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POPULATION COMMUNICATION SERVICES  
Population Information Program

The Johns Hopkins University

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FOR FOURTH YEAR  
POPULATION COMMUNICATION SERVICES  
JOHNS HOPKINS UNIVERSITY  
(October 1, 1985 - September 30, 1986)

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

## POPULATION COMMUNICATION SERVICES

October 1, 1985 - September 30, 1986

### SUMMARY AND HIGHLIGHTS

In Year Four, the Johns Hopkins University Population Communication Services (JHU/PCS) project expanded communication activities in Asia, Africa, and Latin America and attracted international attention to the promising role of mass media in transmitting well-designed public health messages to key audiences. The success of the Tiana and Johnny music video project using an entertaining format to communicate a message about sexual responsibility has influenced the design of IEC projects worldwide toward a more sophisticated use of multi-media technology. This project has also underscored the trend in Year Four toward sharing FP/IEC expertise across countries, regions and continents, as evidenced by an increase in the number of regional projects underway or under development. The total number of activities has grown each year in response to a strong demand for FP/IEC services from developing countries. In fact, in only four years the number of JHU/PCS activities exceeded the total number of activities planned for the full five-year period of the first Cooperative Agreement. To continue funding, a new five-year Cooperative Agreement was signed and became operative beginning in FY1987.

Major program outputs during FY1986 were:

- Nine (9) Needs Assessments, requested by AID missions in Bangladesh, Ghana, Kenya, Mauritius, Rwanda, Senegal, Sierra Leone, Togo, and Turkey. This makes a total of 32 full or partial needs assessments in four years compared with the total of 16 specified in the JHU/PCS Cooperative Agreement over a five-year period.
- Eight (8) Country Projects initiated in Year Four with nineteen (19) additional projects under development under the new Cooperative Agreement. With 18 projects currently underway and 8 completed, JHU/PCS has already exceeded the 15-20 country projects specified in the Cooperative Agreement over a five-year period.
- Thirty-five (35) Technical Assistance trips to 18 countries. This makes a total of 97 technical assistance trips in four years compared with 60 technical assistance trips specified in the Cooperative Agreement over a five-year period.
- Twenty-eight (28) meetings and workshops attended by 1,200 people. This represents a total of 56 meetings and workshops in four years compared with 13 specified in the Cooperative Agreement over a five-year period.
- A Media/Materials Collection of over 6,800 items which filled 650 requests for materials, mailed out 324 films to developing countries and distributed more than 1,500 copies of five different PCS Packets of sample materials.

- Expenditures of \$3,791,916, including contract and subagreement accruals. Cumulative expenditures through Year Four plus unexpended obligations in approved country projects initiated through Year Four total \$9,512,155, leaving only \$351,690 including estimated accruals.

JHU/PCS emphasis has been oriented toward mass media and complemented by on-the-job training. While JHU/PCS-supported activities continued to produce impressive numbers of print, radio and television materials for family planning users, potential users, and the general public, there was a notable expansion in the variety of media materials produced in Year Four. New items produced this year include popular songs, videos, a film and film transfer, micro-programs for radio, teaching manuals, mini-comics, radio broadcast bulletins, and ORT and asepsis cards.

Over the past four years, JHU/PCS staff, consultants and the staff of the US contractors--the Academy for Educational Development (AED) and the Program for the Introduction and Adaptation of Contraceptive Technology (PIACT)--have worked in 57 countries--23 in Africa, 20 in Latin America and the Caribbean, 7 in Asia and 7 in the Near East. Following are some of the highlights of regional and country activities.

### Africa

During Year Four, JHU/PCS representatives travelled to 18 sub-Saharan African countries. Five country projects in Burkina Faso, Mali, and Nigeria (3) were initiated. Ten additional projects were developed in Nigeria (8), Côte d'Ivoire, and Niger to be implemented under the new Cooperative Agreement. Seven needs assessments were conducted: Ghana, Kenya, Mauritius, Rwanda, Senegal, Sierra Leone, and Togo. JHU/PCS representatives provided technical assistance to 10 countries--Burkina Faso, Côte d'Ivoire, Ghana, Kenya, Lesotho, Liberia, Senegal, Togo, Zaire, and Zimbabwe. While workshops ranged from one day, for the promotion of FP materials, to two weeks, for training-of-trainers, much of the focus in Year Four has been on training to strengthen institutional capabilities. JHU/PCS staff provided major technical assistance to the CAFS regional training project, funded by REDSO/ESA, and also worked with REDSO/WCA to strengthen training programs and develop generic materials and posters.

### Latin America and the Caribbean

JHU/PCS representatives travelled to 10 countries in Latin America during Year Four. Three country projects in Mexico were started; two projects ended--Mexico and Honduras--and three new projects in Guatemala, Colombia, and Trinidad and Tobago were developed. Technical assistance was provided to El Salvador and Peru. Nine conferences for national leaders in Bolivia and two institutional FP orientation sessions in Honduras were conducted.

### Asia

In Year Four, JHU/PCS representatives provided technical assistance to six Asian countries: Bangladesh, India, Indonesia, Pakistan, Philippines and Thailand. A regional communication advisor provided extensive TA in India in support of the AID bilateral program as well as to other government and private family planning activities. One needs assessment was conducted in Bangladesh, three

country projects were developed in the Philippines, and three projects in Nepal were completed.

