-nine percent included some form of time-series analysis of service statistics as part of their evaluation.

Time-series analysis represents an emphasis upon project monitoring as part of the evaluation process. This is a very positive aspect of JHU/PCS project planning. Furthermore, the trend is towards the increased use of multiple designs with some type of time-series analysis of service statistics for project evaluation. Of the projects already completed, only 30 percent included some type of time-series analysis. For projects underway, the percentage increases to 50 percent, and then up to 88 percent for projects currently under development. This is a very favorable trend, because only data collected and analyzed during the course of a project can be used by project managers to improve the project as it unfolds--by far the most important function of evaluation. The results of pretest/posttest types of designs can only be used to plan the next project.

The majority of the projects studied just one intact group in which all members of the audience were exposed to the same IEC messages. All three types of sampling have been used to select members of the audience for study. Approximately one-third used probability sampling procedures, another third used either quota or accidental sampling procedures, and the rest some combination of these. With probability sampling a table of random numbers or computer generated random numbers is used to select

PROJECT RESULTS AND FUTURE DIRECTIONS

members of a population to be studied. With quota sampling, subjects are selected to meet a predetermined percentage of a limited number of characteristics, such as sex, age, parity, etc. Accidental sampling makes use of whatever subjects happen to be available at a particular place or time.

In JHU/PCS projects the trend, however, is clearly towards a greater use of probability sampling procedures. Only 20 percent of completed projects used probability methods. The rate increased to 33 percent for projects underway, and to 63 percent for projects currently under development. Where feasible, probability sampling methods are preferred because the results can be generalized to the rest of the population with greater confidence.

Half of the projects used service statistics for purposes of evaluation, and the trend shows an increase in their use. The use of service statistics jumped from 30 percent of completed projects to 56 percent of projects underway to 88 percent of projects under development. This trend simply matched the trend towards the increased use of time-series designs based on continuously collected service statistics mentioned earlier. The high levels of quantitative data which improved evaluation designs generate have led to an increase in the use of computers for data analysis, from about half the projects completed or underway to as many as three-fourths of the projects under development. Computer use varies by region, however. Only 32 percent of the projects in the Africa region have used or plan to use computers for data analysis, compared to 60 percent in Latin America and 100 percent in Asia. The lower percentage of computer use in Africa is partly due to the smaller size of many of the projects and greater number of training projects.

The Use of Television Dramas to Promote Family Planning Clinics

A good example of the use of multiple designs for evaluation is the Anambra State Health and Family Planning Television Program which was implemented by the Nigeria Television Authority (NTA) in Enugu, Nigeria. Family planning themes were integrated into the drama segments of 39 episodes of a popular television variety program, "In a Lighter Mood," from July, 1986 through August, 1987. Themes ranged from the health benefits of birth spacing to traditional versus modern contraceptives. For the first nine months the only family planning clinic open in Enugu was at the University of Nigeria Teaching Hospital. In the final four months the Ministry of Health opened family planning clinics in Enugu as well. Twice during each television episode these family planning clinics were advertised by spot announcements.

Two complementary designs were used to evaluate the project. A quick recall survey of 299 respondents was conducted on one of the days

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immediately after the regular Friday night broadcast of one of the "In a Lighter Mood" episodes. The purpose was to assess audience reaction to the inclusion of family planning themes in the drama, to measure recall of the spot announcements about the clinics, and to evaluate the appeal of the program. The second design involved the monitoring of the service statistics of the family planning clinics mentioned in the television spots and an analysis of source-of-referral information from clients attending the clinics. The first component allowed us to evaluate the effect of the program on the general audience; the second component examined the specific impact on family planning attendance at clinics.

The results showed a dramatic increase in attendance at the family planning clinics advertised during the television drama. Over the six months prior to the broadcast, the average number of new family planning clients was only 55 per month. This average tripled to a level of 165 per month during the 13 months that "In a Lighter Mood" was broadcast (statistically significant beyond the .001 level of probability). The impact of the television broadcast on new acceptors is graphically revealed in Figure 1. The source-of-referral data from new acceptors at the clinics demonstrated the direct effect of the television programs. During the broadcast period, an average of 43 percent of new family planning clients named television as their source of information about the clinic. The level ranged from 24 percent in July, 1986 to as high as 82 percent in December of 1986.

The results of the small survey of television viewers was also quite revealing. Of the 299 interviewed, 61 percent watched television the night before. Of those who did watch television, the vast majority, 89 percent said they saw "In a Lighter Mood" - a strong indication of the show's popularity. Of those who did see the program, 79 percent were able to identify the family planning message incorporated into the program. 69 percent of those who saw the show correctly identified family planning clinic information from the accompanying television spot, and about half of them had no prior knowledge of family planning services prior to viewing the television program. About 62 percent of those who saw "In a Lighter Mood" said that they liked the program, and only 3 percent specifically said that they did not like the program. And finally, 61 percent who saw the program said that they would like to have more information about family planning services. These results are remarkable, and present strong evidence of the impact that communication can have when a large percentage of the audience is reached with information packaged in an attractive form which also supplies specific information about the location of family planning services.

The "Tatiana and Johnny" Popular Music Project in Latin America

The evaluation of the Young People's Project in Mexico is a good example of a one-group, posttest only evaluation design based on a large

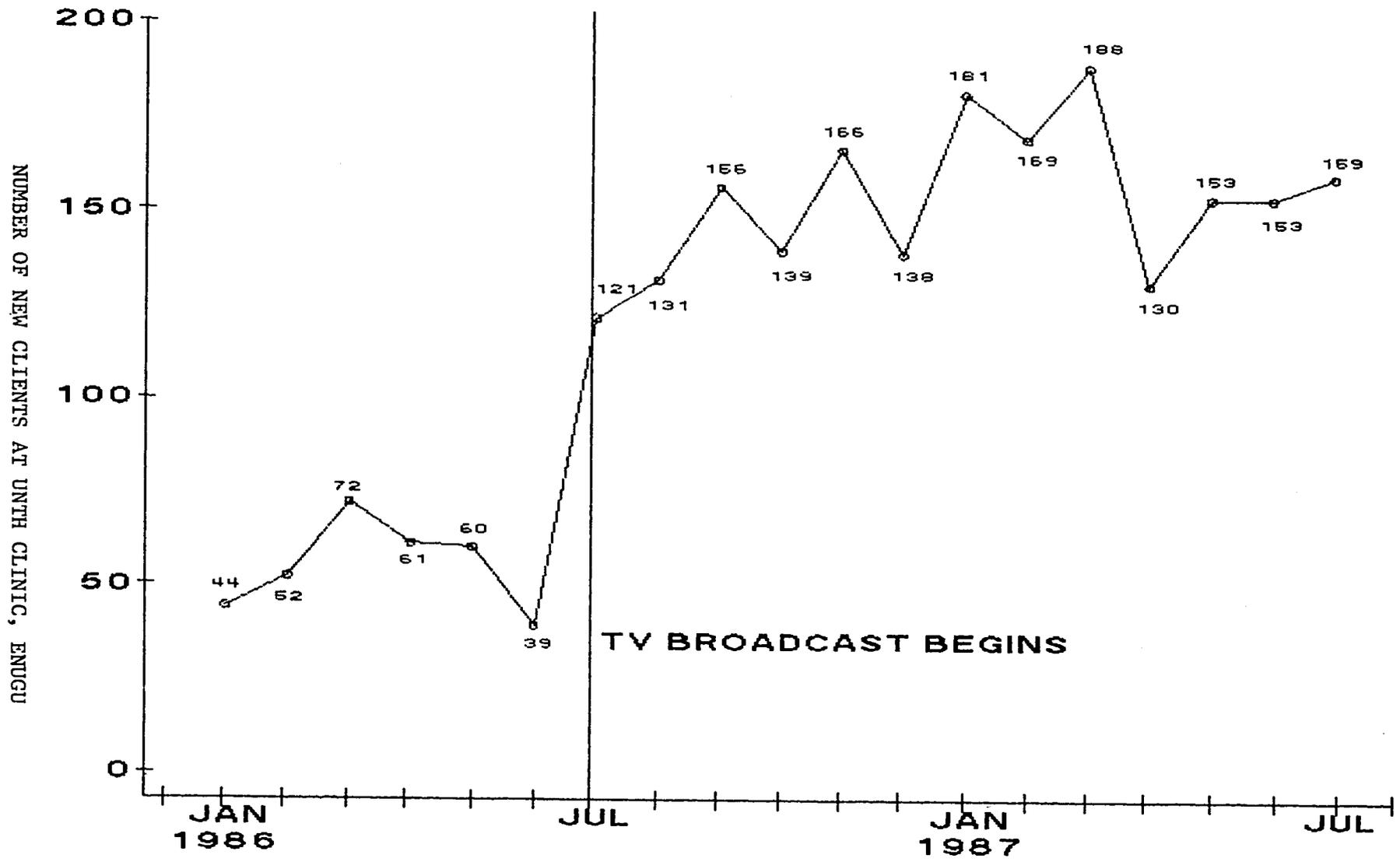


Figure 1. Number of New Clients by Month

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sample survey of young people exposed to the same IEC. The Young People's Project addressed the very serious problem in Latin America of teenage pregnancy and sexual responsibility. It was JHU/PCS's most successful project based on the "enter-educate" concept, the use of professionally produced and commercially viable entertainment to reach the largest possible audience with the theme of sexual responsibility.

Extensive focus group research with teenagers led to three basic themes to be promoted by popular music and videos through radio and television: (1) young people should be sexually responsible, men as well as women; (2) it is OK to say "No," to postpone sex; and (3) professional guidance is available for young people in their own local areas. By means of a song contest, two popular songs were selected and then recorded commercially by two young singers, Tatiana, a young Mexican female singer, and Johnny, a popular Puerto Rican singer. The two songs, "Cuando Estemos Juntos" (When We Are Together) and "Detente" (Wait) were produced so they would appeal to young people as well as provide role models with whom they could easily identify.

The songs and their videos were outstanding commercial successes during 1986. Both songs became Top-Twenty hits in every country where released, and "Cuando Estemos Juntos" was the number one hit in Mexico and Peru. Media representatives estimated that over one million hours of radio and television time was provided for playing and discussion of the songs, far exceeding the conventional public service announcement. The debut of the first video on "Siempre en Domingo," Mexico's most popular television variety program, reached an estimated 150 million viewers. Media representatives expressed an eagerness to support similar campaigns in the future.

To evaluate the reaction of the intended audience, a sample survey of 2,296 young people from 10-19 years of age was conducted during January, 1987 in Mexico City, Guadalajara, Monterrey, and Juarez City. The results confirmed the widespread popularity and impact of the songs. More than half a year after the songs were released, almost all of those interviewed could identify the songs on a list of songs from 1986. Unaided recall of "Cuando Estemos Juntos" was 19 percent, and 12 percent for "Detente." Unaided recall of the singers was much higher: 49 percent for the couple and 38 percent for Tatiana alone. Half of those interviewed named Tatiana and Johnny as one of their favorite couples, which was 17 percentage points higher than the next most popular pair of singers. Thirty-eight percent named Tatiana as one of their favorite female singers, more than any other popular female singer for that year. Both the couple and the songs were rated more highly than any others for 1986.

The survey also revealed that the sexual responsibility message came through "loud and clear." Seventy-nine percent correctly remembered the

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social message of "Cuando Estemos Juntos" to be either "postpone sex" or "wait to be together." The results were higher for the second song. Eighty-six percent correctly remembered the message of "Detente" to be either "postpone sex" or "think about the consequences of sex." In other words, the message stayed with most teenagers long after the songs had reached their peak popularity. Furthermore, a difference in attitude toward sexual responsibility was discovered between those who could recall the songs unaided and those who could not. Only about 15 percent of those who could recall the songs unaided agreed that it was right for a couple to have sex if they merely "liked one another," compared to 34 percent who could not recall the song unaided.

The campaign using the two songs also stimulated discussion among young people. Fifty-one percent said that they talked to their female friends about the songs, and 32 percent said that they talked to their male friends. Thirty-four percent said that they talked to their mothers, and 16 percent said that they talked to their fathers about the songs. And finally, seven percent said that they talked to their teachers about the songs.

Future Directions

Over the first five years of the JHU/PCS program there has been a noticeable increase in the use of the two most important formative evaluation research techniques, focus group discussions for message design and pretesting with audience members for message development. Today, these techniques are used in virtually all projects. The second noticeable trend has been the increased use of multiple research designs for evaluation rather than relying upon just one alone. The most prevalent combination involves at least some time-series analysis of service statistics in order to determine the ultimate impact of IEC projects on family planning adoption at service centers. The third noticeable trend is the increase in probability sampling when survey methods are used to evaluate IEC projects.

Together the three main trends in project evaluation indicate an increased use of scientific methodologies for the design, development, and management of IEC projects. This is by far the most appropriate use of evaluation research in development projects. The emphasis is where it should be, on providing timely, useful information to project managers so that they can implement their projects more effectively and ultimately have a greater impact on family planning practice and fertility.

The increased use of improved evaluation methodologies will require more time of IEC project staff who implement the projects in the field. The fact that more qualitative and quantitative data is being collected means that more time and effort will have to be devoted to data management, analysis, and interpretation, if the results are to be useful.

PROJECT RESULTS AND FUTURE DIRECTIONS

In many cases this trend will require the greater use of microcomputers in the field by project staff, or else increased data analysis by specialized agencies including JHU/PCS itself. Easy to use statistical packages for microcomputers will have to be employed. In the case of time-series analysis of service statistics, an easy to use data-base management program would be useful. These are being employed in some JHU/PCS projects where qualified personnel and equipment are already available. At other sites, the capacity will have to be improved or else provided by outside agencies.

JHU/PCS has succeeded in implementing an IEC development model which includes the most recent technological and procedural advances in the field. It has introduced and gained the acceptance of a combined scientific and artistic process of project development. This has been accomplished to some degree in all four areas of the world in which it works. The challenge for the future is to reinforce the initial success it has had in implementing its unique approach to family planning IEC, and to follow through with timely and appropriate technical support for the many institutions which have taken this approach. The ultimate effect will be stronger population IEC programs throughout the world with far greater access by couples and individuals to the services that they need to plan the number and spacing of their children.

Table VII-1
PROJECT EVALUATION STATUS
Years 1 through 5

REGION/COUNTRY	PROJECT NUMBER	RECIPIENT	PERIOD OF ACTIVITIES	PROJECT TITLE	FGD FOR DESIGN	PRETEST MESSAGES	NO. OF GROUPS	TYPE OF DESIGN	GROUP ASSIGN	SAMPLING METHOD	SERVICE STATS	SALES RECORDS	Q-AIRES	COMPUTER ANALYSIS	EVAL. PHASE
Africa															

Underway															
Regional	AF-SEN-01	URTNA	1984-88	URTNA Family Health Broadcasting Project	no	no	1	1	Intact	Saturated	no	no	yes	no	Rep Sub
Burkina Faso	AF-BKF-02	MSWNS	1987-89	Burkina 1987-1989 IEC Program	yes	yes	1	1,3	Intact	Saturated	yes	yes	yes	no	Design
Cote d'Ivoire	AF-IVO-01	CERAV	1987-88	Pan-African Print Material Project	yes	yes	1	1,2	Intact	Accident	yes	no	yes	no	Design
Niger	AF-NIR-01	MOPH/SA	1987-89	Niger Family Health IEC Project	yes	yes	2	3,5	Matched	Probab.	yes	no	yes	yes	Design
Nigeria	AF-NGA-06	MOH/Imo	1986-88	Imo State Women's Workshop	yes	yes	1	3	Intact	Saturated	yes	no	no	no	Data Coll
Nigeria	AF-NGA-08	NTA/Enugu	1987	Anambra State Health/FP TV Program	yes	yes	1	1,3	Intact	Accident	yes	yes	no	no	Rep Prep
Nigeria	AF-NGA-09	PPFN	1987-88	Reprint Client Booklets	[Same as AF-NGA-02]										
Nigeria	AF-NGA-10	MOH/Borno	1987-88	Primary Health Care Promotion-Borno State	yes	yes	1	1,2	Intact	Acc/Quota	no	no	yes	no	Design
Nigeria	AF-NGA-11	MOH/Ogun	1987-88	Communication Outreach Phase II-Ogun St.	yes	yes	1	1,2	Intact	Acc/Quota	no	no	yes	no	Design
Nigeria	AF-NGA-12	NTA/Ibadan	1987-88	Integrate FP Themes into 2 TV Series	yes	yes	1	1,3	Intact	Accident	yes	no	yes	no	Data Coll
Nigeria	AF-NGA-13	Prime TV	1987	RAPID Video Production	no	yes	1	1	Intact	D/K	D/K	D/K	D/K	D/K	Design
Nigeria	AF-NGA-14	Mut-Moskins	1987-88	FP Music Campaign for Males (1 area only)	no	yes	1	1	Intact	Probab.	no	no	yes	yes	Design
Sudan	AF-SUD-01	U. Khartoum	1985-88	Print Materials on Family Health	yes	yes	2	5	Matched	D/K	no	no	yes	yes	Data Coll

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Project Evaluation Status (continued)

Table VII-1

REGION/COUNTRY	PROJECT NUMBER	RECIPIENT	PERIOD OF ACTIVITIES	PROJECT TITLE	FGD FOR DESIGN	PRETEST MESSAGES	NO. OF GROUPS	TYPE OF DESIGN	GROUP ASSIGN	SAMPLING METHOD	SERVICE STATS	SALES RECORDS	Q-AIRES	COMPUTER ANALYSIS	EVAL. PHASE
Africa (continued)															
Completed															
Burkina Faso	AF-BKF-01	MSWNS	1985-87	IEC Development Project	yes	no	1	2	Intact	Accident	yes	no	yes	no	Rep Sub
Kenya	AF-KEN-01	Stla-Graphics	1985-86	Family Planning Films	[Same as AF-KEN-02]										
Kenya	AF-KEN-02	RETCO, Ltd.	1985-86	Evaluation of FPPF Film Project	yes	yes	1	1,2	Intact	Acc/Quota	no	no	yes	no	Rep Sub
Liberia	AF-LIB-01	Medex	1984-86	RAPID Television Program	[Not Applicable]										
Mali	AF-MAI-01	AMPPF	1985-87	Family Planning IEC Project	yes	yes	1	1,3	Intact	Accident	yes	no	yes	no	Design
Nigeria	AF-NGA-01	MOH/Kwara	1984-87	Kwara State Family Health Project	no	yes	1	3	Intact	Saturated	yes	no	no	yes	Data An
Nigeria	AF-NGA-02	PPFN	1984-86	FP Information Booklet Production and Dist.	yes	yes	4	4	Random	Probab.	no	no	yes	yes	Rep Sub
Nigeria	AF-NGA-03	PPFN	1985-87	Plateau State FP Communication Campaign	yes	yes	1	1,3	Intact	Quota	yes	no	yes	no	Data An
Nigeria	AF-NGA-04	U.of Ibadan	1986-87	Female VSC Booklets	yes	yes	1	2	Intact	Quota	no	yes	yes	yes	Data Coll
Nigeria	AF-NGA-05	PPFN	1986-87	FH/FP Broadcasting Workshop	no		1	1,2	Intact	Quota	D/K	D/K	yes	no	Rep Sub
Nigeria	AF-NGA-07	NTA/Enugu	1986-87	Anambra State TV Program	[Same as AF-NGA-08]										
Under Development															
Regional	AF-KEN-03	URTNA/PEC	1987-88	Model TV Program on Family Planning	[Not Applicable]										
Regional	AF-SEN-02	URTNA	1988-91	URTNA Fam Hlth Bdcating	[Same as AF-SEN-01]										
Ghana	AF-GHA-01	MOH	1987-89	Ghana Health & FP Info. Program 1987-1990	[Not Applicable]										
Mali	AF-MAI-02	AMPPF	1988-90	FP IEC Proj.-Phase II	[Same as AF-MAI-01]										
Nigeria	AF-NGA-15	ABS	1987-88	Integrate FP Themes into Radio Soap Opera	yes	yes	1	3	Intact	Probab.	no	yes	yes	no	Data Coll
Zimbabwe	AF-ZIM-01	ZNFPC	1988-89	Male Motivation Project	yes	yes	1,2	2,3	Int/Rand	Probab.	yes	yes	yes	yes	Design