### Near East

In Year Four, Turkey was the major focus of JHU/PCS activities in the Near East, where one needs assessment was conducted and two country projects were developed.

### Evaluation

During Year Four, a greater effort was made to incorporate an evaluation component into the design of JHU/PCS-supported activities. Evaluations have been completed or are nearing completion in 11 projects covering a wide range of activities: two multi-media projects, a Latin American regional project (Tatiana and Johnny) and one in Kwara State, Nigeria; four radio projects in Costa Rica, Colombia, Honduras and Mexico; two film video projects in Liberia and Kenya; one TV project in Enugu, Nigeria; and two mostly pictorial booklets in Nepal and Nigeria. Evaluations were conducted by JHU/PCS evaluation consultants and independent evaluation firms using a variety of evaluation methodologies: surveys and questionnaires.

From these evaluations some general observations have begun to emerge: first, it is clear that the multi-media campaigns have had a strong impact on increasing the number of referrals for FP services; second, results from radio projects in Latin America indicate that radio in general has had an impact in successfully disseminating FP information and is effective in reinforcing existing views on FP; third, results from print materials activities in Nepal, Nigeria and Mexico showed that client FP knowledge increased and the skills of health workers improved when health workers used booklets while counseling clients.

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## LIST OF ABBREVIATIONS

AAO	AID Affairs Officer
ABEPF	Associação Brasileira de Entidades de Planejamento Familiar (Association of Brazilian Family Planning Agencies)
ADS	Asociación Demográfica Salvadoreña (Salvadoran Demographic Association)
AED	Academy for Educational Development
AFH	Action Familiale d'Haiti (Haitian Organization for Family Action)
AID/W	Agency for International Development/Washington
AMIDEM	Academia Mexicana de Investigación en Demografía Médica, A.C. (Mexican Academy for Research on Medical Demography)
AMPF	Association Marocaine pour le Planning Familial (Moroccan Family Planning Association)
AMPPF	Association Malienne pour la Protection et la Promotion de la Famille (Malian Association for the Protection and Promotion of the Family)
APROFAM	Asociación Pro-Bienestar de la Familia de Guatemala (Guatemalan Family Welfare Association)
ASBU	Arab States Broadcasting Union
ASHONPLAFA	Asociación Hondureña de Planificación de Familia (Honduran Family Planning Association)
AV	Audio-visual
AVS	Association for Voluntary Sterilization
BEMFAM	Sociedade Civil Bem Estar Familiar no Brasil (Brazilian Family Welfare Association)
BKKBN	National Family Planning Board of Indonesia
C	Consultant
CAFS	Centre for African Family Studies
CBD	Community Based Distribution
CDC	Centers for Disease Control
CEDPA	Centre for Development and Population Activities

CERAV	Centre d'Enseignement et de Recherche Audio-Visuel (Center for Teaching and Audio-Visual Research -- Ivory Coast)
CMO	Contraceptive Marketing Organization (India)
CNA	Communication Needs Assessment
COF	Centro de Orientación Familiar (Center for Family Guidance -- Bolivia)
COMMAT	Communication Management Advertising Training, Inc. (Nepal)
CONAPOFA	Consejo Nacional de Población y la Familia (National Council on Population and the Family--Dominican Republic)
CP	Country Project
CRS	Contraceptive Retail Sales
DHE	Directorate of Health Education
DORC	Development Oriented Research Centre (Nepal)
DTCP	Development Training and Communication Programme (Thailand)
FAN	Fertility Association of Nigeria
FEMAP	Federación Mexicana de Asociaciones Privadas de Planificación Familiar A.C. (Mexican Federation of Private Family Planning Associations)
FFI	Fuentes y Fomento Intercontinentales (Intercontinental Sources and Development -- Mexico)
FH	Family Health
FHI	Family Health Initiatives
FLAS	Family Life Association of Swaziland
FLPP	Family Life Promotion Project (Liberia)
FM	Films and Materials
FP	Family Planning
FPA	Family Planning Association
FPAL	Family Planning Association of Liberia
FPATT	Family Planning Association of Trinidad and Tobago
FPAU	Family Planning Association of Uganda

FPIA	Family Planning International Assistance
FRCN	Federal Radio Corporation of Nigeria
FRU	Fertility Research Unit of the University of Ibadan, Oyo State (Nigeria)
FY	Fiscal Year
IASC	Indonesian Association for Secure Contraception
ICOMP	International Committee on Management of Population Programs
IEC	Information, Education and Communication
IESS	Instituto Ecuatoriano de Seguridad Social (Ecuadoran Social Security Institute)
IHSS	Instituto Hondureño de Seguridad Social (Honduran Social Security Institute)
IMSS	Instituto Mexicano de Seguro Social (Mexican Social Security Institute)
INADES	Institut Africain pour le Développement Economique et Sociale/Centre Africain de Formation (African Institute for Economic and Social Development/African Training Center)
INPPARES	Instituto Peruano de Paternidad Responsable (Peruvian Institute for Responsible Parenthood)
INTRAH	Program for International Training in Health
IPPF	International Planned Parenthood Federation
IRHP	Integrated Rural Health and Population Project (India)
ISTI	International Science and Technology Institute
IUCD	Intra-uterine Contraceptive Device
JFPPA	Jordan Family Planning and Protection Association
JHPIEGO	Johns Hopkins Program for International Education in Gynecology and Obstetrics
KBC	Kano Broadcasting Corporation (Kano State, Nigeria)
KAP	Knowledge, Attitude and Practice
LDC	Less Developed Country
LP	Long-playing record