Project Evaluation Status (continued)

Table VII-1

REGION/COUNTRY	PROJECT NUMBER	RECIPIENT	PERIOD OF ACTIVITIES	PROJECT TITLE	FGD FOR DESIGN	PRETEST MESSAGES	NO. OF GROUPS	TYPE OF DESIGN	GROUP ASSIGN	SAMPLING METHOD	SERVICE STATS	SALES RECORDS	Q-AIRES	COMPUTER ANALYSIS	EVAL. PHASE
Latin America															

Underway															

Regional	LA-GUA-01	APROFAM	1987-91	Regional Video Production Center (RVPC)	[Not Applicable]										
Colombia	LA-COL-02	Pub.Toro	1987	Risearch Phase of Comm./ Marketing Project	yes	yes	2	3,5	Matched	Probab.	yes	yes	yes	yes	Design
Mexico	LA-MEX-07	FFI	1987-88	Comic Book Devel. Project	yes	yes	D/K	D/K	D/K	D/K	D/K	D/K	D/K	D/K	Design
Completed															

Bolivia	LA-BOL-01	COF	1984-87	Family Health IEC	yes	yes	1	2,3	Intact	Quota	yes	no	yes	yes	Rep Prep
Brazil	LA-BRA-01	ABEPF	1985-87	Basic IEC Materials	yes	yes	1	D/K	D/K	D/K	D/K	D/K	D/K	D/K	Rep Sub
Colombia	LA-COL-01	PROFAMILIA	1984-85	Generic Condom Promotion and Evaluation	yes	yes	1	2,3	Intact	Quota	no	yes	yes	yes	Rep Sub
Costa Rica	LA-COS-01	COF	1984-85	Educational Radio for Costa Rican Women											
Honduras	LA-HON-01	MOH	1984-87	Ministry of Health FP IEC Activities	yes	yes	D/K	D/K	D/K	D/K	D/K	D/K	D/K	D/K	Rep Sub
Honduras	LA-HON-02	IHSS	1984-87	IHSS Family Planning IEC System	yes	yes	D/K	D/K	D/K	D/K	D/K	D/K	D/K	D/K	Rep Sub
Honduras	LA-HON-03	ASHONPLAFA	1984-86	Radio/Print Materials for Rural CBD Prog.	yes	yes	1	2,3	Intact	Probab.	yes	no	yes	yes	Rep Sub
Mexico	LA-MEX-01	FEMAP	1983-86	Print, Radio, TV to Reinforce Promotoras	yes	yes	2	2,4	Random	Probab.	no	no	yes	yes	Rep Sub
Mexico	LA-MEX-02	FFI	1985-86	Com for Young People (T&J)	[Same as LA-MEX-06]										
Mexico	LA-MEX-03	AMIDEM	1986-87	IEC Materials for Health Workers	no	yes	1	5	Matched	Accident	D/K	D/K	yes	no	Rep Prep
Mexico	LA-MEX-04	FFI	1986-87	Educ. Vid (T&J)	[Same as LA-MEX-06]										
Mexico	LA-MEX-05	FFI	1986-87	Entertainment Video(T&J)	[Same as LA-MEX-06]										
Mexico	LA-MEX-06	IIC	1987	Eval. Res. of Young People's Project	yes	yes	1	1	Intact	Probab.	no	no	yes	yes	Rep Sub

Project Evaluation Status (Continued)

Table VII-1

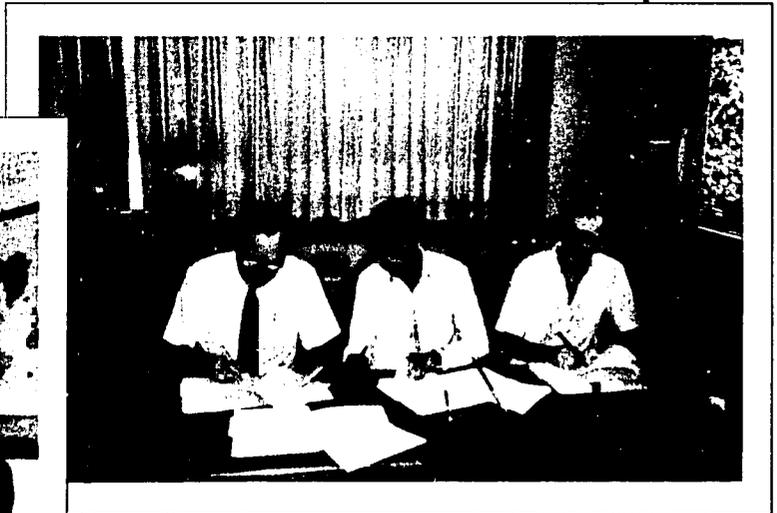
REGION/ COUNTRY	PROJECT NUMBER	RECIPIENT	PERIOD OF ACTIVITIES	PROJECT TITLE	FGD FOR DESIGN	PRETEST MESSAGES	NO. OF GROUPS	TYPE OF DESIGN	GROUP ASSIGN	SAMPLING METHOD	SERVICE STATS	SALES RECORDS	Q-AIRES	COMPUTER ANALYSIS	EVAL. PHASE
Latin America (continued)															
Under Development															
Regional	LA-MEX-08	FFI	1987-88	Technical Assistance to RVPC	[Not Applicable]										
Regional	LA-MEX-09	FFI	1988-89	Comm. for Young People II	[Same as LA-MEX-10]										
Regional	LA-MEX-10	IIC	1988-89	Evaluation of CYPP II	yes	no	3	2,3	Intact	Probab.	yes	yes	yes	yes	Design
Regional	LA-TTO-01	FPATT	1988-89	Eastern Caribbean Radio Drama I	no	yes	1	2,3	Intact	Prob/Sat	yes	no	yes	yes	Design
Regional	LA-TTO-02	FPATT	1988-89	E. Carib. Radio Drama II	[Same as LA-TTO-01]										
Brazil	LA-BRA-02	ABEPF	1987-88	AIDS Manual for FP Workers	[Not Applicable]										
Colombia	LA-COL-03	Pub.Toro	1988	Comm./Marketing Project	[Same as LA-COL-02]										
Mexico	LA-MEX-11	Novedades	1988-89	Comic Book Project II	yes	yes	1	3	Intact	D/K	yes	D/K	D/K	D/K	Design
Mexico	LA-MEX-12	FFI	1988-89	Comic Book Project III	[Same as LA-MEX-11]										
Peru	LA-PER-01	MOH	1988-89	FP Workers in an AIDS Prevention Campaign	yes	yes	2	2,3,5	Matched	Quo/Prob	yes	yes	yes	yes	Design

Project Evaluation Status (Continued)

Table VII-1

REGION/ COUNTRY	PROJECT NUMBER	RECIPIENT	PERIOD OF ACTIVITIES	PROJECT TITLE	FGD FOR DESIGN	PRETEST MESSAGES	NO. OF GROUPS	TYPE OF DESIGN	GROUP ASSIGN	SAMPLING METHOD	SERVICE STATS	SALES RECORDS	Q-AIRES	COMPUTER ANALYSIS	EVAL. PHASE
Asia															
Underway															
Philippines	AS-PHI-01	PCF	1987-89	Male FP Motivators in Farmer Organization	yes	yes	1	2,3	Intact	Probab.	yes	no	yes	yes	Design
Philippines	AS-PHI-02	PCF	1987-89	A Multi-Media Campaign for Young People	yes	yes	1	2,3	Intact	Probab.	yes	yes	yes	yes	Design
Philippines	AS-PHI-03	PCF	1987-90	A FP Program for the Industrial Sector	yes	yes	20	2,3	Intact	Prob/Sat	yes	yes	yes	yes	Design
Completed															
Nepal	AS-NEP-01	FP/MCH	1984-86	Print Materials Development	yes	yes	2	4	Matched	Accident	no	no	yes	yes	Rep Sub
Nepal	AS-NEP-02	COMMAT	1984-86	Film Spots for Cinema Halls	yes	yes	2	4	Matched	Accident	no	no	yes	yes	Design
Nepal	AS-NEP-03	DORC	1984-86	Financial Mgm't of Print Materials Proj.	[Not Applicable]										
Under Development															
Bangladesh	AS-BNG-01	MOHFP	1988-89	Support IEM Unit Activities	[Not Applicable]										
Philippines	AS-PHI-04	FPOP	1988-89	Improve IEC Strategies to Increase FP Use	yes	yes	1,2	3,5	Int/Rand	Probab.	yes	no	yes	yes	Design
Philippines	AS-PHI-05	AMEC-BCCM	1988-89	AMEC Population Communication Center	yes	yes	2	5	Matched	Probab.	yes	no	yes	yes	Design
Near East															
Underway															
Turkey	NE-TUR-01	TFHPF	1987-88	Turkish Family Planning Campaign 1987-88	yes	yes	1	2	Intact	Probab.	no	no	yes	yes	Design
Completed															
Jordan	NE-JOR-01	JFPPA	1983-85	IEC Program Development	no	yes	1	0	Intact	Accident	no	no	no	no	Rep Sub
Under Development															
Turkey	NE-TUR-02	Women's Fdn.	1988	Family Planning Motivational Video	[Not Applicable]										

PROGRAM ADMINISTRATION



CHAPTER VIII. PROGRAM ADMINISTRATION

I. PROJECT ORGANIZATION AND MANAGEMENT

The JHU/PCS project is administered through the Population Information Program 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, Patrick L. Coleman, M.A., is responsible for overall management of JHU/PCS activities, working in close collaboration with the Deputy Project Director, Jose G. Rimon II, M.A. The PIP Financial Manager, Paul Bankerd, M.B.A., oversees fiscal and contractual management of the project.

Seven Senior Program Officers are responsible for overseeing all JHU/PCS activities in their respective countries, including project development and monitoring. They are assisted by four Program Officers and two Program Assistants. The management and program staff is further supported by a Senior Research Officer, D. Lawrence Kincaid, Ph.D. Materials collection and dissemination are handled by the Media/Materials Collection staff.

Staffing

A major increase in the project's ability to support IEC activities is represented by the addition of D. Lawrence Kincaid as Senior Research Officer. Dr. Kincaid, formerly an Associate Professor in the Department of Communication at the State University of New York at Albany, will provide evaluation design, advice and guidance to PCS projects on a continuing basis, from inception to completion.

Staff changes during the year included the resignation for personal reasons of the Financial Manager, Linda L. Donhauser. She was replaced by Paul Bankerd, a financial and management professional with a strong background in the management of AID and other US Government contracts; the replacement of Senior Program Officer Margaret B. Parlato by Philippe F. Langlois, a former consultant to JHU/PCS in social development communications with extensive experience in the developing world; and the replacement in India of the Regional Communication Advisor, Fred W. Reed by Rolf Lynton, Ph.D., formerly Lead Consultant on a technical assistance team to the Indonesian Ministry of Health and the first Dean of the School of Public Health and the Department of Preventive Medicine at the University of South Carolina. All staff members who left PCS to pursue other professional and personal opportunities remain in close contact with the project and have worked on specific assignments.

As PCS activities in Nigeria continued to increase, a new Senior Program Officer position was created to manage projects in that country.

ADMINISTRATION

This position was filled by Kim E. Winnard, formerly Media Materials Coordinator and Program Officer for Asia and Nigeria. In addition, several new Program Assistant positions were created to provide administrative and management assistance to projects in Asia, in Nigeria, and in Latin America and the Caribbean.

Audits

According to the terms of the PCS Cooperative Agreements, JHU will ensure that an audit is conducted on all subagreements in which annual expenditures exceed \$35,000 under CA-1 or \$50,000 under CA-2. JHU has contracted with Peat, Marwick, Main and Co. (PMM) to perform these services. During the period October 1, 1986 through September 30, 1987, audits were performed on the following organizations:

<u>Organization</u>	<u>Country</u>	<u>PCS Project No.</u>	<u>Audit Cost</u>
Research Evaluation and Training Consultancy, Ltd.	Kenya	AF-KEN-02	\$ 5,500
Asociación Hondureña de Planificación de Familia (ASHONPLAFA)	Honduras	LA-HON-03	\$ 3,300
Mexican Federation of Private Family Planning Organizations (FEMAP)	Mexico	LA-MEX-01	\$ 3,600
Ministry of Social Welfare and National Solidarity (Burkina Faso)	Burkina Faso	AF-BKF-01	\$ 6,300
Total Audit Cost			\$18,700

Final or draft reports have been received for all of the above projects. No major problems were found. Copies of the reports are available to AID upon request.

2. SUPPORT FROM US CONTRACTORS

JHU/PCS has continued to maintain close working relationships with two US organizations--the Academy for Educational Development (AED) and the Program for the Introduction and Adaptation of Contraceptive Technology (PIACT). Each is experienced in different aspects of population/family planning communication programs and both have earned worldwide respect. 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 non-readers. Each organization has contributed significantly to a variety of JHU/PCS activities and has worked closely with JHU/PCS staff. In addition, a contract was negotiated with Doremus Porter Novelli (DPN) for support of projects in Bangladesh.

Staff members of AED and PIACT provide continuing assistance and advice on project development and monitoring; suggestions for identifying consultants; assistance in preparing packets of sample materials for mailings; identification of pamphlets, brochures, and other materials for the Media/Materials Collection; and help in generating new projects. Major contractor activities are summarized in Tables VIII-1 through VIII-3 by country and type of activity. Both AED and PIACT remained significantly involved in the implementation of JHU/PCS projects.

AED staff and consultants were heavily involved in providing technical assistance and training to regional projects in Africa including extensive support to the URTNA project and to the CAFS workshops. In addition, AED assisted with a needs assessment in Niger, with the development of a country project in Turkey, and AED staff were key participants in the two-week workshop held in Baltimore for FP/IEC staff from Francophone countries. AED is expected to continue to play a key role in monitoring, development, and initiation of related projects designed to teach effective message design and broadcasting.

PIACT, as well, was extensively involved in JHU/PCS efforts, particularly by monitoring and providing technical support to country projects in Nigeria, and by assisting with the design of an IEC strategy in Bangladesh. PIACT staff also provided support to projects in Ghana, Zimbabwe, and Sudan.

ADMINISTRATION

DPN staff provided technical assistance in Bangladesh, and also participated in the design of a five-year IEC strategy for that country. DPN support is expected to grow as PCS activities in Bangladesh increase.

The activities of AED, PIACT and DPN are described in detail in their annual reports, included as Appendices D, E and F.

Expenditures (including accruals) by each contractor for the 12-month period October 1, 1986 - September 30, 1987 were:

AED: \$387,010

PIACT: \$179,616

DPN: \$ 18,559

3. FINAL REPORT C.A. DPE-3004-A-00-2018-00

The first five years of the PCS project, under Cooperative Agreement DPE-3004-A-00-2018-00 have produced dramatic progress in the development of information, education, and communication skills in population and family planning programs throughout the developing world. The success of PCS activities to date can best be measured by the fact that demand for PCS services from AID missions and regional bureaus greatly exceeded the level anticipated when the project was started in 1982, and the level of funding from those sources dictated the renewal of the project under a new Cooperative Agreement one full year before the scheduled expiration of the original Agreement.

Despite the fact that most activities under this Cooperative Agreement were completed in the first four years, quantitative results substantially exceeded the original goals for the five year project. The thirty-two needs assessments conducted represent twice the project goal. The Agreement anticipates the initiation of 40 one-year country projects in 15 to 20 countries, but in fact 30 projects ranging in length from 10 months to 3.5 years were initiated in 15 countries with a total of almost 58 project years of activities. Ninety-seven technical assistance visits were made, more than 50 percent above the goal of 60; and the 15 international meetings and 41 workshops conducted represented almost double the goal of 8 international meetings, and the achievement of over 8 times the goal of 5 workshops.

Additional information on activities conducted under this Cooperative Agreement is contained in relevant sections throughout this report. Details of specific activities conducted are contained in the annual reports produced for each year of the project. The final financial report is contained in the Financial section of this volume.

The first five years of the PCS project, the period covered by the first Cooperative Agreement, have been a time when information, education, and communication have begun to play an increasingly important role in family planning programs. Because the sound methodological approach which is essential to success in IEC projects is often not well understood by FP workers, technical assistance from JHU/PCS has become an essential element in the design and implementation of many FP/IEC efforts. The five-year period just completed has also been a time when JHU/PCS has demonstrated that the entertainment media can be an extremely effective tool for communicating social messages, and if high quality programs are developed with commercial sector participation in content and cost sharing, this can be a very cost-effective means of delivering information on social issues.

Table VIII-1

SUMMARY OF US CONTRACTOR ACTIVITIES--FY1987
Academy for Educational Development (AED)

AFRICA

Regional

Country Projects

Parlato provided oversight of URTNA Family and Health Broadcast Project and ongoing TA.

Parlato attended URTNA General Assembly in January 1987 to meet with broadcast directors from member countries.

Technical Assistance

Lediard spent a week in January 1987 working with CAFS Communication Trainer and JHU/PCS staff on finalizing the CAFS Workshop Agenda for the March/April 1987 workshop.

In March 1987, Lediard worked with CAFS Communication Trainers Kiruhi and Moutia to conduct the first two weeks of the first Anglophone FP Communication Workshop.

Scott provided assistance to the CAFS trainers throughout the four-week March/April 1987 FP Communication Workshop in addition to documenting the workshop proceedings.

In June, Liroy made a site visit to Rwanda with CAFS trainer Moutia to coordinate workshop site and other logistical arrangements.

Lediard assisted CAFS Trainers Ahade and Moutia to conduct the first Francophone FP Communication Workshop in Rwanda during July/August 1987.

AED Consultant McCraw assisted with the audience research sessions of the July/August 1987 Francophone workshop.

AED Consultant Opia Mensa-Kumah conducted sessions on the use of advertising agencies and research techniques during the same workshop.

Liroy provided assistance to CAFS Trainers during the latter half of the Francophone workshop in August 1987.

Lediard, Parlato, and Liroy spent one week with CAFS Communication Trainers Ahade and Moutia to design Francophone workshops. Liroy and Parlato developed a Francophone training manual and materials.

Liroy visited Kigali in June 1987 to plan a workshop with CAFS and ONAPO, the local sponsoring agency.

AFRICA (continued)Regional (continued)Technical Assistance (continued)

A number of AED consultants conducted specialized training sessions in advertising and field research during the CAFS workshop. Consultants included Don Levy, Hem Hamal, Susan McCraw, and Opia Mensah-Kumah.

Radio producers Betty Rogers and Barbery Byfield, together with editor Peggy Miller produced a model URTNA Broadcast Bulletin which was published by URTNA as part of its regular series.

Radio producer Betty Rogers and radio trainer Skip Pizzi developed guidelines for submitting broadcast materials on family planning to URTNA.

Betty Rogers worked with radio/TV producers from URTNA-member countries to design interview strategies to cover the Safe Motherhood Conference and produce radio material for the URTNA Programme Exchange Centre.

Films and Materials

Lediard, Parlato and Liroy produced a 30-minute tape of sample TV programs with a French sound track.

AED sent selected FP articles and documents to URTNA each month.

Meetings and Workshops

Lediard and Liroy were core trainers for the Kigali workshop, July 20 to August 30, 1987; and for the Lome workshop, September 14 to October 9, 1987.

Lediard participated as core trainer in the Nairobi CAFS workshop held March 1 to April 7, 1987; and Scott provided support to field exercises. Together they developed a training manual for Anglophone countries.

Parlato organized a two-week training program in formative research and message development for Senegal, Rwanda, Côte d'Ivoire, Niger and Togo. AED staff members Parlato, Lediard and Liroy worked with JHU/PCS staff Langlois, Grieser and Schubert to conduct the workshop January 12 to January 23, 1987.

NigerNeeds Assessment

Schubert was accompanied by AED consultant Brace to prepare a needs assessment/country strategy in October and November of 1986.

AFRICA (continued)Senegal

Technical Assistance

Wolfheim worked with five private sector organizations participating in the Family Health Project to develop individual IEC strategies.

Parlato visited Senegal in January 1987 to assess the TA needs of the Family Health Project, to plan a radio production workshop, and to review formative research plans with the project's research specialist.

Parlato developed curriculum and training materials for a radio production workshop and worked with ORTS and the staff of the Family Health Project to finalize plans and assemble a training team.

Parlato provided assistance to a researcher working on the Family Health Project message strategy.