MCH	Maternal and Child Health
MEFSN	Ministère de l'Essor Familial et de la Solidarité Nationale (Burkina Faso Ministry of Social Welfare and National Solidarity)
MII	Manoff International Inc.
M/MC	Media/Materials Collection
MOE	Ministry of Education
MOH	Ministry of Health
MOHFW	Ministry of Health and Family Welfare
MOIB	Ministry of Information and Broadcasting
MSWNS	Ministry of Social Welfare and National Solidarity
MW	Meetings and Workshops
NA	Needs Assessment
NCIH	National Council on International Health
NCPD	National Council for Population and Development (Kenya)
NFP	Natural Family Planning
NIHFW	National Institute for Health and Family Welfare (India)
NORC	Narayan Oriental Research Centre (Nepal)
NPN	Needham Porter Novelli
NTA	Nigerian Television Authority
OC	Oral Contraceptives
ORT	Oral Rehydration Therapy
ORTS	Office de Radiodiffusion Télévision du Sénégal (Senegal Radio and Television Bureau)
PAHO	Pan American Health Organization
PBHW	Panchayat Based Health Worker
PCDA	Population and Community Development Association (Thailand)
PCF	Population Center Foundation (Philippines)
PEC	Programme Exchange Centre, URTNA (Kenya)

PIACT	Program for the Introduction and Adaptation of Contraceptive Technology
PIATA	Programa para la Introducción y Adaptación de Tecnología Anticonceptiva (Program for the Introduction and Adaptation of Contraceptive Technology)
PID	Project Identification Document
PIP	Population Information Program
PMM	Peat, Marwick, Mitchell and Co.
POPCOM	National Population Commission (Philippines)
PP	Project Paper
PPASL	Planned Parenthood Association of Sierra Leone
PPAZ	Planned Parenthood Association of Zambia
PPFN	Planned Parenthood Federation of Nigeria
PR	Public Relations
PROFAMILIA	Asociación Pro-Bienestar de la Familia Colombiana (Association for Colombian Family Welfare)
RAPID	Resources for the Awareness of Population Issues in Development
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. (Kenya)
RTI	Radiodiffusion Télévision Ivoirienne (Ivory Coast Radio and Television)
RTM	Radio Télévision Marocaine (Moroccan Radio and Television)
RTO	Regional Training Officer
SANRU	Projet de Santé Rural (Rural Health Project of Zaire)
SCBFHP	Sudan Community Based Family Health Project
SFCA	Sudan Fertility Control Association
SFHCA	Somali Family Health Care Association

SHT	School of Health Technology (Ondo State, Nigeria)
SOMARC	Social Marketing for Change
TA	Technical Assistance
TAVS	Thai Association for Voluntary Sterilization
TFHPF	Turkish Family Health and Planning Foundation
TKGVTV	Türk Kadınini Güçlendirme Ve Tanıtma Vakfi (Strengthening the Status and Promotion of Women -- Turkey)
TOT	Training of Trainers
UNFPA	United Nations Fund for Population Activities
UNTH	University of Nigeria Teaching Hospital
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
VOK	Voice of Kenya
VSC	Voluntary Surgical Contraception
ZNFPC	Zimbabwe National Family Planning Council

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

### Introduction

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

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

After four years, the quantitative goals initially set for these outputs have been reached or exceeded. In addition, the Cooperative Agreement calls for JHU/PCS to work in 15-20 countries, whereas JHU/PCS representatives have travelled to 57 countries to date.

Activities in the five project output categories are described below. Table 1 provides a summary of major project activities and accomplishments during the first four years of the project.

### Needs Assessment and Planning

Nine needs assessment and planning missions were completed during the fourth project year in Bangladesh, Ghana, Kenya, Mauritius, Rwanda, Senegal, Sierra Leone, Togo, and Turkey. This brings to 32 the total number of needs assessments completed in four years and doubles the 16 needs assessments originally proposed over the five-year period of the Cooperative Agreement. All of the needs assessments conducted during Year Four were at the request of the AID Mission or AID regional population officer. The results of these assessments will be used in project planning by the AID Mission or other donors.

### Country Projects

The total number of country projects underway or completed by the end of Year Four was 26. Eight of these projects were initiated in Year Four: three in Nigeria, one in Mali, three in Mexico, and one regional project in Latin America. As FY1987 begins, 19 new country projects are under development--11 in Africa (six in Nigeria), three in Latin America, three in Asia, and two in the Near East.

The JHU/PCS five-year Cooperative Agreement called for JHU/PCS to support 40 one-year projects in 15-20 countries. By the end of Year Four, JHU/PCS-funded projects had already exceeded more than 43 project-years. The 29 projects begun since Year One will, when completed, represent almost 50 project-years.

Country projects are listed in Table 2 and described in more detail in Part II of this report, entitled "Major Regional and Country Activities."