Films and Materials

Parlato developed audio-visual materials for the July 1987 radio production workshop.

Meetings and Workshops

Wolfheim conducted a two-day IEC training workshop for personnel from private-sector agencies working with the Family Health Project.

Zaire

Technical Assistance

Parlato assisted the AID mission to plan a radio/TV production workshop, to prepare audio-visual materials, and to field radio/TV trainers.

LATIN AMERICA AND THE CARIBBEAN

None

ASIA AND THE NEAR EASTNepal

Films and Materials

The transfer of the Nepal family planning spots from video-tape to 35-mm and 16-mm film was completed and release prints were made.

Turkey

Country Projects

Lediard assisted with project proposal development in Turkey.

Table VIII-2

SUMMARY OF US CONTRACTOR ACTIVITIES--FY1987
Program for the Introduction and Adaptation
of Contraceptive Technology (PIACT)

AFRICA

Ghana

Meetings and Workshops

Steckel facilitated a materials development workshop and initiated development of a FP flipchart in conjunction with JHU/PCS staff.

Nigeria

Country Projects

Kazi assisted in monitoring PPFN projects AF-NGA-02, 03, 05, 09; UCH VSC Booklets AF-NGA-04; Women's Workshop design, Imo State AF-NGA-06; Recall survey of NTA/Enugu AF-NGA-07/08; and in developing and initiating projects in Borno State AF-NGA-10, and Ogun State AF-NGA-11.

Hall assisted in implementation of Ogun State AF-NGA-11; with project development in Gongola State; and with the NTA/Enugu recall survey AF-NGA-08.

Sudan

Country Projects

Haffey provided assistance with the finalization of four booklets and a distribution plan during a technical assistance visit in August 1987.

Zimbabwe

Technical Assistance

PIACT consultant Green provided assistance to the ZNFPC in July on the development of print materials for clients.

LATIN AMERICA AND THE CARIBBEAN

None

ASIA AND THE NEAR EAST

Bangladesh

Wittet served as member of a three-person JHU/PCS team which designed a five-year IEC strategy and prepared the sub-project document.

Wittet assisted in monitoring various ongoing MOH EM Unit activities under PIL 102.

Table VIII-3

SUMMARY OF US CONTRACTOR ACTIVITIES--FY1987
Doremus Porter Novelli (DPN)

AFRICA

None

LATIN AMERICA AND THE CARIBBEAN

None

ASIA AND THE NEAR EAST

Bangladesh

Technical Assistance

Porter served as member of a three-person JHU/PCS team which designed a five-year IEC strategy and prepared the sub-project document.

FINANCIAL REPORT



CHAPTER IX. FINANCIAL REPORT

The Population Communication Services project was funded through two Cooperative Agreements during the 1986-1987 project year. CA-1, DPE-3004-A-00-2018-00, was effective for the period September 30, 1982 through September 30, 1987. CA-2, DPE-3004-A-00-6057-00, began on September 1, 1986 and continues through August 31, 1991. The following pages report on expenditures for the fifth and final year of CA-1 and the first year of CA-2. The reports include a financial review and statement of account for each Agreement and a statement of account for each source of "buy-in" funding.

1. FINAL FINANCIAL REPORT: DPE-3004-A-00-2018-00 (CA-1)

Funds obligated by AID under this Cooperative Agreement totaled \$9,863,845, representing a reduction of \$31,155 from the original project budget of \$9,895,000. As of September 30, 1987, obligated funds have been fully expended. Financial support was provided from General Operating (Core) funds and from Regional Bureau and Mission "buy-in" funding.

Regional Bureau buy-ins totaling \$2,715,000 accounted for 27 percent of total obligated funding of \$9,863,845. The remainder, \$7,148,845, was provided as Core funding. Buy-in funds were provided by AID Regions in the following amounts: Africa \$1,660,000; Latin America/Caribbean \$580,000; and Asia/Near East \$475,000. Since unexpended Regional buy-in obligations totaled \$973,713 at the beginning of Year Five, while the balance of obligated funding was \$351,690, a portion of the costs funded under these buy-ins was transferred to the second Cooperative Agreement. Transfers were made as shown in the following table:

<u>Funding Source</u> <u>1986-'87</u>	<u>Regional Bureau</u>	<u>Total</u>	<u>CA-1</u>	<u>CA-2</u>
CA-1/CA-2	* Latin America	\$ 280,000	\$ 181,090	\$ 98,910
CA-1/CA-2	* Africa	1,000,000	556,678	443,322
CA-2	* CAFS	160,000	114,591	45,409
CA-2	* Asia	125,000	95,374	29,626
CA-1	Africa	500,000	500,000	
CA-1	Latin America	300,000	300,000	
CA-1	Asia	350,000	350,000	
		<u>\$2,715,000</u>	<u>\$2,097,733</u>	<u>\$ 617,267</u>

* = Buy-ins that will be closed out under CA-2

Expenditures for country projects during the five-year agreement totaled \$2,102,777, or 21 percent of project expenses. Support from Core funds amounted to \$1,252,181, while Regional buy-ins provided \$850,596 in country project funding.

2. YEAR FIVE FINANCIAL REPORT: DPE-3004-A-00-2018-00 (CA-1)

Year Five funding was used almost entirely to support country projects which were completed during the final year of the Cooperative Agreement. This was done to avoid disruption to ongoing projects and to reduce administrative costs of amending existing subagreements. A small amount of travel costs to Nigeria under the Africa buy-in were also funded from this Agreement during Year Five. Five country projects, initiated under CA-1 were transferred in part to CA-2 so that sub-project activities could continue beyond the termination date of CA-1 (9/30/87), or because funding available under CA-1 was not adequate for the completion of all sub-project activities.

Table IX-2 shows Year Five expenditures compared to the annual budget. Table IX-3 shows these same expenditures as they were distributed among Core and Regional buy-in funds. A statement of account for each buy-in is included as Tables IX-4 through IX-10.

During Year Five, country projects accounted for \$379,428 or 74 percent of total expenditures. Of this amount, \$209,885 was provided from Core funds and \$169,543 from Regional buy-ins. In order to provide for the reimbursement of sub-project activities completed during the final months of the Cooperative Agreement, funds in the amount of \$9,662 were encumbered through the University accounting system.

3. YEAR ONE FINANCIAL REPORT: DPE-3004-A-00-6057-00 (CA-2)

The Year One financial report covers the 13-month period September 1, 1986 through September 30, 1987 in order that financial reporting may correspond to the October through September project year and so that succeeding quarters in the project will coincide with JHU and AID quarterly reporting periods.

Table IX-11 shows Year One expenditures compared to the annual budget. Table IX-12 shows the portion of these expenditures derived from Core funds and from each source of buy-in funding. A statement of account for each buy-in is included as Tables IX-13 through IX-26.

During this period a total of \$3,756,884 was disbursed, and year-end accruals of \$175,032 for subcontract and subagreement expenses produced total expenditures of \$3,931,916.

The total project budget for the five-year period September 1, 1986 through August 31, 1991 is \$30 million. Total obligated funding of \$11,004,007 has been provided by AID through September 30, 1987, leaving an unobligated balance of \$18,955,993. Total expenditures of \$3,931,916 (including accruals) leave a remaining obligated balance of \$7,072,091.

FINANCIAL REPORT

Expenditures for country projects totaled \$414,636 or 11 percent of Year One expenses. Core funds provided \$257,959 of this amount and \$156,677 was funded by Regional buy-ins. As of September 30, 1987 an additional amount of \$1,664,247 was committed to the funding of future subproject activities.

The approved Year One budget totals \$5,477,493. Actual expenditures totaled \$3,931,916 or \$1,545,577 less than budgeted. Combined expenditures under CA-1 and CA-2 during this project year amounted to \$4,446,399.

The reduced level of spending during Year One can be attributed almost entirely to a temporary decline in funding provided to country projects due to the transitional nature of country project development during this year. More than half of the projects started during the first four years of CA-1 were completed in this year, and an equal number of new or continuation projects were initiated. In addition, projects under development at the end of the year exceeded the total number operated under CA-1. Despite this high level of activity, limited funding was required because many ending projects had been provided advances in prior years sufficient to cover final expenses, and many new projects were funded with a small initial advance or were started late in the year so that the initial advance was not required until after the end of the project year.

TABLE IX-1
 CUMULATIVE EXPENDITURES 1982-1987
 CA-1: DPE-3004-A-00-2018-00

	ACTUAL VOUCHERED EXPENDITURES				EXPENDITURES	FIVE YEAR
	FR: 10/01/82 TO: 09/30/83	FR: 10/01/83 TO: 09/30/84	FR: 10/01/84 TO: 09/30/85	FR: 10/01/85 TO: 09/30/86	INCLUDING ACCRUALS FR: 10/01/86 TO: 09/30/87	TOTAL FR: 10/01/82 TO: 09/30/87
SALARIES & WAGES	\$262,992	\$411,106	\$588,023	770,843	(51,563)	\$1,981,401
FRINGE BENEFITS	53,625	90,423	142,821	182,311	(12,272)	456,908
CONSULTANTS	102,525	177,784	190,772	206,303	(2,627)	674,757
TRAVEL AND ALLOWANCES	36,257	86,561	243,091	265,949	20,552	652,410
EQUIPMENT AND SUPPLIES	63,447	47,457	118,020	98,473	6,837	334,234
SUBCONTRACTS						
COUNTRY PROJECTS	0	46,562	867,207	809,580	379,428	2,102,777
ARD	60,957	191,860	443,786	330,130	54,448	1,081,181
PIACT	14,601	137,391	189,915	151,848	58,144	551,899
NPN	10,530	37,020	16,384	0	0	63,934
AUDITS	0	0	14,500	30,700	45,200	90,400
MANOFF	0	0	0	26,612	0	26,612
PATHFINDER	0	0	0	2,369	0	2,369
OTHER	0	0	2,069	(253)	0	1,816
SUBTOTAL	86,088	412,833	1,533,861	1,350,986	537,220	3,920,988
OTHER DIRECT COST	38,132	117,787	212,576	233,002	20,806	622,303
INDIRECT COST	113,999	213,786	376,273	521,256	(4,470)	1,220,844
TOTAL	\$757,065	\$1,557,737	\$3,405,437	\$3,629,123	\$514,483	\$9,863,845

OBLIGATED AS OF 09/30/87 \$9,863,845
 BALANCE OF FUNDS AS OF 09/30/87 \$0

NOTES:

- (1) REPORT INCLUDES REGIONAL BUY-IN FUNDS.
- (2) EXPENDITURES FOR CONSULTANTS INCLUDE BOTH FEES FOR SERVICES AND TRAVEL AND ALLOWANCES.
- (3) EXPENDITURES FOR OTHER DIRECT COSTS ARE REDUCED BY \$2,272 FILM REVENUE CREDIT.
- (4) INCLUDES ACCRUED EXPENDITURES AS FOLLOWS: TRANSFER FROM CA-2 - \$48,750; COUNTRY PROJECT ENCUMBRANCES - \$9,662.

TABLE IX-2
 ACTUAL EXPENDITURES VS. BUDGET YEAR 5
 CA-1: DPR-3004-A-00-2018-00

	ACTUAL EXPENDITURES FR: 10/01/86 TO: 09/30/87	BUDGET FR: 10/01/86 TO: 09/30/87	DEVIATION
SALARIES & WAGES	(\$51,563)	\$0	\$51,563
FRINGE BENEFITS	(12,272)	0	12,272
CONSULTANTS	(2,627)	4,000	6,627
TRAVEL & ALLOWANCES	20,552	12,500	(8,052)
EQUIPMENT AND SUPPLIES	6,837	2,400	(4,437)
SUBCONTRACTS			
COUNTRY PROJECTS	379,428	355,938	(23,490)
AED	54,448	30,696	(23,752)
PIACT	58,144	39,441	(18,703)
AUDITS	45,200	21,500	(23,700)
SUBTOTAL	537,220	447,575	(89,645)
OTHER DIRECT COST	20,806	32,568	11,762
INDIRECT COST	(4,470)	15,440	19,910
TOTAL	\$514,483	\$514,483	\$0

NOTES:

- (1) REPORT INCLUDES REGIONAL BUY-IN FUNDS.
- (2) EXPENDITURES FOR CONSULTANTS INCLUDE BOTH FEES FOR SERVICES AND TRAVEL ALLOWANCES.
- (3) EXPENDITURES FOR OTHER DIRECT COSTS ARE REDUCED BY \$2,272 FILM REVENUE.

TABLE IX-3
EXPENDITURES BY SOURCE OF FUNDING YEAR 5
CA-1: DPE-3004-A-00-2018-00
10/01/86-09/30/87

		REGIONAL/MISSION BUY-INS				
		LATIN	INDIA/ LYNTON	LATIN	AFRICA	
CORE FUNDS		\$300K	\$350K	\$280K	\$1 MIL	TOTAL
SALARIES & WAGES	(\$55,977):	\$0	\$4,414	\$0	\$0	(\$51,563)
FRINGE BENEFITS	(13,420):	0	1,148	0	0	(12,272)
CONSULTANTS	(2,627):	0	0	0	0	(2,627)
TRAVEL AND ALLOWANCES	(16,948):	0	0	0	37,500	(16,948)
EQUIPMENT AND SUPPLIES	6,837 :	0	0	0	0	6,837
SUBCONTRACTS/SUBAGREEMENT	:	:	:	:	:	:
COUNTRY PROJECTS	209,885 :	8,430 :	0 :	118,301 :	42,812 :	336,616
AED	54,448 :	0 :	0 :	0 :	0 :	54,448
PIACT	58,144 :	0 :	0 :	0 :	0 :	58,144
AUDITS	45,200 :	0 :	0 :	0 :	0 :	45,200
SUBTOTAL	367,677 :	8,430 :	0 :	118,301 :	42,812 :	494,408
OTHER DIRECT COST	20,806 :	0 :	0 :	0 :	0 :	20,806
INDIRECT COST	(17,389):	0 :	1,669 :	0 :	11,250 :	(15,720)
TOTAL	\$288,959 :	\$8,430 :	\$7,231 :	\$118,301 :	\$91,562 :	\$422,921

NOTES:

- (1) REPORT INCLUDES ENCUMBRANCES FOR COUNTRY PROJECTS:
CORE - \$7,212 AND AFRICA - \$2,450.
- (2) REPORT INCLUDES TRANSFER OF \$48,750 FROM DPE-3004-A-00-6057-00.
- (3) REPORT INCLUDES ACCRUAL FOR OCTOBER (\$4,791) AND NOVEMBER (\$2,250) EXPENSES.

TABLE IX-4
SUMMARY OF BUY-IN EXPENDITURES
AFRICA \$500,000 BUY-IN
CA-1: DPE-3004-A-00-2018-00

AMENDMENT NO. 2 DATED 9/14/83	YEAR 2	YEAR 3	YEAR 4	TOTAL
	EXPENDITURES	EXPENDITURES	EXPENDITURES	EXPENDITURES
	FR: 10/01/83 TO: 09/30/84	FR: 10/01/84 TO: 09/30/85	FR: 10/01/85 TO: 09/30/86	FR: 10/01/83 TO: 09/30/86
SALARIES & WAGES	\$27,344	\$38,270	\$8,116	\$73,730
FRINGE BENEFITS	6,426	9,047	1,948	17,421
CONSULTANTS	50,753	18,699	2,501	71,953
TRAVEL & ALLOWANCES	31,018	23,833	4,306	59,157
EQUIPMENT & SUPPLIES	0	0	0	0
SUBCONTRACTS				
COUNTRY PROJECTS	0	108,925	19,869	128,794
AED	0	0	0	0
PIACT	37,249	0	0	37,249
SUBTOTAL	37,249	108,925	19,869	166,043
OTHER DIRECT COST	42,467	3,956	25	46,448
INDIRECT COST	37,497	25,319	5,069	67,885
TOTAL	\$232,754	\$228,049	\$41,834	\$502,637

NOTE: OVEREXPENDITURE OF \$2,637 TRANSFERRED TO PCS PROJECT CORE FUNDS.

Activities during Year Five

All activities were completed in prior years.

TABLE IX-5
SUMMARY OF BUY-IN EXPENDITURES
LATIN AMERICA \$300,000 BUY-IN
CA-1: DPR-3004-A-00-2018-00

AMENDMENT NO. 4 DATED 5/29/84	YEAR 3 EXPENDITURES FR: 10/01/84 TO: 09/30/85	YEAR 4 EXPENDITURES FR: 10/01/85 TO: 09/30/86	YEAR 5 EXPENDITURES FR: 10/01/86 TO: 09/30/87	TOTAL EXPENDITURES FR: 10/01/84 TO: 09/30/87
SALARIES & WAGES	\$7,133	\$8,228	\$0	\$15,361
FRINGE BENEFITS	1,676	2,013	0	3,689
CONSULTANTS	0	9,966	0	9,966
TRAVEL & ALLOWANCES	3,226	6,518	0	9,744
EQUIPMENT & SUPPLIES	0	0	0	0
SUBCONTRACTS				
COUNTRY PROJECTS	50,000	181,570	8,430	240,000
AED	0	0	0	0
PIACT	0	0	0	0
SUBTOTAL	50,000	181,570	8,430	240,000
OTHER DIRECT COST	100	7,854	0	7,954
INDIRECT COST	2,912	10,374	0	13,286
TOTAL	\$65,047	\$226,523	\$8,430	\$300,000

Activities during Year Five

Completion of Communication for Young People Project (Tatiana & Johnny), including submission of the final report and delivery of original masters to JHU/PCS.

TABLE IX-6
SUMMARY OF BUY-IN EXPENDITURES
INDIA/LYNTON \$350,000 BUY-IN
CA-1: DPR-3004-A-00-2018-00

AMENDMENT NO. 4 DATED 5/29/84	YEAR 2 EXPENDITURES FR: 10/01/83 TO: 09/30/84	YEAR 3 EXPENDITURES FR: 10/01/84 TO: 09/30/85	YEAR 4 EXPENDITURES FR: 10/01/85 TO: 09/30/86	YEAR 5 EXPENDITURES FR: 10/01/86 TO: 09/30/87	TOTAL EXPENDITURES FR: 10/01/83 TO: 09/30/87
SALARIES & WAGES	\$1,113	\$49,692	\$63,613	4,414	\$118,832
FRINGE BENEFITS	250	11,752	15,267	1,148	28,417
CONSULTANTS	2,000	18,615	4,559	0	25,174
TRAVEL AND ALLOWANCES	4,982	39,391	49,920	0	94,293
EQUIPMENT & SUPPLIES	0	0	0	0	0
SUBCONTRACTS					
COUNTRY PROJECTS	0	0	0	0	0
AED	0	0	0	0	0
PIACT	0	0	0	0	0
SUBTOTAL	0	0	0	0	0
OTHER DIRECT COST	0	1,873	4,215	0	6,088
INDIRECT COST	2,003	32,028	41,496	1,669	77,196
TOTAL	\$10,348	\$153,351	\$179,070	\$7,231	\$350,000

NOTES:

- (1) THE ABOVE BUDGET IS SIGNIFICANTLY DIFFERENT FROM THE ORIGINAL BUDGET. ALL JHU/PCS CORE SUPPORT STAFF COSTS HAVE BEEN REMOVED IN ORDER TO MAINTAIN A \$350,000 CEILING. AS A RESULT THE YEAR 5 BALANCE WAS APPLIED TO DEFRAY COSTS NOT CHARGED.
- (2) EXPENDITURES REPORTED IN YEAR 4 INCLUDE FINAL COSTS TO TERMINATE INITIAL TWO-YEAR ASSIGNMENT UNDER AMENDMENT NO. 4.

Activities during Year Five

Support the JHU/PCS Communication Advisor to USAID/India's Directorate of Health, Population and Nutrition.