Year Four saw a dramatic increase in the variety of materials produced under JHU/PCS-supported projects (see Table 3 and 4). Almost half of the new

materials produced this year reflect the increasing ability of many countries to utilize an audio visual media approach. Examples include:

- 3 family planning songs
- 10 videos
- 13 episodes of a TV "magazine format" series
- 1 30-minute film
- 1 16mm film transfer
- 5 film spots
- 8 micro-programs for radio
- 3 demonstration radio programs

JHU/PCS projects also produced new kinds of print materials in FY1986 such as:

- 2 mini-comics (80,000 copies)
- 6 issues of a bulletin for radio broadcasters (3,000 copies)
- 2 teaching manuals
- 1 press kit
- 9 pamphlets (388,000 copies)
- 2 national FP logos
- ORT and Asepsis Cards (30,000 copies) and Asepsis guidelines (2,000 copies)

Table 3 shows the materials produced by JHU/PCS during Year Four, either through country projects or through direct funding of materials developed. Nearly 10,000 booklets, 28,000 posters, and 110,000 flipcharts were produced, and approximately 312,000 radio spots and programs and 10,000 television spots and programs were broadcast this year.

Table 4 provides a summary of all materials produced by JHU/PCS projects during the first four project years. To date, JHU/PCS projects have produced nearly 2.8 million copies of booklets, pamphlets, and flyers, more than 88,000 copies of posters and calendars, 593 radio spots and 401 radio programs broadcast nearly 278,000 times, and 10 television spots, 10 videos and 18 TV programs broadcast more than 10,000 times. Additional materials are under production or have already been produced and will soon have copies made and distributed or will soon be broadcast.

#### Technical Assistance

Requests from AID Missions for JHU/PCS technical assistance continued to increase during FY1986. During Year Four, JHU/PCS representatives completed 35 technical assistance (TA) visits to 18 countries, resulting in a total of 75 person-weeks of TA (see Table 5). Most of these trips were to Africa (23 trips to 10 countries). Table 6 provides a detailed description of each TA visit during FY1986. The listing of TA visits does not cover visits made by JHU/PCS staff, subcontractors and consultants to provide technical assistance to JHU/PCS-funded projects. These visits are described in the appropriate country project summary in Part II.

Further technical assistance was provided by the JHU/PCS Regional Communication Advisor, resident in New Delhi. Through this position, JHU/PCS has been providing TA to the AID Mission and to various Indian governmental and

private agencies since January 1985. While these activities are not reflected in the summaries on technical assistance, Tables 5 and 6, they are described in more detail in the Asia section of Part II of this report.

During Year Four, requests from AID Missions, UNFPA, World Bank and other donor agencies for IEC consultant referrals continued to increase. The computerized JHU/PCS Consultant Roster contains the résumés of more than 400 international communication experts, representing a wide variety of international work experience, communication and program management expertise, and language skills. An additional 300 résumés are on file. During Year Four, a concerted effort was made to identify African nationals and Latin American speakers with IEC expertise. Approximately five computer searches are made each week to identify consultants with the desired combination of communication, country and language skills.

### Meetings and Workshops

During Year Four JHU/PCS supported 17 workshops in Africa and 11 in Latin America, which were attended by nearly 1,200 people (see Table 7). Two of these, TELEVISA and CAFS, were international in scope. The TELEVISA workshop brought African media producers to Mexico to see how family planning messages could be conveyed in soap operas. The CAFS TOT workshop brought together CAFS senior staff and IPPF field staff from seven African countries to be trained as resource persons in IEC planning, strategy development and audience analysis.

Other nationally oriented workshops featured FP/IEC training in the provision of services, distribution and use of materials, and motivation of national leaders. Among these were:

- Plateau State, Nigeria - 12 one-day workshops for 30 participants to promote the use and distribution of FP/IEC materials.
- Zaire - one-week workshop for 18 representatives of national organizations providing family planning services to develop national IEC strategy.
- Bolivia - nine conferences for a wide spectrum of national leaders (750 participants) to link population dynamics with social and economic development issues.

In addition to meetings and workshops, JHU/PCS staff members made presentations at seven major professional and international meetings, appeared in national and international radio and television shows, and wrote a number of articles for publication (see Part V of this report "Papers, Presentations, and Publicity," for more details). Highlights include:

- ICOMP meeting in Costa Rica, April-May 1986 -- Phyllis Piotrow made a presentation on IEC management and Patrick Coleman presented the Tatiana and Johnny videos.
- APHA meeting in Las Vegas, September 1986 - JHU/PIP/PCS and its contractors presented a total of six papers or poster sessions based on PIP/PCS activities.

- People - the IPPF quarterly cover feature in early 1986 was an article on the Tatiana and Johnny project by Patrick Coleman, a lead article by Cynthia Green in the "Making Messages Matter" section, and photographic reference to an article by José Rimon on FP communication in Nigerian marketplaces.
- Several waves of international and domestic media attention focussed on JHU/PCS as a result of the tremendous success of the Tatiana and Johnny project. This attention has fostered the recognition of JHU/PCS as an innovative leader in family planning/population communication.

#### Films, Materials, the M/MC

Year Four saw the emergence of the Media/Materials Collection (M/MC) as a model FP/IEC resource center for IEC organizations seeking to set up similar collections. Year Four also saw a considerable increase in M/MC activities. From the end of Year Three, the total number of sample IEC materials from around the world nearly doubled to almost 6,800. Requests from the field, from USAID missions, and international organizations for sample materials increased by almost a third to an average of 54 per month in Year Four, and films and materials were provided to 81 different countries. The M/MC distributed more than 324 Airlie films in Year Four, up from 256 in Year Three. Recipients of PCS packets increased to more than 1,500 in Year Four from about 1,000 in Year Three. The M/MC produced a sixth packet, "Working With The Media," and several slide presentations. The M/MC continues to develop composite video and audio tapes for training and other uses, to provide sample IEC materials in response to specific requests, and to organize personalized orientation tours for the growing numbers of visitors seeking an overview of FP/IEC activities (see Part III of this report, "Media/Materials Collection," for more details.)

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

Region	Needs Assessment & Planning	Country Projects Under Development	Country Projects Underway	Country Projects Completed	Technical Assistance Visits	Meetings and Workshops	Provision of Films and Materials*
<u>FY1983</u>							
Africa	2	1	0	0	2	0	13
Latin America	5	3	1	0	11	1	12
Asia	0	0	0	0	0	0	2
Near East	1	0	1	0	1	0	1
Subtotal	8	4	2	0	14	1	28
<u>FY1984</u>							
Africa	7	5	2	0	10	3	25
Latin America	0	0	5	0	5	3	16
Asia	3	1	2	0	4	2	4
Near East	1	0	0	0	1	0	4
Subtotal	11	6	9	0	20	8	49
<u>FY1985</u>							
Africa	3	6	8	0	21	4	28
Latin America	1	2	3	2	3	6	18
Asia	0	3	1	0	4	3	11
Near East	0	0	0	1	0	6	7
Subtotal	4	11	12	3	28	19	64
<u>FY1986</u>							
Africa	7	11+	10	3	23	17	38
Latin America	0	3+	8	2	3	11	21
Asia	1	3+	0	3	9	0	15
Near East	1	2+	0	0	0	0	7
Subtotal	9	19	18	8	35	28	81
<u>CUMULATIVE TOTAL (FY1983, FY1984, FY1985 and FY1986)</u>							
Africa	19			3	56	24	
Latin America	6			4	22	21	
Asia	4			3	17	5	
Near East	3			1	2	6	
Total	32			11	97	56	

	Needs Assessments	Country Projects Underway or Completed	Technical Assistance Visits	International Meetings and Workshops	Films and Special Materials
TOTAL ACCOMPLISHMENTS TO DATE:	32	29	97	15 International Meetings; 41 Workshops	85*
TOTAL IN JHU/PCS COOPERATIVE AGREEMENT DPE-3004-A-00-2018-00	16	15-20 (40 one-year projects in 15-20 countries)	60	8 International Meetings; 5 Workshops	--

- \* Number of countries receiving films or substantial amounts of materials.
- + Country projects under development but not yet funded will be funded under new grant.

TABLE 2. JHU/PCS COUNTRY PROJECTS UNDERWAY, COMPLETED OR UNDER DEVELOPMENT AS OF SEPTEMBER 30, 1986

REGION/COUNTRY	PROJECT NO.	RECIPIENT	START DATE	TERMINATION DATE	APPROVED BUDGET	EXPENDITURES TO DATE
Africa						
-----						
Underway						
Regional	AF-SEN-01	URTNA	07/30/84	09/30/87	\$180,739.33	\$65,375.49
Burkina Faso	AF-BKF-01	MSWNS	10/01/85	03/31/87	\$69,793.00	\$28,401.62
Mali	AF-MAI-01	AMPF	10/01/85	09/30/87	\$52,992.00	\$4,641.20
Nigeria	AF-NGA-01	Kwara State MOH	04/01/84	12/31/86	\$86,947.00	\$39,753.00
Nigeria	AF-NGA-02	PPFN	11/01/84	07/31/86	\$64,641.15	\$64,641.15
Nigeria	AF-NGA-03	PPFN	01/01/85	02/28/87	\$245,209.00	\$163,412.05
Nigeria	AF-NGA-04	Univ. Coll. Hosp./ Ibadan	03/01/86	01/31/87	\$43,325.00	\$3,219.77
Nigeria	AF-NGA-06	Imo State MOH	08/01/86	07/31/87	\$41,190.00	-
Nigeria	AF-NGA-07	NTA/Enugu	02/25/86	02/28/87	\$24,096.00	\$19,094.50
Sudan	AF-SUD-01	University of Khartoum	03/01/85	09/30/87	\$38,940.00	\$4,620.64
Completed						
Kenya	AF-KEN-01	Stella- Graphics	04/15/85	03/14/86	\$55,658.00	\$55,658.00
Kenya	AF-KEN-02	RETCO, Ltd.	07/15/85	06/14/86	\$52,850.00	\$50,410.78
Liberia	AF-LIB-01	MEDEX	11/01/84	06/30/86	\$16,302.05	\$16,302.05
Under Development						
Burkina Faso	AF-BKF-02	MSWNS	02/01/87	01/31/89	\$147,600.00 *	-
Cote d'Ivoire	AF-IVD-01	CERAV	03/01/87	02/28/88	\$20,000.00 *	-
Niger	AF-NIG-01	MOH	07/01/87	12/31/88	\$50,000.00 *	-
Nigeria	AF-NGA-05	PPFN	10/01/86	09/30/87	\$62,984.00	-
Nigeria	AF-NGA-08	Prime TV of Lagos	01/01/87	08/31/87	\$25,000.00 *	-
Nigeria	AF-NGA-09	Ogun State MOH	02/01/87	03/31/88	\$60,000.00 *	-
Nigeria	AF-NGA-10	Borno State MOH	02/01/87	03/31/89	\$47,950.00 *	-
Nigeria	AF-NGA-11	Kaduna State MOH	03/01/87	02/29/88	\$69,460.00 *	-
Nigeria	AF-NGA-12	Ondo State SHI	03/01/87	02/29/88	\$42,000.00 *	-
Nigeria	AF-NGA-13	Benue State MOH	01/01/87	06/30/87	\$5,000.00 *	-
Nigeria	AF-NGA-15	Kano State KBC	06/01/87	05/31/88	\$50,000.00 *	-
SUBTOTAL AFRICA					\$1,553,476.53	\$515,530.25