TABLE IX-7
SUMMARY OF BUY-IN EXPENDITURES
LATIN AMERICA \$280,000 BUY-IN
CA-1: DPE-3004-A-00-2018-00

	YEAR 3 EXPENDITURES FR: 10/01/84 TO: 09/30/85	YEAR 4 EXPENDITURES FR: 10/01/85 TO: 09/30/86	YEAR 5 EXPENDITURES FR: 10/01/86 TO: 09/30/87	TOTAL EXPENDITURES FR: 10/01/84 TO: 09/30/87
AMENDMENT NO. 6 DATED 5/7/85				
SALARIES & WAGES	\$1,941	\$6,112	0	\$8,053
FRINGE BENEFITS	456	1,466	0	1,922
CONSULTANTS	0	0	0	0
TRAVEL AND ALLOWANCES	1,573	2,127	0	3,700
EQUIPMENT & SUPPLIES	0	0	0	0
SUBCONTRACTS				
COUNTRY PROJECTS	0	44,624	118,301	162,925
AED	0	0	0	0
PIACT	0	0	0	0
SUBTOTAL	0	44,624	118,301	162,925
OTHER DIRECT COST	243	250	0	493
INDIRECT COST	1,011	2,986	0	3,997
TOTAL	\$5,224	\$57,565	\$118,301	\$181,090

FUNDING SOURCES	YEARS 3-5 CA-1: DPE-3004-A-00-2018-00	\$181,090
=====	YEAR 1 CA-2: DPE-3004-A-00-6057-00	23,045
	REMAINING CA-2	75,865
	TOTAL BUDGET	\$280,000

Activities during Year Five

Funding for a subproject (LA-MEX-03) with the Academia Mexicana de Investigación en Demografía Médica (AMIDEM) to provide IEC materials for training of medical, paramedical, and social work personnel of the Instituto Mexicano del Seguro Social (IMSS). The following materials were printed and distributed:

1,800 bound teaching modules of 9 teaching guides and accompanying 35-mm slides based on 6 FP related themes.

200 copies of six support booklets.

NOTE: Technical support to this subproject was funded under this buy-in from the new Cooperative Agreement.

TABLE IX-8
SUMMARY OF BUY-IN EXPENDITURES
AFRICA NIGERIA (\$1 MILLION) BUY-IN
CA-1: DPE-3004-A-00-2018-00

	YEAR 4 EXPENDITURES FR: 10/01/85 TO: 09/30/86	YEAR 5 EXPENDITURES FR: 10/01/86 TO: 09/30/87	TOTAL EXPENDITURES FR: 10/01/85 TO: 09/30/87
AMENDMENT NO. 7 DATED 7/29/85			
SALARIES & WAGES	\$60,755	\$0	\$60,755
FRINGE BENEFITS	14,581	0	14,581
CONSULTANTS	10,765	0	10,765
TRAVEL AND ALLOWANCES	36,288	37,500	73,788
EQUIPMENT & SUPPLIES	0	0	0
SUBCONTRACTS			
COUNTRY PROJECTS	249,453	42,812	292,265
AED	0	0	0
PIACT	52,745	0	52,745
	-----	-----	-----
SUBTOTAL	302,198	42,812	345,010
OTHER DIRECT COST	2,933	0	2,933
INDIRECT COST	37,596	11,250	48,846
	-----	-----	-----
TOTAL	\$465,116	\$91,562	\$556,678

FUNDING SOURCES	YEARS 4 & 5 CA-1: DPE-3004-A-00-2018-00	\$556,678
-----	YEAR 1 CA-2: DPE-3004-A-00-6057-00	303,399
	REMAINING CA-2	139,923
	TOTAL BUDGET	\$1,000,000

NOTES:

- (1) Year 5 includes \$48,750 transfer from DPE-3004-A-00-6057-00.
- (2) Includes \$2,450 accrual for Country Projects.

Activities during Year Five

1. Kwara State FP/IEC Campaign: Printed 2,000 posters and aired TV spot 48 times.
2. Plateau State FP/IEC Campaign: Conducted evaluation of statewide campaign.
3. VSC Booklet Production: Produced 30,000 booklets in 4 languages, and completed Pre-distribution survey of HW-client KAP of VSC.
4. PPFN Broadcasters' Workshop: Workshop conducted with 45 media representatives in attendance.
5. Imo State Women's Workshop: Preparations for workshop completed and 1,500 posters produced.
6. NTA/Enugu Television Episodes: Thirteen episodes of a popular TV program were produced.

NOTE: Additional activities under this buy-in were funded from the new Cooperative Agreement.

TABLE IX-9
SUMMARY OF BUY-IN EXPENDITURES
ASIA \$125,000 BUY-IN
CA-1: DPE-3004-A-00-2018-00

		YEAR 4 EXPENDITURES
AMENDMENT NO. 7 DATED 7/29/85		FR: 10/01/85 TO: 09/30/86

SALARIES & WAGES		\$5,416
FRINGE BENEFITS		1,300
CONSULTANTS		32,367
TRAVEL AND ALLOWANCES		12,558
EQUIPMENT & SUPPLIES		0
SUBCONTRACTS		
COUNTRY PROJECTS		26,612
ABD		0
PIACT		0

SUBTOTAL		26,612
OTHER DIRECT COST		1,253
INDIRECT COST		15,868

TOTAL		\$95,374

FUNDING SOURCES	YEAR 4 CA-1: DPE-3004-A-00-2018-00	\$95,374
=====	YEAR 1 CA-2: DPE-3004-A-00-6057-00	23,663
	REMAINING CA-2	5,963

	TOTAL BUDGET	\$125,000
=====		

Activities during Year Five

No activities were undertaken under this Cooperative Agreement during this year. Beginning in October 1986 all activities under this Buy-in were funded from the new Cooperative Agreement.

TABLE IX-10
SUMMARY OF BUY-IN EXPENDITURES
CAFS \$160,000 BUY-IN
CA-1: DPE-3004-A-00-2018-00

		YEAR 4 EXPENDITURES
AMENDMENT NO. 8 DATED 5/23/86		FR: 10/01/85 TO: 09/30/86

SALARIES & WAGES		\$15,460
FRINGE BENEFITS		3,710
CONSULTANTS		12,236
TRAVEL AND ALLOWANCES		30,894
EQUIPMENT & SUPPLIES		0
SUBCONTRACTS		
COUNTRY PROJECTS		0
ABD		30,270
PIACT		0

SUBTOTAL		30,270
OTHER DIRECT COST		2,562
INDIRECT COST		19,459

TOTAL		\$114,591

FUNDING SOURCES	YEAR 4 CA-1: DPE-3004-A-00-2018-00	\$114,591
-----	YEAR 1 CA-2: DPE-3004-A-00-6057-00	45,409
	TOTAL BUDGET	\$160,000

Activities during Year Five

No activities were undertaken under this Cooperative Agreement during this year. Beginning in October 1986 all activities under this Buy-in were funded from the new Cooperative Agreement.

TABLE IX-11
 ACTUAL EXPENDITURES VS. BUDGET YEAR 1
 CA-2: DPE-3004-A-00-6057-00

	ACTUAL EXPENDITURES FR: 09/01/86 TO: 09/30/87	BUDGET FR: 09/01/86 TO: 09/30/87	DEVIATION
SALARIES & WAGES	\$963,127	\$962,723	(\$404)
FRINGE BENEFITS	226,754	231,054	4,300
CONSULTANTS	180,794	212,413	31,619
TRAVEL & ALLOWANCES	362,889	426,107	63,218
EQUIPMENT AND SUPPLIES	231,827	251,141	19,314
SUBCONTRACTS			
COUNTRY PROJECTS	414,636	1,599,756	1,185,120
AED	400,227	525,970	125,743
PIACT	194,146	325,582	131,436
DPN	18,544	104,951	86,407
AUDITS	50,000	50,000	0
SUBTOTAL	1,077,553	2,606,259	1,528,706
OTHER DIRECT COST	268,018	175,265	(92,753)
INDIRECT COST	620,954	612,531	(8,423)
TOTAL	\$3,931,916	\$5,477,493	\$1,545,577

OBLIGATED AS OF 9/30/87 \$11,004,007
 BALANCE OF FUNDS AS OF 9/30/87 \$ 7,072,091

NOTES:

- (1) REPORT INCLUDES REGIONAL BUY-IN FUNDS.
- (2) INCLUDES ACCRUED EXPENDITURES AS FOLLOWS:
 AUDITS - \$50,000; PIACT - \$60,400; AED - \$64,632; ADJUSTMENT TO CA-1 - (\$48,750).
- (3) EXPENDITURES FOR CONSULTANTS INCLUDE BOTH FEES FOR SERVICES AND TRAVEL ALLOWANCES.
- (4) EXPENDITURES FOR OTHER DIRECT COSTS ARE REDUCED BY \$19,484 FILM REVENUE.

TABLE IX-12
TOTAL EXPENDITURES BY SOURCE OF FUNDING YEAR 1
CA-2: DPE-3004-A-00-6057-00

YEAR 1 EXPENDITURES	
FR: 09/01/86	
TO: 09/30/87	
CORE FUNDS	\$2,961,223
BUY-INS:	
LATIN AMERICA \$280,000	23,045
AFRICA NIGERIA (\$1 MILLION)	303,399
ASIA \$125,000	23,663
CAFS \$160,000	45,409
INDIA/LYNTON \$500,000	170,925
BANGLADESH \$150,000	97,466
BURKINA FASO \$200,000	10,512
LATIN AMERICA (RVPC)	96,238
NE/ASIA \$50,000	2,531
PHILIPPINES	163,712
REDSO (IVORY COAST)	30,340
NIGER \$67,300	680
GHANA \$475,000	1,120
HAITI \$147,000	1,633
SUBTOTAL BUY-INS	970,693
TOTAL	\$3,931,916

TABLE IX-13
SUMMARY OF BUY-IN EXPENDITURES
LATIN AMERICA \$280,000 BUY-IN
CA-2: DPE-3004-A-00-6057-00

	YEAR 1 EXPENDITURES FR: 09/01/86 TO: 09/30/87	YEAR 2 BUDGET FR: 10/01/87 TO: 09/30/88	TOTAL FUNDING FR: 09/01/86 TO: 09/30/88
TRANSFERRED FROM CA-1			
SALARIES & WAGES	\$2,106	\$0	\$2,106
FRINGE BENEFITS	505	0	505
CONSULTANTS	3,147	0	3,147
TRAVEL AND ALLOWANCES	1,900	0	1,900
EQUIPMENT & SUPPLIES	69	0	69
SUBCONTRACTS			
COUNTRY PROJECTS	0	75,865	75,865
AED	0	0	0
PIACT	0	0	0
OTHER SUBCONTRACTS	0	0	0
SUBTOTAL	0	75,865	75,865
OTHER DIRECT COST	10,000	0	10,000
INDIRECT COST	5,318	0	5,318
TOTAL	\$23,045	\$75,865	\$98,910
FUNDING SOURCES	YEARS 3-5 CA-1: DPE-3004-A-00-2018-00		\$181,090
=====	YEAR 1 CA-2: DPE-3004-A-00-6057-00		23,045
	REMAINING CA-2		75,865
	TOTAL BUDGET		\$280,000
			=====

Activities during Year One

Technical support to subproject LA-MEX-03 with the Academia Mexicana de Investigación en Demografía Médica (AMIDEM) including reprinting of the teaching guide on AIDS.

NOTE: Funding for the subproject was provided under this buy-in from the old Cooperative Agreement.

TABLE IX-14
SUMMARY OF BUY-IN EXPENDITURES
AFRICA NIGERIA (\$1 MILLION) BUY-IN
CA-2: DPE-3004-A-00-6057-00

	YEAR 1 EXPENDITURES FR: 09/01/86 TO: 09/30/87	YEAR 2 BUDGET FR: 10/01/87 TO: 09/30/88	TOTAL FUNDING FR: 09/01/86 TO: 09/30/88
TRANSFERRED FROM CA-1			
SALARIES & WAGES	\$59,924	\$19,004	\$78,928
FRINGE BENEFITS	14,382	4,371	18,753
CONSULTANTS	38,475	17,000	55,475
TRAVEL AND ALLOWANCES	39,630	15,000	54,630
EQUIPMENT & SUPPLIES	6,009	5,000	11,009
SUBCONTRACTS			
COUNTRY PROJECTS	40,256	24,416	64,672
A&D	0	0	0
PIACT	52,673	30,000	82,673
OTHER SUBCONTRACTS	0	0	0
SUBTOTAL	92,929	54,416	147,345
OTHER DIRECT COST	3,480	5,400	8,880
INDIRECT COST	48,570	19,732	68,302
TOTAL	\$303,399	\$139,923	\$443,322

FUNDING SOURCES	YEARS 4 & 5 CA-1: DPE-3004-A-00-2018-00	\$556,678
-----	YEARS 1 & 2 CA-2: DPE-3004-A-00-6057-00	303,399
	REMAINING CA-2	139,923
	TOTAL BUDGET	\$1,000,000

NOTE: Year 1 includes \$48,750 transfer to DPE-3004-A-00-2018-00.

Activities during Year One

1. Imo State Women's Workshop: Workshop was conducted with 180 representatives and 36 traditional leaders in attendance.
2. NTA/Enugu Television Episodes: Ten episodes were produced, and a recall survey was conducted which demonstrated wide viewership of the JHU/PCS sponsored series.
3. PPFN Reprints of Methods Booklets: Pretests and revisions of the booklets were completed.
4. Borno State Primary Health Care Promotion: The orientation workshop was scheduled.
5. Ogun State Community Outreach Phase II: The orientation workshop was scheduled.
6. NTA/Ibadan Television: The contract for the production of 39 episodes of two TV programs was negotiated and signed.
7. RAPID Video: Filming of the video nationwide was begun.
8. Sexual Responsibility Music Project: The contract for development of songs promoting sexual responsibility and for identification of artists was negotiated and signed.
9. Anambra State Radio Program: The contract for the production of 52 episodes of a radio soap opera was negotiated and signed.

NOTE: Additional activities under this buy-in were funded from the old Cooperative Agreement.

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TABLE IX-15
SUMMARY OF BUY-IN EXPENDITURES
ASIA \$125,000 BUY-IN
CA-2: DPE-3004-A-00-6057-00

	YEAR 1 EXPENDITURES FR: 09/01/86 TO: 09/30/87	YEAR 2 BUDGET FR: 10/01/87 TO: 09/30/88	TOTAL FUNDING FR: 09/01/86 TO: 09/30/88
TRANSFERRED FROM CA-1			
SALARIES & WAGES	\$0	\$0	\$0
FRINGE BENEFITS	0	0	0
CONSULTANTS	18,089	0	18,089
TRAVEL AND ALLOWANCES	0	0	0
EQUIPMENT & SUPPLIES	110	0	110
SUBCONTRACTS			
COUNTRY PROJECTS	0	5,963	5,963
AED	0	0	0
PIACT	0	0	0
OTHER SUBCONTRACTS	0	0	0
SUBTOTAL	0	5,963	5,963
OTHER DIRECT COST	3	0	3
INDIRECT COST	5,461	0	5,461
TOTAL	\$23,663	\$5,963	29,626
FUNDING SOURCES	YEAR 4 CA-1: DPE-3004-A-00-2018-00		\$95,374
=====	YEAR 1 CA-2: DPE-3004-A-00-6057-00		23,663
	REMAINING CA-2		5,963
	TOTAL BUDGET		\$125,000
			=====

Activities during Year One

1. Two visits to Indonesia by JHU/PCS Consultant Gary Saffitz to provide technical assistance to the National Family Planning Coordinating Board (BKKBN).
2. Review the Urban IEC Campaign Plan with BKKBN and USAID and provide advice regarding implementation and practical advertising needs.
3. Review oral and written presentations by advertising agencies.
4. Assist USAID and BKKBN in preparing a fixed price contract to engage the advertising agency selected for the Urban IEC Campaign.

TABLE IX-16
SUMMARY OF BUY-IN EXPENDITURES
CAPS \$160,000 BUY-IN
CA-2: DPE-3004-A-00-6057-00

		YEAR 1 EXPENDITURES
TRANSFERRED FROM CA-1		FR: 09/01/86 TO: 09/30/87
=====		
SALARIES & WAGES		\$0
FRINGE BENEFITS		0
CONSULTANTS		4,029
TRAVEL AND ALLOWANCES		5,751
EQUIPMENT & SUPPLIES		33
SUBCONTRACTS		
COUNTRY PROJECTS		0
AED		30,549
PIACT		0
OTHER SUBCONTRACTS		0

SUBTOTAL		30,549
OTHER DIRECT COST		1,618
INDIRECT COST		3,429

TOTAL		\$45,409
=====		
FUNDING SOURCES	YEAR 4 CA-1: DPE-3004-A-00-2018-00	\$114,591
=====	YEAR 1 CA-2: DPE-3004-A-00-6057-00	45,409
	TOTAL BUDGET	\$160,000
		=====

Activities during Year One

1. Developed curriculum and materials for four regional workshops.
2. Conducted Anglophone four week workshop in Nairobi in March and April of 1987 with 19 participants. Re-evaluated the curriculum following completion of the workshop.
3. Conducted Francophone four week workshop in Kigali in July 1987 with 20 participants.
4. Conducted second Francophone four week workshop in Lomé in September 1987.
5. Distributed questionnaires in July 1987 for follow-up evaluation of training of trainers workshop held in July 1986.
6. Mailed questionnaires in July 1987 for follow-up evaluation of Anglophone workshop held in March 1987 and re-evaluated the workshop curriculum.

TABLE IX-17
SUMMARY OF BUY-IN EXPENDITURES
INDIA/LYNTON \$500,000 BUY-IN
CA-2: DPR-3004-A-00-6057-00

AWARD DATED 9/01/86	YEAR 1 EXPENDITURES FR: 10/01/86 TO: 09/30/87	YEAR 2 BUDGET FR: 10/01/87 TO: 09/30/88	YEAR 3 BUDGET FR: 10/01/88 TO: 09/30/89	TOTAL FUNDING FR: 10/01/86 TO: 09/30/89
SALARIES & WAGES	\$68,957	\$93,677	\$15,728	\$178,362
FRINGE BENEFITS	16,354	21,546	3,932	41,832
CONSULTANTS	2,507	16,700	0	19,207
TRAVEL AND ALLOWANCES	38,333	51,300	8,599	98,232
EQUIPMENT & SUPPLIES	1,826	2,627	0	4,453
SUBCONTRACTS				
COUNTRY PROJECTS	0	0	0	0
AED	0	0	0	0
PIACT	0	0	0	0
OTHER SUBCONTRACTS	0	0	0	0
SUBTOTAL	0	0	0	0
OTHER DIRECT COST	3,504	28,500	9,651	41,655
INDIRECT COST	39,444	64,305	12,510	116,259
TOTAL	\$170,925	\$278,655	\$50,420	\$500,000

Activities during Year One

1. Support the JHU/PCS Communication Advisor to USAID/India's Directorate of Health, Population and Nutrition in his work to develop and advance the Four States IEC project.
2. Develop a network of Indian consultants to use in maximizing and sustaining improvements in the delivery of health and family planning services.
3. Develop the following four types of activities in support of the four States project:

Faculty development in Central and State-level institutions selected to train HFW officials and to support local HFW Training Centres;

Involving and strengthening non-governmental organizations (NGO's) in selected Districts and States;

Involving Central and State governments in developing strategies for successful implementation of the IE&C program; and

Developing and distributing population and training materials.

NOTE: The budget for this buy-in includes support of the Communication Advisor through October 1988.

TABLE IX-18
SUMMARY OF BUY-IN EXPENDITURES
BANGLADESH \$150,000 BUY-IN
CA-2: DPR-3004-A-00-6057-00

	YEAR 1 EXPENDITURES FR: 10/01/86 TO: 09/30/87	YEAR 2 BUDGET FR: 10/01/87 TO: 09/30/88	TOTAL FUNDING FR: 10/01/86 TO: 09/30/88
AWARD DATED 9/01/86			
SALARIES & WAGES	\$27,886	\$0	\$27,886
FRINGE BENEFITS	6,644	0	6,644
CONSULTANTS	0	0	0
TRAVEL AND ALLOWANCES	23,143	10,000	33,143
EQUIPMENT & SUPPLIES	649	1,000	1,649
SUBCONTRACTS			
COUNTRY PROJECTS	0	0	0
AED	0	0	0
PIACT	0	18,000	18,000
DPN	21,187	2,000	23,187
SUBTOTAL	21,187	20,000	41,187
OTHER DIRECT COST	370	14,011	14,381
INDIRECT COST	17,607	7,503	25,110
TOTAL	\$97,486	\$52,514	\$150,000

Activities during Year One

1. Conduct a comprehensive review of the existing IEC Five Year Plan, and draft a new Five Year Plan in coordination with the Ministry of Health and Family Planning/Information, Education and Motivation Unit (MOHFP/IEM).
2. Provide ongoing technical assistance to support IEM activities under PIL 102, including several visits to Bangladesh by JHU/PCS staff and subcontractor personnel.

TABLE IX-19
SUMMARY OF BUY-IN EXPENDITURES
BURKINA FASO \$200,000 BUY-IN
CA-2: DPE-3004-A-00-6057-00

	YEAR 1 EXPENDITURES FR: 10/01/86 TO: 09/30/87	YEAR 2 BUDGET FR: 10/01/87 TO: 09/30/88	YEAR 3 BUDGET FR: 10/01/88 TO: 09/30/89	TOTAL FUNDING FR: 10/01/86 TO: 09/30/89
AWARD DATED 9/01/86				
SALARIES & WAGES	\$6,527	\$6,797	\$7,137	\$20,461
FRINGE BENEFITS	1,550	1,563	1,784	4,897
CONSULTANTS	0	0	0	0
TRAVEL AND ALLOWANCES	0	2,264	2,000	4,264
EQUIPMENT & SUPPLIES	0	0	0	0
SUBCONTRACTS				
COUNTRY PROJECTS	0	106,754	53,334	160,088
AED	0	0	0	0
PIACT	0	0	0	0
OTHER SUBCONTRACTS	0	0	0	0
SUBTOTAL	0	106,754	53,334	160,088
OTHER DIRECT COST	9	470	601	1,080
INDIRECT COST	2,426	3,328	3,456	9,210
TOTAL	\$10,512	\$121,176	\$68,312	\$200,000

Activities during Year One

1. Develop and initiate project AF-BKF-02 the "Burkina 1987-1989 IEC Program."
2. Provide technical assistance to two workshops: a three week training of trainers IEC workshop for the National Training Team, and an interpersonal communication workshop for social educators.
3. Provide technical assistance for the design of an FP curriculum for the School of Social Educators.

TABLE IX-20
SUMMARY OF BUY-IN EXPENDITURES
LATIN AMERICA (RVPC) BUY-IN
CA-2: DPE-3004-A-00-6057-00

	YEAR 1 EXPENDITURES	YEAR 2 BUDGET	YEAR 3 BUDGET	TOTAL FUNDING
AWARD DATED 9/01/86 AND AMENDMENT NO. 2 DATED 6/18/87	FR: 10/01/86 TO: 09/30/87	FR: 10/01/87 TO: 09/30/88	FR: 10/01/88 TO: 09/30/89	FR: 10/01/86 TO: 09/30/89
SALARIES & WAGES	\$11,702	\$16,352	\$0	\$28,054
FRINGE BENEFITS	2,768	3,761	0	6,529
CONSULTANTS	386	28,364	0	28,750
TRAVEL AND ALLOWANCES	478	41,485	0	41,963
EQUIPMENT & SUPPLIES	76,233	356,538	0	432,771
SUBCONTRACTS				
COUNTRY PROJECTS	0	221,618	0	221,618
AED	0	0	0	0
PIACT	0	0	0	0
OTHER SUBCONTRACTS	0	0	49,785	49,785
SUBTOTAL	0	221,618	49,785	271,403
OTHER DIRECT COST	0	82,600	0	82,600
INDIRECT COST	4,671	63,259	0	67,930
TOTAL	\$96,238	\$813,977	\$49,785	\$960,000

Activities during Year One

1. Develop and initiate project LA-GUA-01 "Regional Video Production Center (RVPC)" with the Asociación Pro-Bienestar de la Familia de Guatemala (APROFAM).
2. Design equipment configuration for the RVPC and initiate equipment procurement process.
3. Establish the RVPC, identify and train staff members.
4. Conduct market survey and needs assessment of the Central American region's video needs, and identify potential candidates for the Advisory Group.

TABLE IX-21
SUMMARY OF BUY-IN EXPENDITURES
NE/ASIA \$50,000 BUY-IN
CA-2: DPE-3004-A-00-6057-00

	YEAR 1 EXPENDITURES FR: 10/01/86 TO: 09/30/87	YEAR 2 BUDGET FR: 10/01/87 TO: 09/30/88	TOTAL FUNDING FR: 10/01/86 TO: 09/30/88
AWARD DATED 9/01/86			
SALARIES & WAGES	\$0	\$0	\$0
FRINGE BENEFITS	0	0	0
CONSULTANTS	1,880	13,000	14,880
TRAVEL AND ALLOWANCES	0	23,515	23,515
EQUIPMENT & SUPPLIES	44	0	44
SUBCONTRACTS			
COUNTRY PROJECTS	0	0	0
AED	0	0	0
PIACT	0	0	0
OTHER SUBCONTRACTS	0	0	0
SUBTOTAL	0	0	0
OTHER DIRECT COST	23	0	23
INDIRECT COST	584	10,954	11,538
TOTAL	\$2,531	\$47,469	\$50,000

Activities during Year One

Funding for the travel costs of one trip to Indonesia by JHU/PCS Consultant Gary Saffitz to provide technical assistance to the National Family Planning Coordinating Board (BKKBN).

TABLE IX-22
SUMMARY OF BUY-IN EXPENDITURES
PHILIPPINES BUY-IN
CA-2: DPR-3004-A-00-6057-00

AWARD DATED 9/01/86	YEAR 1	YEAR 2	YEAR 3	YEAR 4	TOTAL
	EXPENDITURES	BUDGET	BUDGET	BUDGET	FUNDING
	FR: 10/01/86	FR: 10/01/87	FR: 10/01/88	FR: 10/01/89	FR: 10/01/86
	TO: 09/30/87	TO: 09/30/88	TO: 09/30/89	TO: 09/30/90	TO: 09/30/90
SALARIES & WAGES	\$15,927	\$19,782	\$20,771	\$13,712	\$70,192
FRINGE BENEFITS	7,022	4,550	4,881	3,222	19,675
CONSULTANTS	919	45,650	41,650	33,320	121,539
TRAVEL AND ALLOWANCES	11,326	29,220	29,220	20,860	90,626
EQUIPMENT & SUPPLIES	514	3,500	1,398	1,000	6,412
SUBCONTRACTS					
COUNTRY PROJECTS	116,421	452,135	170,869	18,137	757,562
ARD	0	0	0	0	0
PIACT	0	0	0	0	0
OTHER SUBCONTRACTS	0	0	0	0	0
SUBTOTAL	116,421	452,135	170,869	18,137	757,562
OTHER DIRECT COST	670	8,500	1,999	1,600	12,769
INDIRECT COST	10,913	33,361	30,975	23,589	98,838
TOTAL	\$163,712	\$596,624	\$301,763	\$115,440	1,177,613

Activities during Year One

1. Three visits by JHU/PCS technical assistance teams for project development and subsequent project start-up and monitoring.
2. Develop and initiate project AS-PHI-01 "Using Male Motivators to Generate Demand for Family Planning in a Male Farmer Organization."
3. Develop and initiate project AS-PHI-02 "A Multi-Media Campaign for Young People" including a telephone hotline for counseling and referral.
4. Develop and initiate project AS-PHI-03 "A Responsible Parenthood Program for the Industrial Sector" which uses volunteer motivators in the workplace to disseminate family planning information among fellow workers.
5. Develop two additional projects for future funding, and provide technical assistance to prospective grantees in proposal preparation and project design.

TABLE IX-23
SUMMARY OF BUY-IN EXPENDITURES
REDSO (IVORY COAST) BUY-IN
CA-2: DPR-3004-A-00-6057-00

AWARD DATED 9/01/86	YEAR 1	YEAR 2	TOTAL
	EXPENDITURES	BUDGET	FUNDING
	FR: 10/01/86	FR: 10/01/87	FR: 10/01/86
	TO: 09/30/87	TO: 09/30/88	TO: 09/30/88
SALARIES & WAGES	\$0	\$0	\$0
FRINGE BENEFITS	0	0	0
CONSULTANTS	9,506	4,709	14,215
TRAVEL AND ALLOWANCES	20,709	13,986	34,695
EQUIPMENT & SUPPLIES	0	417	417
SUBCONTRACTS			
COUNTRY PROJECTS	0	0	0
AED	0	0	0
PIACT	0	0	0
OTHER SUBCONTRACTS	0	0	0
SUBTOTAL	0	0	0
OTHER DIRECT COST	125	548	673
INDIRECT COST	0	0	0
TOTAL	\$30,340	\$19,660	\$50,000

Activities during Year One

1. Sponsor attendance of seven participants at the Research and Message Development Workshop held in Baltimore in January 1987.
2. Develop and initiate project AF-IVO-01 the "Pan-African Print Material Project" which will produce simple prototype print materials for distribution throughout Francophone Africa.

TABLE IX-24
SUMMARY OF BUY-IN EXPENDITURES
NIGER \$67,300 BUY-IN
CA-2: DPE-3004-A-00-6057-00

	YEAR 1 EXPENDITURES FR: 10/01/86 TO: 09/30/87	YEAR 2 BUDGET FR: 10/01/87 TO: 09/30/88	YEAR 3 BUDGET FR: 10/01/88 TO: 09/30/89	TOTAL FUNDING FR: 10/01/86 TO: 09/30/89
AMENDMENTS NO. 3 & 4 DATED 6/18/87 & 7/15/87				
SALARIES & WAGES	\$0	\$0	\$0	\$0
FRINGE BENEFITS	0	0	0	0
CONSULTANTS	0	0	0	0
TRAVEL AND ALLOWANCES	0	2,700	0	2,700
EQUIPMENT & SUPPLIES	408	308	0	716
SUBCONTRACTS				
COUNTRY PROJECTS	0	30,000	30,000	60,000
AED	0	0	0	0
PIACT	0	0	0	0
OTHER SUBCONTRACTS	0	0	0	0
SUBTOTAL	0	30,000	30,000	60,000
OTHER DIRECT COST	115	2,085	0	2,200
INDIRECT COST	157	1,527	0	1,684
TOTAL	\$680	\$36,620	\$30,000	\$67,300

Activities during Year One

Planning and initiation of project AF-NIR-01 the "Niger Family Health IEC Project."

TABLE IX-25
SUMMARY OF BUY-IN EXPENDITURES
GHANA \$475,000 BUY-IN
CA-2: DPE-3004-A-00-6057-00

AMENDMENT NO. 4 DATED 7/15/87	YEAR 1	YEAR 2	YEAR 3	YEAR 4	TOTAL
	EXPENDITURES	BUDGET	BUDGET	BUDGET	FUNDING
	FR: 10/01/86 TO: 09/30/87	FR: 10/01/87 TO: 09/30/88	FR: 10/01/88 TO: 09/30/89	FR: 10/01/89 TO: 09/30/90	FR: 10/01/86 TO: 09/30/90
SALARIES & WAGES	\$700	\$7,704	\$8,404	\$6,420	\$23,228
FRINGE BENEFITS	161	1,856	2,101	1,637	5,755
CONSULTANTS	0	14,290	24,060	14,290	52,640
TRAVEL AND ALLOWANCES	0	11,040	15,560	11,040	37,640
EQUIPMENT & SUPPLIES	0	22,800	1,378	174	24,352
SUBCONTRACTS					
COUNTRY PROJECTS	0	0	0	0	0
AED	0	0	0	0	0
PIACT	0	24,437	0	0	24,437
OTHER SUBCONTRACTS	0	13,500	0	0	13,500
SUBTOTAL	0	37,937	0	0	37,937
OTHER DIRECT COST	0	7,000	110,999	125,399	243,398
INDIRECT COST	259	19,107	17,826	12,858	50,050
TOTAL	\$1,120	\$121,734	\$180,328	\$171,818	\$475,000

Activities during Year One

Planning and development of activities and projects in Ghana.

TABLE IX-26
SUMMARY OF BUY-IN EXPENDITURES
HAITI \$147,000 BUY-IN
CA-2: DPR-3004-A-00-6057-00

	YEAR 1 EXPENDITURES FR: 10/01/86 TO: 09/30/87	YEAR 2 BUDGET FR: 10/01/87 TO: 09/30/88	TOTAL FUNDING FR: 10/01/86 TO: 09/30/88
AMENDMENT NO. 4 DATED 7/15/87			
SALARIES & WAGES	\$1,021	\$11,094	\$12,115
FRINGE BENEFITS	235	2,673	2,908
CONSULTANTS	0	5,012	5,012
TRAVEL AND ALLOWANCES	0	4,928	4,928
EQUIPMENT & SUPPLIES	0	4,000	4,000
SUBCONTRACTS			
COUNTRY PROJECTS	0	100,000	100,000
AED	0	2,000	2,000
PIACT	0	2,000	2,000
OTHER SUBCONTRACTS	0	0	0
SUBTOTAL	0	104,000	104,000
OTHER DIRECT COST	0	4,114	4,114
INDIRECT COST	377	9,546	9,923
TOTAL	\$1,633	\$145,367	\$147,000

Activities during Year One

Planning and development of IEC activities in Haiti.

APPENDICES



APPENDIX A

LIST OF ABBREVIATIONS

LIST OF ABBREVIATIONS

ABEPPF	Associação Brasileira de Entidades de Planejamento Familiar (Association of Brazilian Family Planning Agencies)
ABS	Anambra Broadcasting Service
AED	Academy for Educational Development
AIDS	Acquired Immune Deficiency Syndrome
AMEC	Ago Medical Educational Center
AMIDEM	Academia Mexicana de Investigación en Demografía Médica, A.C. (Mexican Academy for Research on Medical Demography)
AMPPF	Association Malienne pour la Protection et la Promotion de la Famille (Mali Association for the Protection and Promotion of the Family)
ANE	Asia and Near East
APROFAM	Asociación Pro-Bienestar de la Familia de Guatemala (Guatemalan Family Welfare Association)
APROFE	Asociación Pro-Bienestar de la Familia Ecuatoriana
ARBA	Agrarian Reform Beneficiaries Association
ASHONPLAFA	Asociación Hondureña de Planificación de Familia (Honduran Family Planning Association)
ATBEF	Association Togolaise pour Bien-Etre Familial
BKKBN	National Family Planning Coordinating Board
CA	Cooperative Agreement
CAFS	Centre for African Family Studies
CBD	Community Based Distribution
CEDPA	Centre for Development and Population Activities
CERAV	Le Centre d'Enseignement et de Recherche Audio-Visuels
CNSF	Centre National de Sante Familiale
COF	Centro de Orientación Familiar (Center for Family Guidance)
COMMAT	Communication Management Advertising Training, Inc.
CYPP	Communication for Young People Project
DHMT	District Health Management Team
DORC	Development Oriented Research Centre
DPN	Doremus Porter Novelli
FEMAP	Federación Mexicana de Asociaciones Privadas de Planificación Familiar A.C. (Mexican Federation of Private Family Planning Associations)
FFI	Fuentes y Fomento Intercontinentales, S.A.

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FH/FP	Family Health/Family Planning
FHI	Family Health Initiatives
FHSP	Family Health Services Project
FMOH	Federal Ministry of Health
FMOI	Federal Ministry of Information
FP	Family Planning
FP/IEC	Family Planning/Information, Education, and Communication
FPA	Family Planning Association
FPATT	Family Planning Association of Trinidad and Tobago
FPOP	Family Planning Organization of the Philippines
FRN	Federal Republic of Nigeria
FRSN	Federal Radio Corporation of Nigeria
FRU	Fertility Research Unit
FY	Fiscal Year
GIMPA	Ghana Institute of Management and Public Administration
HED	Health Education Division
HEU	Health Education Unit
HFW	Health and Family Welfare
IBC	Imo Broadcasting Company
IEC	Information, Education, and Communication
IEM	Information, Education, and Motivation
IHSS	Instituto Hondureno de Seguridad Social (Honduran Social Security Institute)
IIC	Instituto de Investigación de la Comunicación A.C.
IISNFP	Institute for International Studies in Natural Family Planning
INPPARES	Instituto Peruano de Paternidad Responsable
INTRAH	Program for International Training in Health
IPPF	International Planned Parenthood Federation
IUD	Intrauterine Device
JFPPA	Jordan Family Planning and Protection Association
JHPIEGO	Johns Hopkins Program for International Education in Gynecology and Obstetrics
JHU/PCS	Johns Hopkins University/Population Communication Services
JOICFP	Japanese Organization for International Cooperation in Family

	Planning
KAP	knowledge, attitudes and practices
LAC	Latin America and the Caribbean
M/MC	Media/Materials Collection
MCH	Maternal and Child Health
MEFSN	Ministère de l'Essor Familiale et de la Solidarité Nationale (Ministry of Family Welfare and National Solidarity)
MOH	Ministry of Health
MOH/FP	Ministry of Health/Family Planning
MOPH/SA	Ministry of Public Health and Social Affairs
MSH	Management Sciences for Health
NCAC	Niger State Council for Arts and Culture
NFP	Natural Family Planning
NGO	non-governmental organizations
NTA	National Television Authority
NUMW	National Union of Malian Women
ORS	Oral Rehydration Solution
ORT	Oral Rehydration Therapy
ORTS	Office National de Radiodiffusion-Télévision du Sénégal (Senegal Radio and Television)
PATH	Program for Appropriate Technology in Health
PCF	Population Center Foundation
PCS	Population Communication Services
PEC	Programme Exchange Centre
PIACT	Program for the Introduction and Adaptation of Contraceptive Technology
PID	Project Identification Document
PMM	Peat, Marwick, Main and Company
PPFN	Planned Parenthood Federation of Nigeria
PROFAMILIA	Asociación Pro-Bienestar de la Familia Colombiana (Association for Colombian Family Welfare)
RAPID	Resources for the Awareness of Population Impacts on Development
RBC	Rivers Broadcasting Corporation
REDSO/ESA	Regional Economic Development Services Office/East and Southern Africa

REDSO/WCA	Regional Economic Development Services Office/West and Central Africa
RETCO	Research Evaluation and Training Consultancy Ltd.
RVPC	Regional Video Production Center
SCBFHCP	Sudan Community-Based Family Health Care Project
SLBS	Sierra Leone Broadcasting Services
SOMARC	Social Marketing for Change
TA	Technical Assistance
TFHPF	Turkish Family Health and Planning Foundation
UNC	University of North Carolina
UNTH	University of Nigeria Teaching Hospital
URC	University Research Corporation
URTNA	Union des Radiodiffusions et Télévisions Nationales d'Afrique (Union of National Radio and Television Organizations of Africa)
USAID	United States Agency for International Development
VSC	Voluntary Surgical Contraception
ZNFPC	Zimbabwe National Family Planning Council

APPENDIX B

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

THE JOHNS HOPKINS UNIVERSITY STAFF WORKING ON THE PCS PROJECT
as of September 30, 1987

<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	60% 100%	Program guidance and communication expertise
Patrick L. Coleman	Project Director	100%	Program management and coordination
Jose G. Rimón II	Deputy Project Director	100%	Programming and supervision of field operations
D. Lawrence Kincaid	Senior Research Officer	50%	Evaluation design and planning
Mona Y. Grieser	Senior Program Officer	100%	Programs in Near East
Philippe F. Langlois	Senior Program Officer	100%	Programs in Francophone Africa and Haiti
Wilma H. Lynn	Senior Program Officer	100%	Programs in Anglophone East and Southern African countries
Frank J.P. Segura	Senior Program Officer	100%	Latin American programs and popular music projects
Maxwell S. Senior	Senior Program Officer	100%	Programs in Africa; training
Kim E. Winnard	Senior Program Officer	100%	Programs in Nigeria
Sung Hee Yun	Senior Program Officer	100%	Programs in Asia
Rolf P. Lynton	Regional Communication Advisor (Asia)	100%	Technical assistance to USAID/New Delhi and to other Asian programs
Susan C. Krenn	Program Officer	100%	Backstopping for programs in Anglophone Africa
Alice I. Payne	Program Officer	100%	Backstopping for programs in Latin America
Joan W. Schubert	Program Officer	100%	Backstopping for programs in Francophone Africa and the Near East
Edson E. Whitney	Program Officer	100%	Backstopping for programs in Asia
Julie M. Convisser	Program Assistant	100%	Administration and backstopping for programs in Nigeria
J. Eric Davis	Program Assistant	100%	Administration and backstopping for programs in Latin America
Vacant	Media/Materials Coordinator	100%	Media/Materials Collection
Susan A. Leibtag	Librarian	60%	Media/Materials Collection
Rita C. Meyer	Editor	75%	Field reports and publications
Vacant	Media/Materials Specialist	100%	Media/Materials Collection
Cynthia B. Shaw	Media/Materials Assistant	100%	Media/Materials Collection
Denise Cherry	M/MC Clerk/Typist	100%	Media/Materials Collection
Paul Bankerd	Financial Manager	88%	Administration

<u>Name</u>	<u>Title</u>	<u>Percent of Time Allocated to PCS</u>	<u>Function</u>
Vera E. Ford	PCS Administrator	100%	Administration
Vacant	Senior Contract Specialist	100%	Grants management
Laurence S. Campf	Computer Specialist	6%	Computer systems support
Carol A. Haddaway	Field Support/Travel Coordinator	100%	Coordination of overseas travel, briefing and reports
Ann W. Hall	Financial Analyst	100%	Administration
Karen M. Coonan	Budget Assistant	100%	Administration
Katherine M. Reiter	Secretary to Project Director	100%	Administrative support
Lisa C. Knoll	Secretary to Deputy Project Director	100%	Clerical support
Valerie Gebre-Amlak	Secretary/Asia and Nigeria	100%	Clerical support
Z. Pilar Chiarito	Secretary/Latin America	100%	Clerical support
Cynthia N. Hayes	Secretary/Anglophone Africa	100%	Clerical support
Susan J. Gaztanaga	Secretary/Francophone Africa and Near East	100%	Clerical support
Trina T. Spearman	Receptionist/Secretary	100%	Clerical support
Miriam H. Labbok	Assistant Professor, Department of Population Dynamics	5%	Project development, evaluation
Carl Kendall	Assistant Professor, Department of International Health	25%	Technical support, project development and evaluation
Debra Roter	Associate Professor, Department of Behavioral Sciences and Health Education	20%	Technical support, project development and evaluation
Starr G. Mickle	Secretary to Principal Investigator	50%	Clerical support
Rodolfo B. Aparentado	Distribution Manager	17%	Mailing
Vacant	Postal Clerk	25%	Mail sorting and distribution

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BACKGROUND INFORMATION ON JHU/PCS SENIOR STAFF

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, population policy, and communication programs since 1965. She initiated PIP in 1972. She has served in numerous advisory and/or executive positions, both in the public and private sectors.