\* Not signed as of December 31, 1986

TABLE 2. JHU/PCS COUNTRY PROJECTS UNDERWAY, COMPLETED OR UNDER DEVELOPMENT AS OF SEPTEMBER 30, 1986

REGION/COUNTRY	PROJECT NO.	RECIPIENT	START DATE	TERMINATION DATE	APPROVED BUDGET	EXPENDITURES TO DATE
Latin America						
-----						
Underway						
-----						
Regional	LA-MEX-02	FFI	06/01/85	10/31/86	\$240,000.00	\$181,569.51
Bolivia	LA-BOL-01	COF	11/01/84	01/31/87	\$110,250.00	\$47,065.10
Brazil	LA-BRA-01	ABEPF	04/01/85	12/31/86	\$143,818.00	\$54,671.15
Honduras	LA-HON-01	MOH	01/01/84	12/31/86	\$40,000.00	\$17,225.25
Honduras	LA-HON-02	IHSS	01/01/84	09/30/86	\$27,550.00	\$4,971.63
Mexico	LA-MEX-03	AMIDEM	02/01/86	09/30/87	\$158,236.00	-
Mexico	LA-MEX-04	FFI	05/01/86	10/30/86	\$23,500.00	\$10,575.00
Mexico	LA-MEX-05	FFI	05/01/86	10/30/86	\$24,500.00	\$11,025.00
Completed						
-----						
Colombia	LA-COL-01	PROFAMILIA	03/01/84	07/31/85	\$55,630.51	\$55,630.51
Costa Rica	LA-COS-01	COF	01/01/84	03/31/85	\$39,724.00	\$39,724.00
Honduras	LA-HON-03	ASHONPLAFA	01/01/84	08/31/86	\$147,600.00	\$131,885.19
Mexico	LA-MEX-01	FEMAP	08/01/83	05/31/86	\$211,200.00	\$198,166.73
Under Development						
-----						
Regional	LA-GUA-01	APROFAM	01/01/87	08/31/91	\$150,000.00 *	-
Colombia	LA-COL-02	PROFAMILIA	03/01/87	02/28/88	\$90,000.00 *	-
Trinidad and Tobago	LA-TTO-01	FPATT	02/01/87	01/31/88	\$190,000.00 *	-
SUBTOTAL LATIN AMERICA					\$1,652,016.51	\$752,509.07

\* Not signed as of December 31, 1986

TABLE 2. JHU/PCS COUNTRY PROJECTS UNDERWAY, COMPLETED OR UNDER DEVELOPMENT AS OF SEPTEMBER 30, 1986

REGION/COUNTRY	PROJECT NO.	RECIPIENT	START DATE	TERMINATION DATE	APPROVED BUDGET	EXPENDITURES TO DATE
<b>Asia</b>						
=====						
<b>Underway</b>						
-----						
None						
<b>Completed</b>						
-----						
Nepal	AS-NEP-01	FP/MCH	04/01/84	06/30/86	\$44,425.00	\$44,425.00
Nepal	AS-NEP-03	DORC	04/01/84	07/31/86	\$5,182.00	\$5,182.00
Nepal	AS-NEP-02	COMBAT	12/01/84	05/31/86	\$29,314.00	\$20,730.77
<b>Under Development</b>						
-----						
Philippines	AS-PHI-01	PCF	03/01/87	02/28/88	\$130,000.00 *	-
Philippines	AS-PHI-02	PCF	03/01/87	07/30/88	\$380,000.00 *	-
Philippines	AS-PHI-04	PCF	06/01/87	05/31/88	\$100,000.00 *	-
SUBTOTAL ASIA					\$680,921.00	\$70,337.77
-----						
<b>Near East</b>						
=====						
<b>Underway</b>						
-----						
None						
<b>Completed</b>						
-----						
Jordan	NE-JOR-01	JFPPA	08/01/83	09/30/85	\$109,058.55	\$109,058.55
<b>Under Development</b>						
-----						
Turkey	NE-TUR-01	TFHPF	03/01/87	02/28/88	\$210,000.00 *	-
Turkey	NE-TUR-02	TKGVTV	05/01/87	10/31/87	\$45,000.00 *	-
SUBTOTAL NEAR EAST					\$364,058.55	\$109,058.55
GRAND TOTAL					\$4,258,472.59	\$1,447,435.64
=====						