Patrick L. Coleman, M.A. (Communication) -- Project Director. Mr. Coleman is a specialist in developing communication strategies, radio and TV production and audio-visual equipment. He has been working in development communication for over 12 years. He served as PCS Senior Program Officer for Latin America for three years before becoming Project Director in 1986.

Jose G. Rimon II, M.A. (Communication) -- Deputy Project Director. Mr. Rimon has had a decade of experience in communication planning and strategy; design, development, management, implementation, and evaluation of IEC programs and projects involving various forms of media in the Philippines. He has taught courses on development communication and worked as a short-term consultant to international/regional organizations. He served as Senior Program Officer for Asia and Nigeria before becoming Deputy Project Director in 1986.

D. Lawrence Kincaid, Ph.D. (Communication) -- Senior Research Officer. Dr. Kincaid has worked in international communication and development for more than 20 years. He is an expert in qualitative and quantitative research methodologies for the development of messages and evaluation of communication in health and related fields.

Paul Bankerd, M.B.A. (International Business) -- Financial Manager. Mr. Bankerd is a management expert with almost twenty years experience in finance and accounting, contract administration, and management systems development. He has an extensive background in managing government grants and contracts, and in providing support to public health projects operating in developing countries.

FIELD OPERATIONS

Mona Y. Grieser, M.A., M.P.H. -- Senior Program Officer for several Francophone African countries and the Near East. Mrs. Grieser has worked in educational radio/TV production, taught international broadcasting and served as communication consultant to international organizations. She has long-term residential field experience managing USAID primary health care training projects in Africa and has served as a health consultant for international organizations in both Africa and Asia. Mrs. Grieser has a graduate academic background in non-formal education and training and speaks five languages.

Philippe F. Langlois, B.A. (English Literature) -- Senior Program Officer for Francophone Africa and Haiti. Mr. Langlois has extensive experience in audio-visual production, communication, training, and media materials development, especially in relation to health and population programs in developing countries.

Wilma H. Lynn, M.A. (Communication) -- Senior Program Officer for Anglophone East and Southern Africa. Ms. Lynn is an international communication specialist from Trinidad with expertise in broadcast media (radio and TV). Ms. Lynn has worked in the development communication field for over nine years in Africa, the Near East, and the Caribbean.

Francisco J.P. Segura -- Senior Program Officer for Latin America and the Caribbean. Mr. Segura has been involved in a wide range of radio activities in Mexico and throughout Latin America over the past 12 years, particularly in broadcast materials development and marketing. Mr. Segura developed and administered the Communication for Young People project for Latin America and has been involved in the development of similar projects in Nigeria and the Philippines.

Maxwell S. Senior, Ed.D. (Educational Media/Technology) -- Senior Program Officer for several African countries. Dr. Senior is a development communication specialist from Jamaica with broad experience in a variety of media, including radio, TV and print materials. He has more than 14 years experience in communication training, program management and evaluation, and broadcasting.

Kim E. Winnard, M.A. (International Development) -- Senior Program Officer for Nigeria. Mr. Winnard has extensive management experience in the United States, Asia and Nigeria in development communication and extension projects for various local and international organizations. As a visual media specialist and cross-cultural trainer, he has played a key role in the development and implementation of over a dozen projects in Nigeria.

Sung Hee Yun, Ph.D., M.P.H. (Public Health/Population Communications) -- Senior Program Officer for Asia. Dr. Yun has had 23 years of continuous and extensive work experience in international health and family planning communication project development in Africa, the Middle East and Asia, initially for the Korean Family Planning Association and later with the World Bank for seven years as professional population communication staff member.

Rolf P. Lynton, Ph.D. (Policy Sciences) -- Regional Communication Advisor for Asia. Dr. Lynton has an extensive background in development consulting in Asia and Africa. He was the first Dean of the School of Public Health at the University of South Carolina and served as Lead Consultant to the Government of Indonesia managing a manpower development technical assistance project for the Ministry of Health.

Susan C. Krenn, B.A. (Modern Languages) -- Program Officer for Anglophone Africa. Ms. Krenn has previous family planning/population experience through the administration of international training programs focusing on management of family planning, development and health organizations. She served as Media/Materials Specialist before becoming Program Officer in 1986.

Alice I. Payne, M.P.H. (International Health/Population and Family Health) -- Program Officer for Latin America. Ms. Payne has experience in a wide range of mass media techniques including developing a commercial and family life education comic book aimed at urban Hispanic adolescents. She has also worked in health education and integrated rural development projects in Latin America.

Joan W. Schubert, M.P.H. (International Health/Population and Family Planning) -- Program Officer for Francophone Africa and the Near East. Ms. Schubert has worked for several years in West Africa as a health educator and most recently in Zaire as a communications researcher. Her experience includes the design of nonformal education, training and field data collection.

Edson E. Whitney, M.P.S. (Communication Arts) -- Program Officer for Asia. Mr. Whitney has extensive experience in training and education in both Asia and Africa. He has served as Project Director for a Peace Corps training program in Thailand, as Program Supervisor for a refugee training program in Indonesia, and as a secondary school teacher in Swaziland.

Julie M. Convisser, B.A. (English Literature/African Studies) -- Program Assistant for Nigeria. Ms. Convisser has experience in Family Planning, training and counseling programs both in the United States and Africa.

J. Eric Davis -- Program Assistant for Latin America. Mr. Davis has worked in a number of administrative and management positions including prior experience as the JHU/PCS Field Support Assistant. He is fluent in Spanish and has a working knowledge of French and Portuguese.

MEDIA/MATERIALS COLLECTION

Susan A. Leibtag, M.L.S. (Library Science) -- Librarian. Ms. Leibtag has worked as a cataloguer/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 cataloguing and maintenance of special collections.

Rita C. Meyer, B.A. (English Literature) -- Editor. Ms. Meyer provides editorial and creative support to PCS staff by editing, writing, designing, and illustrating PCS field reports, scripts and other materials. Her background includes training in music and the visual arts (painting and drawing) and experience in writing and editing for magazines and journals in New York City.

ADMINISTRATION

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

Laurence S. Campf, B.S. (Information Systems Management) -- Computer Specialist. Mr. Campf provides support for the development and maintenance of computer systems used by the Project. He has developed systems under contract to the Social Security Administration, and has designed and implemented systems for the Population Information Program.

Carol A. Haddaway, B.S. (Spanish) -- Field Support/Travel Coordinator. Ms. Haddaway has over twenty years of experience in the travel industry. She has worked for a number of international airlines and travel agencies, and has owned and managed a travel agency in Trinidad. Ms. Haddaway is fluent in both Spanish and French.

Ann W. Hall -- Financial Analyst. Ms. Hall's financial and administrative experience includes work with the Saint Louis University, and with the Accounting Department of The Johns Hopkins University.

Karen M. Coonan -- Budget Assistant. Ms. Coonan provides financial and clerical support to the PCS Administrator and processes and coordinates all orders for supplies and materials. During her six years at Johns Hopkins, she has had experience as an Administrative Secretary and a Budget Analyst.

APPENDIX C

**INTERNATIONAL TRAVEL SCHEDULE
JHU/PCS PROJECT YEAR FIVE**

INTERNATIONAL TRAVEL SCHEDULE - JHU/PCS PROJECT YEAR FIVE
1986

October	November	December
Brace, Judy (AED) Niger: 10/27-11/10	Brace, Judy (AED) Niger: 11/1-10	Grieser, Mona **Turkey: 12/1-12
Coleman, Patrick D-APHA: 10/1-2 Vacation: 10/3-13 Singapore: 10/22-28 Philippines: 10/29-11/7	Coleman, Patrick Philippines: 11/1-7	Lediard, Mark (AED) **Turkey: 12/1-12
Flores, Lenin (C) **Peru: 10/1-3	Grieser, Mona **Turkey: 11/23-12/12	Senior, Maxwell Ghana: 12/1-12
Krenn, Susan D-APHA: 10/1-2 **Nigeria: 10/19-11/14	Kazi, Carol (PIACT) Nigeria: 11/13-12/6	
Langlois, Philippe (C) W-to JHU/PCS: 10/1-2	Krenn, Susan **Nigeria: 11/1-4	
Lynn, Wilma **Nigeria: 10/19-11/14	Lediard, Mark (AED) **Turkey: 11/23-12/12	
Mensah-Kumah, Opia (C) **Ghana: 10/19-27	Lynn, Wilma Nigeria: 11/1-14	
Parlato, Margaret (AED) **Zaire: 10/1-4	Rimon, Jose Philippines: 11/1-14 Vacation: 11/15-24	
Piotrow, Phyllis D-APHA: 10/1-2	Schubert, Joan Niger: 11/1-10 Cote d'Ivoire: 11/11-18	
Rimon, Jose Vacation: 10/18-26	Senior, Maxwell Kenya: 11/16-23 Ghana: 11/24-12/12	
Schubert, Joan Niger: 10/20-11/10 Cote d'Ivoire: 11/11-18	Tisa, Benedict (C) **Mali: 11/1-10	
Segura, Frank Mexico: 1/14-19 Panama: 10/19-23 Honduras: 10/23-25	Winnard, Kim Nigeria: 11/13-12/6	
Tisa, Benedict (C) **Mali: 10/10-11/10	Yun, Sung Hee Nigeria: 11/13-12/6	

** = Approved by AID Mission

W- = Approved by AID/W (Mission concurrence not required)

D- = Domestic travel (approval/concurrence not required)

1987

January	February	March
Brown, Judith (C) W-to JHU/PCS: 1/4-28	Coleman, Patrick W-France: 2/1-3	Amarillo, German (Toro) W-to JHU/PCS: 3/23-28
Coleman, Patrick **Senegal: 1/26-31 W-France: 2/1-2	Grieser, Mona **Rwanda: 2/15-3/5	Bastien, Remy (NOVEDADES) W-to JHU/PCS: 3/31-4/5
IEC Evaluation Workshop **to JHU/PCS - 1/12-23	Hurah-Cesar, Gerald (C) **Nigeria: 2/14-3/6	Coleman, Patrick Vacation: 3/13-20
Kone, H. (IVO) Yao, F. (IVO) Kalla, H. (NIG) Traore, K. (NIG) Kane, M. (SEN) ^o Samb, A. (SEN) ^o Moonigaba, J.D. (RWA) Hakizwera, C. (RWA) Ahade, Y. (KEN) ^o	Kazi, Carol (PIACT/PATH) **Nigeria: 2/21-3/6	Grieaer, Mona **Rwanda: 3/1-5
Kiruhi, Machoria (CAFS) **to JHU/PCS: 1/20-29	Kincaid, Lawrence (C) D-to JHU/PCS: 2/25	Hamal, Hem (AED) **Kenya: 3/13-20
Kiruhi, Machoria (CAFS) **to JHU/PCS: 1/20-29	Kwakye, Sylvester (Ghana-MOH) W-to JHU/PCS: 2/17-3/4	Hurah-Cesar, Gerald (C) **Nigeria: 3/1-7
Krenn, Susan **Ghana: 1/10-17 **Sierra Leone: 1/17-23	Lynn, Wilma **Nigeria: 2/15-28	Jimenez, Rodrigo (Toro) W-to JHU/PCS: 3/23-28
Parlato, Margaret (AED) **Senegal: 1/26-2/15	Parlato, Margaret (AED) **Senegal: 2/1-15	Kazi, Carol (PIACT/PATH) **Nigeria: 3/1-6
Segura, Frank **Mexico: 1/17-23	Payne, Alice **Bolivia: 2/16-21 **Brazil: 2/22-28	Kwakye, Sylvester (Ghana-MOH) W-to JHU/PCS: 3/1-4
Senior, Maxwell **Ghana: 1/10-17	Rimon, Jose **Nigeria: 2/28-4/3	Langlois, Philippe **Niger: 3/27-4/12
Yun, Sung Hee **India: 1/12-23 **Bangladesh: 1/23-2/12	Segura, Frank **Mexico: 2/11-17	Lediard, Mark (AED) **Kenya: 3/3-20
	Winnard, Kim **Nigeria: 3/28-4/17	Levy, Tennyson (C) **Kenya: 3/18-24
	Yun, Sung Hee **Bangladesh: 2/1-12	Lynn, Wilma **Uganda: 3/1-13
		Porter, Robert (DPN) **Bangladesh: 3/5-4/2
		Rimon, Jose **Nigeria: 3/1-4/3
		Roaales, M.C. (LA-GUA-01) W-to JHU/PCS: 3/10-15 W-Mexico: 3/16
		Saffitz, Gary (C) **Indonesia: 3/5-16
		Schubert, Joan **Niger: 3/27-4/3
		Spott, Terry (AED) **Kenya: 3/3-4/3
		Senior, Maxwell **Kenya: 3/20-4/5
		Villarreal, Rogelio (FFI) W-to JHU/PCS: 3/10-15
		Winnard, Kim **Nigeria: 3/1-4/18
		Wittet, Scott (PIACT) **Bangladesh: 3/5-28
		Yun, Sung Hee **Bangladesh: 3/5-4/2

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April	May	June
Adeniyi-Jonea, Samuel (C) **Nigeria: 4/19-29	Ahade, Yao (C) **To AED: 5/3-8	Aaiedu, Kwame (C) **Ghana: 6/27-7/19
Batien, Remy (NOVEDADES) W-to JHU/PCS: 4/1-5	Casaanova, Maria Elena (C) Z-Chile: 5/23-6/5	Casaanova, Maria Elena (C) Z-Chile: 6/1-5
Grieaer, Mona **Turkey: 4/12-29	Coleman, Patrick **Peru: 5/11-19 **Mexico: 5/19-21	Gotuzzo, Eduardo (MOH) **to JHU/PCS: 6/1-6
Hurah-Cesar, Gerald (C) **Nigeria: 4/12-29	Grieaer, Mona **Turkey: 5/1-7	Green, Pamela (PIACT) **Zimbabwe: 6/8-27
Kendall, Carl (C) **Turkey: 4/25-5/3	Kendall, Carl (C) **Turkey: 5/1-3	Grieaer, Mona **Togo: 6/21-7/3
Krenn, Susan **Ghana: 4/9-24	Langlois, Philippe **Cote d'Ivoire: 5/1-3 **Burkina Faso: 5/3-28	Haberman, Peter (C) **Zimbabwe: 6/7-27
Langlois, Philippe **Niger: 4/1-12 **Cote d'Ivoire: 4/26-5/3 **Burkina Faso: 5/3-28	Lopez Romo, Heriberto (C) *Bolivia: 5/3-16	Hinostrosa, Santoa (MOH) **to JHU/PCS: 6/1-6
Piotrow, Phyllis **Kenya: 4/5-8 **Zimbabwe: 4/8-10 **Kenya: 4/10-12 **Nigeria: 4/12-16 **Cote d'Ivoire: 4/16-18	Moutia, Guy (C) **to AED: 5/3-8	Kiruhi, Mcharia (C) **Ghana: 6/28-7/4
Porter, Robert (DPN) **Bangladesh: 4/1-2	Safficz, Gary (C) **Indonesia: 5/17-27	Levy, Tennyson (Don) (C) **Zimbabwe: 6/7-20
Rich, Susan (C) **Nigeria: 4/22-5/1	Segura, Frank **Mexico: 5/15-21	Lioy, Michelle (AED) **Rwanda: 6/2-9
Rimon, Jose **Nigeria: 4/1-3	Villarreal, Rogelio (C) **Panama: 5/3-5 **Ecuador: 5/5-11 **Peru: 5/11-14 **Bolivia: 5/14-15 **Costa Rica: 5/25-27 **Honduras: 5/27-31 **El Salvador: 5/31-6/3	Lynn, Wilma **Zimbabwe: 6/7-27 **Kenya: 6/27-30
Schubert, Joan **Niger: 4/1-26		Rimon, Jose W-Japan: 6/18-20 **Philippines: 6/20-7/8
Scott, Terry (AED) **Kenya: 4/22-5/1		Schubert, Joan **Mali: 6/1-12 **Cote d'Ivoire: 6/12-17 **Niger: 6/17-24
Segura, Frank **Nigeria: 4/22-5/1		Segura, Frank **Philippines: 6/24-7/8
Senior, Maxwell **Kenya: 4/1-5 **Ghana: 4/5-10		Senior, Maxwell **Zambia: 6/13-20 **Ghana: 6/21-7/4
Steckel, Lena (PIACT) Ghana: 4/8-24		Urrutia, Rolando (APROFAM) **to JHU/PCS: 6/28-7/1
Winnard, Kim **Nigeria: 4/1-17		Villarreal, Rogelio (C) **El Salvador: 6/1-3 **Guatemala: 6/3-6
Yun, Sung Hee **Bangladesh: 4/1-2		Winnard, Kim **Nigeria: 6/20-8/5
		Yun, Sung Hee **Philippines: 6/21-7/8 **Bangladesh: 7/9-23

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July	August	September
Asiedu, Kwame (C) **Ghana: 7/1-9	AIDS Conference **Nigeris: 8/3-4 Adeniyi-Jones, S.: 8/1-9 Francis, H.: 8/1-5 Nelson, Kenrad: 8/1-5	Ceneff, Dennis (C/AED) **Zaire: 9/30-10/24
Burger, Jean-Claude (C) **Senegal: 7/5-28	Aie, Charles (AUDITOR) **Burkina Faso: 8/3-7	Castellon, Nancy (COF) **Peru: 9/20-26
CAFS/FRANCOPHONE WORKSHOP **Rwanda: 7/20-8/14 Lediard, (AED): 7/13-8/6 Lioy, (AED): 8/14-26 McCraw, (C/AED): 7/23-8/3 Mensah-Kumah (C/AED): 7/31-8/4	CAFS/FRANCOPHONE WORKSHOP **Rwanda: 8/1-14 Lediard, (AED): 8/1-6 Lioy, (AED): 8/4-16 McCraw (C/AED): 8/1-3 Mensah-Kumah (C/AED): 8/1-4	Coleman, Patrick **Peru: 9/16-25 **Brazil: 9/25-30
Convisser, Julie **Nigeria: 7/11-31	Coleman, Patrick **India: 8/10-18 **Philippines: 8/18-26 W-Japan: 8/26-28	Convisser, Julie **Nigeria: 9/19-10/3
Grieser, Mona **Togo: 7/1-3	Haffey, Joan (PIACT) **Sudan: 8/20-20	Fall, Basaine (C/AED) Togo: 9/26-30
Hall, Janet (PIACT) **Nigeria: 7/4-30	Hill, Julie Ann (C) Z-Mogadishu: 8/1-26	Langlois, Philippe **Burkina Faso: 9/1-14
Kazi, Carol (PIACT) **Nigeria: 7/4-30	Kazim, Ola (MUT-MOKSONS) W-to JHU/PCS: 8/18-21	Lediard, Mark (AED) **Togo: 9/13-20
Kiruhi, Macharia (C) **Ghana: 7/1-4	Langlois, Philippe **Burkina Faso: 8/21-9/14	Lioy, Michelle (AED) **Togo: 9/25-10/10
Lozada, Johnny (LA-MEX-02) Lozada, Arcelis Z-New York: 7/27-28	Lynn, Wilma **Swaziland: 8/23-24	Lynn, Wilma **Nigeria: 9/19-10/4
Palacios, Tatiana (MEX-02) Palacios, Diana Z-New York: 7/27-28	Payne, Alice **Ecuador: 8/1-5	Mousseau-Gershman, (C/INTRAH) **Burkina Faso: 9/17-30
Payne, Alice **Colombia: 7/13-23	Rimon, Jose **Nigeria: 8/29-9/12	Payne, Alice **Peru: 9/16-10/2
Rimon, Jose **Philippines: 7/1-8	Segura, Frank **Mexico: 8/7-13	Rimon, Jose **Nigeria: 9/1-12
Segura, Frank **Philippines: 7/1-8	Vansantejan, Gilberte (C) D-to JHU/PCS: 8/7 **Burkina Faso: 8/21-9/5	Said, Rosa (ABEPF) **Peru: 9/19-26
Senior, Maxwell **Ghana: 7/1-3	Whitney, Edson **Philippines: 8/17-9/2	Segura, Frank **Guatemala: 9/14-17 W-Mexico: 9/17-18
Winnard, Kim **Nigeria: 7/1-8/5	Winnard, Kim **Nigeria: 8/17-9/2	Seye, Serigne (C/AED) **Zaire: 9/28-10/4
Yun, Sung Hee **Philippines: 7/1-8 **Bangladesh: 7/9-23	Writer's Workshop **Trinidad: 8/6 Gallup, Clyde: 8/6-7 Lynn, Wilma: 8/5-7 Payne, Alice: 8/5-7 Perkins, Elaine: 8/5-7 Phillips, Vaughn: 8/6-7 Segura, Frank: 8/5-7	Snyder, Leslie (C/AED) Togo: 9/18-10/28
		Vansantejan, Gilberte (C) **Burkina Faso: 9/1-5
		Whitney, Edson **Bangladesh: 9/3-11
		Yun, Sung Hee **Bangladesh: 9/1-10

** = Approved by AID Mission
W- = Approved by AID/W (Mission concurrence not required)
D- = Domestic travel (approval/concurrence not required)
Z- = Non-AID funded activity

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APPENDIX D

**ANNUAL REPORT
ACADEMY FOR EDUCATIONAL DEVELOPMENT**

YEAR I ANNUAL REPORT TO
THE JOHNS HOPKINS UNIVERSITY
POPULATION COMMUNICATION SERVICES

Cooperative Agreement No. DPE-3004-A-00-6057-00

Submitted by:

Academy for Educational Development

October 1987

Academy for Educational Development
Population Communication Services (PCS)
1986-87 Annual Report

Summary: The Academy for Educational Development (AED) has provided the services outlined in the contract between AED and The Johns Hopkins University (JHU) under Cooperative Agreement No. DPE-3004-A-00-6057-00. During Year I (09/01/86 - 09/31/87), AED has completed the following Requests for Services:

Work Request	#4	FP/IEC Needs Assessment for Niger (NA)
Work Request	#5	Project Development: Turkey (TA)
Work Request	#6	Project Monitoring and TA Visit (CP,TA)
Work Request	#7	IEC Workshop / OCS (MW)
Work Request	#8	Producing URTNA Bulletin (CP,TA)
Work Request	#9	Technical Assistance to CAFS Communication Workshop in Nairobi (TA,MW)
Work Request	#10	CAFS Workshop Resource Persons (TA,MW)
Work Request	#11	Family Health Project's Private Sector Initiative in Senegal (TA)
Work Request	#12	Technical Assistance (URTNA) (RP,TA)
Work Request	#13	Planning the Centre for African Family Studies (CAFS) Francophone Workshop (MW)
Work Request	#14	Centre for African Family Studies (CAFS) Francophone Workshop Planning (TA)
Work Request	#15	Francophone Workshop / Centre for African Family Studies (CAFS) Kigali, Rwanda (TA)
Work Request	#16	Francophone Workshop / Centre for African Family Studies (CAFS) Kigali, Rwanda (TA)
Work Request	#17	Francophone Workshop / Centre for African Family Studies (CAFS) Kigali, Rwanda (TA)

Work Request	#18	Francophone Workshop/Centre for African Family Studies (CAFS) Kigali, Rwanda (TA)
Work Request	#19	URTNA Radio Production Guidelines (TA)
Work Request	#24	CAFS Workshop, Togo (TA/MW)

Principal Staff

AED's Health and Population Unit provides ongoing support to the PCS project and draws upon other AED staff to provide additional technical assistance when required. The core staff working on the PCS project consists of Mark Lediard, the Project Director; Margaret Parlato, Senior Program Officer; Terry Scott, Program Officer; and Andrea Usiak, Program Associate. Michele Lioy, Senior Program Officer, provided additional assistance in workshop development, as lead trainer, and in consultant recruitment. Administrative and clerical support was provided by the Health and Population Unit administrative staff consisting of the project assistant, executive secretary, and administrative secretary. AED staff member Judy Brace, Vice President and Director of Development Information Services, also worked on the PCS project during Year I.

The following is a summary of AED's activities and accomplishments during Year I of its subagreement with JHU's Population Communication Services project.

Needs Assessment

AED assisted PCS in conducting one needs assessment activity during Year I. AED staff member, Judy Brace, accompanied PCS staff member Joan Schubert to Niger to prepare an assessment and country strategy. They met with private and public organizations and institutions to identify local resources and determine the feasibility of establishing communication support activities.

Country Projects

AED staff assisted in monitoring country project activities through the regional URTNA project. Margaret Parlato provided general oversight of the URTNA Family Health Broadcast Project throughout the year. This included project review meetings in Dakar, meetings with the URTNA Bulletin editor to review upcoming issues, and discussions with producers and directors of radio health programs to discuss grant applications submitted to URTNA. In addition to these activities, Ms. Parlato attended the URTNA General Assembly in January 1987 to meet with broadcast directors from member countries.

Technical Assistance

AED staff provided technical assistance to U.S.A.I.D. and family planning organizations in Zaire, Senegal and Turkey and to the regional projects with URTNA and the Centre for African Family Studies (CAFS).

Mark Lediard travelled to Turkey with PCS Senior Program Officer Mona Grieser to provide assistance to the MOHSA in developing IEC project proposals for possible

funding.

Margaret Parlato was in Senegal in January 1987 to assess the technical assistance needs of the Family Health Project and review formative research plans with the research specialist. She also met with U.S.A.I.D. staff to discuss preparations for the radio training workshop. AED consultant Cathy Wolfheim also provided technical assistance to the Family Health Project. She assisted five private sector organizations in developing individual IEC workplans and assessed IEC production and public relations capabilities of each organization. She also provided recommendations on how to meet future needs and demands. Margaret Parlato assisted U.S.A.I.D./Zaire in planning a radio/TV production workshop, preparing audio visual materials, and fielding trainers in radio and TV.

The Academy fielded several consultants that provided technical assistance to the URTNA project. Barbery Byfield and Betty Rogers, both radio producers, together with Peggy Miller, an editor, produced and refined a model URTNA Broadcast Bulletin designed to provide ready - to - air scripts for African broadcasters. These scripts focused on family planning themes, and have been published by URTNA as part of a regular series. Betty Rogers also worked with radio and TV producers from URTNA member countries to design conference interview strategies to cover the Safe Motherhood Conference held in Nairobi and producer radio materials for the URTNA Programme Exchange Centre. Skip Pizzi, a radio trainer, assisted Betty Rogers in preparing a document that outlines procedures and guidelines for submitting broadcast materials on family planning to URTNA. This document also provides details on URTNA's rights to accept, reject, or modify programs submitted by producers.

AED staff provided technical assistance to the Centre for African Family Studies (CAFS) to prepare and develop materials and curriculum for the regional training workshops. In January 1987, Mark Lediard and Terry Scott assisted PCS Senior Program Officer Maxwell Senior and CAFS Communication Trainer Macharia Kiruhi in developing a four - week training curriculum and preparing materials for the first Anglophone IEC training held in Nairobi. In May, CAFS staff members Dr. Yao Ahade and Guy Moutia spent one week at AED. Mark Lediard, Margaret Parlato, and Michele Lioy worked with them to design the regional Francophone IEC workshops. Ms. Parlato and Dr. Lioy developed a Francophone training manual and materials for the CAFS training programs. Dr. Lioy visited Kigali, Rwanda, in June 1987 to plan the first CAFS Francophone workshop and identify local resource persons for the training along with ONAPO, the local sponsoring agency.

Several consultants were contracted by the Academy to serve as resource persons and provide training for the CAFS Anglophone and Francophone workshops. Mr. Hem Hamal from Nepal, participated at the Nairobi Anglophone workshop and conducted training sessions on contraceptive social marketing, communication planning, and the management of IEC programs. Mr. Tennyson Levy served as a resource person on the role of advertising in family planning IEC programs. Ms. Susan McCraw and Mr. Opiah-Mensah Kumah were resource persons at the Francophone workshop in Kigali, Rwanda. Ms. McCraw conducted training sessions in methods of qualitative research and conducting focus group discussions. Mr. Opiah-Mensah Kumah provided instruction on the role of advertising in family planning communication programs. Ms. Bassine Fall and Ms. Leslie Snyder provided assistance to the second CAFS Francophone workshop held in Lome, Togo. Ms. Fall conducted sessions on the management of IEC programs, and Ms. Snyder served as a resource person on focus group discussions, pretesting, and evaluation methodology.

Meetings and Workshops

AED assisted in conducting a two-week training program at PCS in Baltimore, two IEC training workshops in Africa with CAFS, and one two-day IEC training workshop in Senegal.

In January, Margaret Parlato organized a two-week training program at PCS in formative research and message development for Francophone Africans from Senegal, Rwanda, Côte d'Ivoire, Niger, and Togo. Mr. Terry Scott assisted in identifying appropriate materials and preparing case studies for the training workshop. Mark Lediard and Michele Lioy assisted Ms. Parlato and PCS staff members Philippe Langlois and Joan Schubert in conducting the workshop.

Mark Lediard and Terry Scott participated in the Nairobi CAFS workshop held in March 1987. Mr. Lediard was the lead trainer for the workshop and provided assistance in developing the training design. Mr. Scott gathered materials for distribution to the trainees and documented the four-week training. Based on this documentation, he developed a training manual for subsequent Anglophone IEC training workshops. Mark Lediard and Michele Lioy participated as lead trainers for the CAFS Francophone training workshops held in Kigali in August and in Lome in September.

AED consultant Cathy Wolfheim conducted a two-day IEC training workshop in Senegal under the Family Health Project. Clinic staff, social workers and other personnel from private sector agencies working with the project were trained in IEC methods. Margaret Parlato also participated as an IEC resource person in the CEDPA Management Workshop and Management Sciences for Health's training program for managers of family planning programs in Francophone Africa.

Films and Materials

AED assisted in developing and identifying materials for many training workshops held throughout the year. In addition to the training manuals mentioned above, AED staff assisted in preparing three video tapes of TV and film spots depicting several examples of IEC activities from around the world. One of the video tapes was prepared for the PCS formative research and message development workshop held in Baltimore. Two tapes were produced for the CAFS IEC training workshops; one in English and one with a soundtrack in French.

AED also developed a collection of audio visual materials for the radio production workshop held in Senegal in July 1987. Selected articles and documents related to family planning were sent from AED to URTNA each month for inclusion in the URTNA Bulletin. The Nepal family planning spots were transferred from video tape to 35mm and 16mm film and release prints were made.

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APPENDIX E

**ANNUAL REPORT
PROGRAM FOR THE INTRODUCTION AND ADAPTATION
OF CONTRACEPTIVE TECHNOLOGY**

ANNUAL REPORT
to
Johns Hopkins University

Cooperative Agreement No. DPE-3004-A-00-6057-00

Submitted by

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

1990 M St., N.W.
Suite 720
Washington, DC 20037

October 1987

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PIACT's Report for Johns Hopkins University/Population Communication
Services' Fiscal Year 1987 Annual Report

SUMMARY

PIACT has provided services to JHU/PCS as outlined in Cooperative Agreement No. DPE-3004-A-00-6057-00. During Year I of the Cooperative Agreement, PIACT received and completed the following Requests for Services (RFS):

- RFS #54: Project development and monitoring (Nigeria) (CP).
- RFS #55: Adaptation of African-region print materials (Zimbabwe) (TA).
- RFS #56: IEC materials production needs assessment (Bangladesh) (NA).
- RFS #57: Project monitoring (Nigeria) (CP).
- RFS #58: Training and materials development (Amendment) (Ghana) (TA).
- RFS #59: IEC materials design and production technical assistance (Bangladesh) (TA).
- RFS #60: Print materials development (Zimbabwe) (TA)
- RFS #61: Project development, implementation, and monitoring (Nigeria) (CP).
- RFS #63: Print materials development (Sudan) (TA).
- RFS #13: Training in interpersonal communication and materials development (Nigeria) (CP).
- RFS #14: Evaluation and technical assistance (Egypt) (TA).

This report summarizes the assistance PIACT provided to JHU/PCS between October 1, 1986, and September 30, 1987.

NEEDS ASSESSMENT (NA)

Bangladesh

As part of a JHU/PCS information, education, and communication (IEC) assessment team, a PIACT staff member, along with representatives from JHU/PCS and Doremus, Porter, Novelli, conducted an assessment of IEC materials production needs in Bangladesh. Specifically, the PIACT staff member 1) assessed production needs for family planning, 2) assisted with the preparation of long- and short-term production plans and strategies, 3) designed production procedures and evaluation plans, and 4) initiated development plans for essential IEC materials in support of service delivery.

The team recommended that a client-centered, phased integrated health and population strategy be implemented and that USAID consider supporting a new Five-Year Communication Strategy. The strategy proposes that selected upazilas with low contraceptive prevalence rates (CPR) be targeted for a long-term research and development effort aimed at improved maternal and child health/family planning (MCH/FP) outcomes. The strategy focuses on rural populations and attempts to promote improved coordination inter- and intra-sectorally. (RFS #56)

COUNTRY PROJECTS (CP)

Nigeria

Throughout the year, several PIACT staff members provided technical support to various JHU/PCS country projects in Nigeria. Assistance was provided in the areas of needs assessment, project development, implementation, monitoring, and evaluation in Anambra, Borno, Gongola, Imo, Lagos, Ogun, Oyo, Plateau, and Rivers States. (RFS #54, 57, 61, 13)

1. Anambra State

PIACT staff monitored the NTA/Enugu project (AF-NGA-08) and assisted with the design and training of interviewers and implementation of a recall survey. During a July 1987 visit, PIACT staff assisted with the finalization of the ABS radio contract, reviewed the University of Nigeria Teaching Hospital (UNTH) family planning clinic acceptor rates, and discussed future possibilities with NTA/Enugu. (RFS #61)

2. Borno State

During a November 1986 visit to Borno State, PIACT staff reviewed and finalized a project proposal with the Ministry of Health (MOH) and the Project Advisory Committee (PAC). A PIACT staff member returned to Borno in July 1987 to implement the project (AF-NGA-10), to orient project

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staff to JHU/PCS reporting procedures, and to set up a materials development workshop and future technical assistance visits.

The Borno State project proposes to carry out the following activities: 1) training in materials development for the Health Education Unit and representatives of the media, 2) production of print materials in Hausa and Kanuri for non- and low-literate mothers on oral rehydration therapy (ORT) and child spacing, 3) production of radio spots on child spacing, immunization, and ORT, 4) production of two episodes of 30-minute television dramas, 5) redesign of an existing 15-minute weekly radio show on various health topics, 6) a one-day symposium on Islam and family planning for policy makers and religious and traditional leaders, and 7) two one-week training workshops focusing on communication in family planning for community health workers and zonal family planning coordinators. (RFS #54, 61, 13)

3. Gongola State

Along with a JHU/PCS staff member, PIACT conducted a needs assessment and explored IEC resources of the MOH and the various media houses in Gongola State. (RFS #61)

4. Imo State

During a technical assistance visit to Imo State in July 1987, PIACT monitored the Imo Women's Workshop project (AF-NGA-06) and revised the project budget with the MOH. The workshop agenda and activities were planned with project staff, radio scripts and contract reviewed with MOH and IBC, and posters designed and reviewed with staff and the artist as part of this visit. (RFS #61)

5. Lagos State

Throughout the year, project monitoring and technical assistance and support have been provided by PIACT to the Planned Parenthood Federation of Nigeria (PPFN) headquarters in Lagos for the management of the Plateau State IEC project (AF-NGA-03) and the Broadcaster's Workshop Project (AF-NGA-05). A workplan and budget were developed by PIACT for the FP Method Booklets Reprinting Project (AF-NGA-09), which involves revision of the booklets, printing instructional materials, retraining PPFN and MOH staff in the use of the booklets, and monitoring and designing a distribution system. (RFS #54, 57, 61)

6. Ogun State

PIACT staff reviewed and finalized a project proposal with the Ogun State MOH in November 1986. During a return visit in July 1987, PIACT implemented the Ogun State project (AF-NGA-11), oriented project staff to JHU/PCS reporting procedures, and set up schedules for technical assistance visits and workshops. An interpersonal communications and counseling workshop was designed by PIACT staff members to be implemented in Ogun in October 1987 as the first activity of AF-NGA-11.

The project for Ogun State proposes to carry out the following activities: 1) a training-of-trainers (TOT) workshop for those involved in the IEC component of the Family Planning Training School, 2) design and provision of an IEC component of the Family Planning Training School, 3) seminars for physicians on family planning, 4) reproduction of posters and leaflets produced under Phase I of the project, 5) securing airtime for radio and television spots produced under Phase I, 6) introduction of family planning motivational theater by a mobile theater group, and 7) design and production of fabric, used for native dress, with a family planning message and motif. (RFS #54, 61, 13)

7. Oyo State

In Ibadan, Oyo State, PIACT provided ongoing technical assistance and monitoring to the development of booklets on female voluntary surgical contraception (AF-NGA-04). Four booklets for low-literates were produced in English, Hausa, Ibo, and Yoruba for use throughout Nigeria. PIACT also assisted project staff with a distribution plan and with the design and training of interviewers for a pre- and post-booklet distribution evaluation survey currently being implemented. (RFS #54, 57, 61)

8. Plateau State

During a technical assistance visit to Plateau State in February 1987, PIACT staff assisted with the design and training of interviewers for an evaluation of the Plateau State project (AF-NGA-05). Monitoring fiscal and programmatic progress of the project and reviewing clinic monitoring data were also provided by PIACT. (RFS #57)

9. Rivers State

In July 1987, PIACT staff assisted JHU/PCS with a needs assessment, exploration of IEC initiatives, and in-project planning and development in Rivers State. (RFS #61)

TECHNICAL ASSISTANCE

PIACT staff and associates provided support to JHU/PCS in a variety of technical assistance missions to Bangladesh, Egypt, Ghana, Sudan, and Zimbabwe.

Bangladesh

In June 1987, a PIACT staff member assisted JHU/PCS with the design of detailed implementation schedules and procedures for IEC media development and production for the Bangladesh IEC Five-Year project proposal.