\* Not signed as of December 31, 1986

TABLE 3. MASS MEDIA MATERIALS DEVELOPED UNDER JHU/PCS PROJECTS  
YEAR FOUR

Region/Country PCS Project Number	Booklets/ Flyers	Posters	Radio Spots & Programs	TV Spots & Programs	Other
<b>AFRICA</b>					
Regional (AF-SEN-01)			3 demo radio programs (interviews)		6 issues of Bulletin; 500 copies each
Burkina Faso (AF-BKF-01)		3 posters 2000 each			1 National FP logo  1 30-minute dramatic film  1 week long multi-media FP awareness campaign
Kenya (AF-KEN-01)				4 six-minute video comedies; 1 video program	1 16mm film transfer from video
(AF-KEN-02)					2 evaluation reports
Liberia (AF-LIB-01)				30-minute videotape 10 copies made and distributed	
Mali (AF-MAI-01)				1 80-minute video program	1 national FP logo
Nigeria (AF-NGA-01)		2 posters	4 spots 169 broad- casts	5 spots 86 broadcasts	3 newspaper ads
Nigeria (AF-NGA-04)	1 leaflet; 4 booklets			2 TV programs	
Nigeria (AF-NGA-07)				13 episodes of TV magazine format series	

TABLE 3. MASS MEDIA MATERIALS DEVELOPED UNDER JHU/PCS PROJECTS  
YEAR FOUR (continued)

Region/Country PCS Project Number	Booklets/ Flyers	Posters	Radio Spots & Programs	TV Spots & Programs	Other
<b><u>LATIN AMERICA AND CARIBBEAN</u></b>					
Regional (LA-MEX-02)		1 poster- 12,800 copies	4 spots- 2,900 copies over 100,000 broadcasts	2 videotapes- 22 copies; 4 TV spots- 22 copies, over 10,000 broad- casts	1 45 rpm record with 2 songs; 12,800 copies; 1 press kit - 200 copies 500 keychains 500 rulers 500 erasers 500 ballpoint pens 500 T-shirts
Bolivia (LA-BOL-01)	4 pamphlets- 128,000 copies	1 calen- dar- 10,000 copies	4 spots- (4 each in Spanish, Aymara and Quechua)- 13,000 broad- casts		
Honduras (LA-HON-01)		1 poster- 5,000 copies	2 spots- 30,000 broadcasts; 8 micro- programs		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		1 spot- 7,000 broad- casts		1 flipchart- 110 copies

TABLE 3. MASS MEDIA MATERIALS DEVELOPED UNDER JHU/PCS PROJECTS  
YEAR FOUR (continued)

Region/Country PCS Project Number	Booklets/ Flyers	Posters	Radio Spots & Programs	TV Spots & Programs	Other
<u>ASIA</u>					
Nepal (AS-NEP-01)	2 booklets (60,000 copies); 1 booklet (32,000 copies)				ORT and Asepsis cue cards (30,000 copies); Asepsis Guide- lines (2,000 copies)
Nepal (AS-NEP-02)					5 film spots
<u>NEAR EAST</u>					
None					
<hr/>					
TOTAL	2 flyers; 7 booklets; 1 leaflet; 9 pamphlets; 2 manuals	7 posters; 1 calendar	3 demo radio programs; 15 radio spots; 8 micro- programs	7 videos; 9 TV spots; 2 TV program; 13 episodes TV magazine format series	6 issues of a bulletin; 1 Nat'l FP logo; 1 30-minute film; 1 multi-media FP awareness campaign; 1 16mm film transfer from video; 2 evaluation reports; 3 news ads; 2 FP songs; 1 press kit; 500 each keychains, rulers, erasers, ballpoint pens, and T-shirts; 2 mini-comics; 1 flipchart; 5 film spots; ORT & Asepsis cards; Asepsis Guidelines

TABLE 4. MASS MEDIA MATERIALS DEVELOPED UNDER JHU/PCS PROJECTS  
CUMULATIVE TOTALS

Region/Country PCS Project Number	Booklets/ Flyers	Posters	Radio Spots & Programs	TV Spots & Programs	Other
<b>AFRICA</b>					
Regional--ECA (PCS-FM-03)	1 booklet; 5,000 copies				
Regional (AF-SEN-01)			3 demo radio program (interviews)		6 issues of Bulletin; 500 copies each
Burkina Faso (AF-BKF-01)		3 posters 2000 each			1 National FP logo  1 30-minute dramatic film  1 week long multi-media FP awareness campaign
Kenya (AF-KEN-01)				4 six-minute video comedies; 1 video program	1 16mm film transfer from video
(AF-KEN-02)					2 evaluation reports
Liberia (AF-LIB-01)				10 copies of 1 30-minute videotape made and distributed	
Mali (AF-MAI-01)				1 80-minute video program	1 National FP logo
Nigeria (AF-NGA-01)		2 posters	4 spots; 169 broad- casts	5 spots; 86 broadcasts	3 newspaper ads
Nigeria (AF-NGA-02)	9 booklets; 215,000 copies				