Assistance was given to USAID/Bangladesh with the review of subcontract documents and implementation of direct contract projects. PIACT also

assisted the IEM Unit of the MOHFP in coordinating the message design and media production by subcontractors and the IEM Unit. (RFS #59)

Egypt

In preparation for an October 1987 technical assistance visit to Egypt to assist USAID/Cairo in evaluating all FP print materials currently available, PIACT staff designed relevant project documents that can be used when assessing FP print materials. (RFS #14)

Ghana

During an April 1987 JHU/PCS team visit to Ghana, a PIACT staff member served as a trainer for an IEC workshop for MOH core trainers and initiated development of materials for service providers. Technical assistance was provided in review of existing materials, identification of materials to be developed, message design and development, determination of future technical assistance requirements for completion of materials, and establishment of a project workplan. (RFS #58 Amendment)

Sudan

The Sudan Community-Based Family Health (SCBFH) project was provided with technical assistance from PIACT in August 1987 to finalize booklets on child spacing and pill use for clients and fieldworkers in preparation for printing. PIACT staff also reviewed and revised the workplan for printing, distribution, and evaluation of the booklets with SCBFHP. (RFS #63)

Zimbabwe

In June 1987, a PIACT Associate travelled to Zimbabwe as part of a JHU/PCS needs assessment team. Activities accomplished during this visit included assessment of national distribution of booklets to CBD workers and nurses and their use to date, initiation of the development of simple leaflets to be distributed by CBD workers, and assistance to the IEC Unit on the development of simple posters and handouts to support the YAS program. (RFS #55, 60)

FILMS AND MATERIALS (FM)

PIACT received no requests to provide assistance with films and materials for JHU/PCS during Year I of the project.

MEETINGS AND WORKSHOPS (MW)

PIACT received no requests to attend meetings or workshops for JHU/PCS during Year I of the project.

ADVISORY GROUP (AG)

The President of PIACT serves as a member of the Advisory Group. However, the Advisory Group did not meet this year. The President continues to review project proposals as requested. During Year I, he reviewed country project proposals for Ghana, Guatemala, Mexico, Nigeria, Turkey, and the Philippines and sent comments on each to JHU/PCS.

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APPENDIX F

**ANNUAL REPORT
DOREMUS PORTER NOVELLI**

Doremus Porter NovelliPCS ANNUAL REPORT

A Senior Associate from Doremus Porter Novelli's International Division along with PATH and JHU/PCS staff members, visited Bangladesh to provide technical assistance to the Information, Education and Motivation (IEM) Unit of the Ministry of Health and Family Planning, and to develop a preliminary plan for a five year information, education, and communication project.

DPN's responsibilities focused primarily on design of the research and evaluation components of the five year project, though DPN also participated in numerous discussions with representatives of various Government of Bangladesh agencies, donor organizations and nongovernmental organizations on a wide range of program-development issues.

By the end of the visit the joint team had produced a draft project proposal and, in collaboration with IEM Unit staff, a workplan for the implementation of IEM activities (as specified by PIL No. 102).

DPN's specific recommendations on research and evaluation included the following:

- The formative research capabilities of the IEM Unit as well as collaborating NGOs could be strengthened. Technical assistance in this area should focus on methods for collecting and analysing qualitative data.
- A two-year demonstration project to test IEC strategies in the field prior to implementation nationally should be given high priority.
- The interventions to be tested should place a significant emphasis on the continued and effective usage of family planning and health products. The demonstration project should also address the potential problems (and opportunities) arising from the integration of family planning and maternal and child health (MCH) services at the community level.
- Ethnographic research focusing on communication networks and small area variations in contraceptive prevalence within the demonstration project area would significantly increase our understanding of the micro-determinants of fertility. Consequently, the demonstration project should include extended community field work carried out, if possible, by professional anthropologists.

APPENDIX G

**FILM GIFTS AND LOANS,
FILM SALES AND RENTALS**

FILM SALES AND RENTALS -- OCTOBER 1986

<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>
Brethern Service Center IPAVS 500 Main Street New Windsor, MD 21176	UPS \$56.74	Techniques of Laparoscopy	Spanish	35	\$115	\$4,025	Sale
		Mexico in the Year 2000	Spanish	35	\$120	\$4,200	Sale
		You	Spanish	35	\$100	\$3,500	Sale
Jeanette May John Snow, Inc. 210 Lincoln Street Boston, MA 02111	UPS \$2.13	Communicating Family Planning: Speak--They Are Listening	English	1	\$190	\$ 190	Sale
Freya Olafson 11 1/2 Centre #1 Cambridge, MA 02139	UPS \$1.80	We Go Where They Are	English	1	\$ 25	\$ 25	Rental

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FILM GIFTS AND LOANS -- OCTOBER 1986

<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>
Jorge Mario Ortega Gerente General IPROFASA 6a. Calle 1-36 Zona 10 Edificio Valsari 60. Nivel, Oficina 602 Guatemala City GUATEMALA	Parcel Post \$27.70	Two Roads - Social Marketing A Method for John and Mary Women and the Pill You The Cheerful Revolution Sowing the Seeds of Health	Spanish Spanish Spanish Spanish Spanish Spanish Spanish	1 1 1 1 1 1 1			Gift Gift Gift Gift Gift Gift Gift
Dr. Jose Rubin Alcantara Diaz Servicios Coordinados en el Estado de Mexico Atlatzacoalco MEXICO	Parcel Post \$20.50	A Method for John and Mary Mexico in the Year 2000 Two Roads A Talk About Vasectomy Breast Self Examination Women and the Pill	Spanish Spanish Spanish Spanish Spanish Spanish	1 1 1 1 1 1			Gift Gift Gift Gift Gift Gift
M.N. Thuo Family Planning Association of Kenya Nairobi KENYA	Parcel Post \$28.60	The Cheerful Revolution Choice Not Chance Lessona for the Future Indonesia: Family Planning First A Queation of Choicer Sowing the Seeds of Health The Time of Your Life	English English English English English English English English	1 1 1 1 1 1 1 1			Gift Gift Gift Gift Gift Gift Gift Gift
Ronny Shtarkshall The Hebrew University Jerusalem ISRAEL	Parcel Post \$18.20	Choice Not Chance Communicating Family Planning: Speak: They Are Listening We Go Where They Are Social Marketing	English English English English English	1 1 1 1 1			Gift Gift Gift Gift Gift

Film Gifts, Loans,
Sales and Rentals

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FILM SALES AND RENTALS -- NOVEMBER 1986

<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>
Norman L. Paul, M.D. Harrington Park Suite 6 394 Lowell Street Lexington, MA 02173	UPS \$2.13	The Cheerful Revolution	English	1	\$160	\$160	Sale

FILM GIFTS AND LOANS -- NOVEMBER 1986

<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>
Grace Ogbonna State Family Planning Coordinator Ministry of Health Imo State NIGERIA	Hand Delivered	The Cheerful Revolution	English	1			Gift

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FILM SALES AND RENTALS -- DECEMBER 1986

<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>
NONE							

FILM GIFTS AND LOANS -- DECEMBER 1986

<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>
Samalia Usaini State Secretary Jos Plateau State NIGERIA	Parcel Post \$5.20	The Time of Your Life	English	1			Gift

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FILM SALES AND RENTALS -- JANUARY 1987

<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>
AVSC Program Brethren Service Center Distribution Center Route 31 & Church Street New Windsor, MD 21776	UPS \$4.29	A Question of Choice	English	7	\$150	\$1,050	Sale

FILM GIFTS AND LOANS -- JANUARY 1987

<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. Reginald Eke Chief Health Officer Ministry of Health Imo State NIGERIA	Parcel Post \$7.80	Communicating Family Planning: Speak--They Are Listening	English	1			Gift

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FILM SALES AND RENTALS -- FEBRUARY 1987

<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>
New Windsor Service Center Corner Church & Route 30 P.O. Box 188 New Windsor, MD 21776 for the Pathfinder Fund	UPS \$4.32	Dos Caminos	Spanish	3	\$140	\$420	Sale
		La Ciudad: Implicaciones para el Futuro	Spanish	2	\$130	\$260	Sale
		Metodo para Juan y Maria	Spanish	2	\$100	\$200	Sale
		Vamos Donde Ellos Van	Spanish	3	\$ 85	\$255	Sale
		Sembrando Salud	Spanish	1	\$145	\$145	Sale
The Pathfinder Fund 1330 Boylston Street Boston, MA 02167	UPS \$3.63	Dos Caminos	Spanish	1	\$140	\$140	Sale
		La Ciudad: Implicaciones para el Futuro	Spanish	1	\$130	\$130	Sale
		Metodo para Juan y Maria	Spanish	1	\$100	\$100	Sale
		La Ciudad: Implicaciones para el Futuro	Spanish	1	\$100	\$100	Sale
		Vamos Donde Ellos Van	Spanish	1	\$ 85	\$ 85	Sale
Sembrando Salud	Spanish	1	\$145	\$145	Sale		
OMG Booksource Co. 6122 Reisterstown Road Baltimore, MD 21215	UPS \$1.49	The Cheerful Revolution (Une Revolution Joyeuse)	French	1	\$160	\$160	Sale
AVSC Program Brethren Service Center Distribution Center Route 31 & Church Street New Windsor, MD 21776	UPS \$1.40	A Question of Choice	French	1	\$150	\$150	Sale

Film Gifts, Loans,
Sales and Rentals

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FILM GIFTS AND LOANS -- FEBRUARY 1987

<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>
NONE							

Appendix G

FILM SALES AND RENTALS -- MARCH 1987

<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>
Neena Paul Population Reference Bureau, Inc. 777 14th St., N.W. Suite 800 Washington, D.C. 20005	UPS \$1.49	The Cheerful Revolution	English	1	\$160	\$160	Sale

FILM GIFTS AND LOANS -- MARCH 1987

<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>
Management Sciences for Health/MPHTP 165 Allandale Road Boston, MA 02130	UPS \$1.97	Social Marketing	French	1	\$145	\$145	Loan

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FILM SALES AND RENTALS -- APRIL 1987

<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>
Association for Voluntary Surgical Contraception 122 E. 42nd Street. 18th Floor New York, NY 10168 Attn: Syed Jafri/Equipment Services Department P.O. AVSC - 87070 S.R. 3663	UPS \$1.40	A Question of Choice	French	1	\$150	\$150	Sale
IDEPS 1819 H Street, N.W. Suite 230 Washington, D.C. 20006	UPS \$1.23	A Question of Choice (secam video cassette)	French	1	\$115	\$115	Sale

Film Gifts, Loans,
Sales and Rentals

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FILM GIFTS AND LOANS -- APRIL 1987

<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>
Joyce Naisho Deputy Head, Family Health Unit African Medical and Research Foundation (AMREF) Wilson Airport P.O. Box 30125 Nairobi KENYA	Hand Carry	Choice Not Chance Indonesia: Family Planning First Lessons for the Future The Moment of Truth The Time of Your Life We Go Where They Are	English English	1 1			Gift Gift
Sylvia Vriesendorp Management Sciences for Health/FPMP 165 Allandale Road Boston, MA 02192	UPS \$1.80	Lessons for the Future	French	1			Loan

Appendix G

(continued)

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FILM GIFTS AND LOANS -- APRIL 1987

<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>
Merrick Communications 1929 37th Street, N.W. Washington, D.C. 20007	UPS \$1.82	Mexico in the Year 2000 A Question of Choice The Island Way	English English English	1 1 1			Loan Loan Loan
Amadou Gueye Secretarist Executif Association Senegalaise pour le Bien-etre Familial (ASBEF) Route du Front de Terre Dakar SENEGAL	Parcel Post \$11.70	Lesson for the Future Communicating Family Planning: Speak--They Are Listening	French English	1 1			Gift Gift
D.N. Nturibi Communication Management Specialist Family Planning Private Sector Programme P.O. Box 46042 Nairobi KENYA	Parcel Post \$16.90	Choice Not Chance The Moment of Truth The Time of Your Life We Go Where They Are You	English English English English English	1 1 1 1 1			Gift Gift Gift Gift Gift
Dr. Farouk A. Aziz Director EDC Khartoum SUDAN	UPS \$2.15	Choice Not Chance Communicating Family Planning: Speak--They Are Listening Indonesia: Family Planning First The Time of Your Life	English English English English	1 1 1 1			Gift Gift Gift Gift
Dr. Samuel Umav Director Medical Services Ministry of Health Kaduna Kaduna State NIGERIA	Parcel Post \$7.80	Indonesia: Family Planning First	English	1			Gift

Film Gifts, Loans,
Sales and Rentals

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FILM SALES AND RENTALS -- MAY 1987

<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>
The Pathfinder Fund 9 Galen Street Suite 217 Watertown, MA 02172	UPS \$4.70	Sembrando Salud/Sowing the Seeds of Health	Spanish	5	\$145	\$725	Sale
		Dos Caminos/Two Roads	Spanish	5	\$140	\$700	Sale
		Vamos Donde Ellos Van/We Go Where They Are	Spanish	5	\$ 85	\$425	Sale

FILM GIFTS AND LOANS -- MAY 1987

<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>
Georgetown University Library A-VLRA Attn: Brennan 37th & O Streets, N.W. Washington, D.C. 20057	UPS \$1.49	The Cheerful Revolution	English	1			Loan
Dr. Orlando Batallas M. Director Centro Obstetrico Familiar Quito ECUADOR	Parcel Post \$7.80	A Talk About Vasectomy	Spanish	1			Gift
		Women and the Pill	Spanish	1			Gift

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FILM SALES AND RENTALS -- JUNE 1987

<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>
NONE							

FILM GIFTS AND LOANS -- JUNE 1987

<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>
S.A. Nakhisa	Parcel	Choice Not Chance	English	1			Gift
Nursing Coordinator	Post	The Moment of Truth	English	1			Gift
Protestant Churches Medical Association	\$14.30	The Time of Your Life	English	1			Gift
P.O. Box 30690 Nairobi KENYA		You	English	1			Gift

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FILM SALES AND RENTALS -- JULY 1987

<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>
Association for Voluntary Surgical Contraception 122 E. 42nd Street 18th Floor New York, NY 10168 Attn: Syed Jafri/ESD	UPS \$1.40	A Question of Choice	French	1	\$150	\$150	Sale

FILM GIFTS AND LOANS -- JULY 1987

<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. Carlos Hinope Espinoza Centro Medico Ruial Lambayaque PERU	Parcel Post \$10.40	Two Roads Sowing the Seeds of Health	Spanish Spanish	1 1			Gift Gift
Ms. Nancy Pearlman Educational Communication Inc. P.O. Box 35473 Los Angeles, CA 90035	UPS \$7.15	The Cheerful Revolution The City: Implications Indonesia: Family Planning First Lessons for the Future	English English English English	1 1 1 1			Gift Gift Gift Gift

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FILM SALES AND RENTALS -- AUGUST 1987

<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>
NONE							

FILM GIFTS AND LOANS -- AUGUST 1987

<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. Juan Manuel Cortes Ramirez Dept. of Teaching and Research General Hospital of Zacatecas Zacatecas MEXICO	Parcel Post \$4.90	You	Spanish	1			Gift
Dr. Juan Manuel Cortes Ramirez Dept. of Teaching and Research General Hospital of Zacatecas Zacatecas MEXICO	Air Parcel Post \$11.05	You	Spanish	1			Gift

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FILM SALES AND RENTALS -- SEPTEMBER 1987

<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>
NONE							

FILM GIFTS AND LOANS -- SEPTEMBER 1987

<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. W.O. Igun Course Coordinator Nurse Tutors Course University College Hospital FTCTHS P.M.B. 5116 Ibadan NIGERIA	Parcel Post \$7.80	Communicating Family Planning: Speak—They Are Listening	English	1			Gift
Sr. Bernal Chavarria Navas Promotor Social Ministerio de Salud Direccion Regional de Salud Brunca San Isidro de el General 8000, Perez Seledon San Jose COSTA RICA	Parcel Post \$5.88	La Ciudad Implicaciones Para el Futuro Comunicando Planificacion Familiar, Extendiendo la Ayuda Un Problema de Eleccion Dos Caminos Vamos Donde Ellos Van	Spanish Spanish Spanish Spanish Spanish	1 1 1 1 1			Gift Gift Gift Gift Gift

1987

APPENDIX H

NON-EXPENDABLE EQUIPMENT PURCHASED

Non-Expendable Equipment Purchased
(\$1,000 or more)
October 1, 1982 - September 30, 1987

<u>VENDOR</u>	<u>DESCRIPTIONS</u>	<u>NUMBER OF ITEMS</u>	<u>DATE PURCHASED</u>	<u>COST</u>
		1	8/07/85	15,251.55
CPT Corp.	Shared Resource connexion system	1	4/14/83	10,990.00
CPT Corp.	8535 Word Processor	1	4/14/83	8,990.00
CPT Corp.	8535 Word Processor	1	7/14/83	8,990.00
CPT Corp.	8535 Word Processor	1	1/24/85	5,390.00
CPT Corp.	8535 Word Processor	1	2/22/85	5,390.00
CPT Corp.	8535 Word Processor	1	7/21/86	4,400.00
Lawrence Mark Co.	8535 Word Processor	1	4/14/83	1,350.00
CPT Corp.	Sheet Feeder	1	4/14/83	2,000.00
CPT Corp.	Rotary VIII Printer	1	6/21/84	1,600.00
CPT Corp.	Rotary VIII Printer	1	2/06/85	1,700.00
CPT Corp.	Rotary VIII Printer	1	11/7/85	10,700.00
Xerox Corp.	Xerox 1055	1	11/7/85	2,495.00
Xerox Corp.	Xerox 1025	1	5/24/84	2,319.00
IBM Corp.	IBM PC Color Display Monitor with Disk Drives	1	5/24/84	1,467.50
IBM Corp.	IBM Color Printer and Adapter	1	4/22/85	1,700.70
Logical Choice	IBM PC Monochrome Monitor with Disk Drives	1	11/6/84	1,832.00
IBM Corp.	IBM PC Monochrome Monitor with Disk Drives	1	4/09/85	2,626.00
MD Office Systems	Hewlett Packard Laser Jet Printer and Adapter	1	5/24/84	2,319.00
IBM Corp.	IBM PC Color Display Monitor with Disk Drives	1	1/10/86	2,751.00
Professional Products	Videocassette Player/Recorder (V0-56300) with Sony TV Tuner (TU-1110)	1	4/22/85	1,640.00
Multiplex Display	Poster Display with 20 Panels	1	86-87	992.00
Xerox Corp.	Xerox 6060 PC	1	86-87	992.00
Xerox Corp.	Xerox 6060 PC	1	86-87	992.00
Xerox Corp.	Xerox 6060 PC	1	86-87	992.00
Xerox Corp.	Xerox 6060 PC	1	86-87	1,217.00
Xerox Corp.	Xerox 6060 PC	1	86-87	665.00
Xerox Corp.	Xerox Memory Writer Typewriter	1	86-87	3,995.00
Xerox Corp.	Xerox Laser Printer	1	86-87	3,450.00
CPT Corp.	Phoenix Jr. Word Processor with 384k 0" Drive and Monitor	1	86-87	2,500.00
CPT Corp.	LP6 Laser Printer	1	86-87	2,500.00
CPT Corp.	LP6 Laser Printer	1	86-87	38,855.18
CPT Corp.	ODS 301 16 user 140 MB3 MG RAM with software cables and connectors	1	86-87	1,075.00
IBM Corp.	IBM PC XT Monochrome Monitor with Disk Drives	1	86-87	1,075.00
IBM Corp.	IBM PC XT Monochrome Monitor with Disk Drives	1	86-87	1,087.00
IBM Corp.	IBM PC XT 640k Monochrome Monitor with Disk Drives	1	86-87	2,090.00
Development through self reliance	1100 plus Toshiba Laptop Computer and Diconix Printer with Cables	1	86-87	1,930.00
Development through self reliance	Toshiba 1100 plus Laptop Computer and Diconix Printer with Cables	1	86-87	2,695.00
Panafax Corp.	Panafax Machine-UF600	1	86-87	1,004.22
Sony Corp.	Sony Multistandard VCR	1	86-87	1,625.00
Visual Sound	Panasonic VHS multistandard Video Player	1	86-87	870.00
Total Audio Visual Systems	Telex Copyette 1 & 3	1	86-87	<u>22,050.00</u>
Xerox Corp.	Xerox 1075 Copier	1		188,553.15
TOTAL				

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