TABLE 4. MASS MEDIA MATERIALS DEVELOPED UNDER JHU/PCS PROJECTS  
CUMULATIVE TOTALS (continued)

Region/Country PCS Project Number	Booklets/ Flyers	Posters	Radio Spots & Programs	TV Spots & Programs	Other
<b><u>AFRICA (continued)</u></b>					
Nigeria (PCS-FM-02)	3 booklets; 110,000 copies				
Nigeria (AF-NGA-03)	2 flyers- 50,000 copies ea.; 4 booklets- (25,000 copies ea.)	4 posters- 5,000 copies ea.	6 radio spots	1 TV program	7 newspaper articles  1 newspaper ad  1 FP song
Nigeria (AF-NGA-04)	1 leaflet; 4 booklets				
Nigeria (PCS-FM-04)		3 posters; 5,000 copies			
Nigeria (PCS-FM-05)	4 flyers; 7,000 copies	4 posters 2,150 copies	3 spots 90 broad- casts	1 spot; 2 programs; 90 broadcasts	
Nigeria (AF-NGA-07)				13 episodes of a TV magazine format series	
<b><u>LATIN AMERICA AND CARIBBEAN</u></b>					
Regional (PCS-FM-01)	1 monograph 300 copies			1 videotape	
Regional (LA-MEX-02)		1 poster- 12,800 copies	4 spots- 2,900 copies over 100,000 broadcasts	2 videotapes- 22 copies; 4 TV spots- 22 copies, over 10,000 broad- casts	1 45 rpm record with 2 songs- 12,800 copies; 1 press kit - 200 copies 500 keychains 500 rulers 500 erasers 500 ballpoint pens 500 T-shirts

TABLE 4. MASS MEDIA MATERIALS DEVELOPED UNDER JHU/PCS PROJECTS  
CUMULATIVE TOTALS (continued)

Region/Country PCS Project Number	Booklets/ Flyers	Posters	Radio Spots & Programs	TV Spots & Programs	Other
<b>LATIN AMERICA AND CARIBBEAN</b> (continued)					
Bolivia (LA-BOL-01)	4 pamphlets- 128,000 copies	1 calen- dar- 10,000 copies	4 spots- (4 each in Spanish, Aymara and Quechua)- 13,000 broad- casts		
Colombia (LA-COL-01)			4 spots; 3,300 broad- casts		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 programs; 1,144 broad- casts		
Honduras (LA-HON-01)		1 poster- 5,000 copies	2 spots- 30,000 broadcasts; 8 micro- programs		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	1 poster (2 ver- sions)- 35,000 copies	516 spots- 90,000 broad- casts		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 spots; 3 programs- 40,000 broad- casts		1 referral card- 12,000 copies

TABLE 4. MASS MEDIA MATERIALS DEVELOPED UNDER JHU/PCS PROJECTS  
CUMULATIVE TOTALS (continued)

Region/Country PCS Project Number	Booklets/ Flyers	Posters	Radio Spots & Programs	TV Spots & Programs	Other
<u>LATIN AMERICA AND CARIBBEAN</u>					
(continued)					
Mexico (PIACT-8)	1 booklet- 3,000 copies				
<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 Guide- lines (2,000 copies)
Nepal (AS-NEP-02)					5 film spots
<u>NEAR EAST</u>					
None					
TOTALS	41 booklets; 7 flyers; 1 leaflet; 1 monograph; 9 pamphlets; 2 manuals	21 posters; 1 calendar	3 demo radio programs; 593 radio spots; 401 radio program; 8 micro- programs	10 videos; 10 TV spots; 5 TV program; 13 episodes TV magazine format series	6 issues of a Bulletin; 2 Nat'l 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 keychains, rulers, erasers, ballpoint pens & T-shirts; 1 shelf talker; 1 exhibitor; 1 placard; 2 mini-comics; 1 flipchart; 1 referral card; 5 film spots ORT & Asepsis cards; Asepsis Guidelines

TABLE 5. SUMMARY OF JHU/PCS TECHNICAL ASSISTANCE VISITS DURING FY1986

<u>Region</u>	<u>Visits</u>	<u>Number of Countries</u>	<u>Duration (person-weeks)</u>
Africa	23	10	45 weeks
Latin America	3	2	6 weeks
Asia	9	6	24 weeks
Near East	0	0	0 weeks
	<hr/>	<hr/>	<hr/>
Total	35	18	75 weeks

TABLE 6. TECHNICAL ASSISTANCE VISITS FUNDED BY JHU/PCS--FY1986

Region/Country	Month/Year	Personnel	Sponsoring Agency(s)	Type of Assistance	Duration
<b>AFRICA</b>					
Regional	early November 1985	Senior, JHU/PCS	CAFS	Preliminary planning for CAFS FP communication training.	1 week
Regional	late November 1985	Senior, JHU/PCS	CAFS	Pre-planning for CAFS FP communication needs assessment.	1 week
Regional	January 1986	Senior, JHU/PCS	CAFS	Planning for CAFS FP communication training needs assessment; develop research instrument.	1 week
Burkina Faso	October 1985	Langlois (C)/ Schubert, JHU/PCS	Ministry of Family Welfare and National Solidarity	Conduct workshop in IEC.	4 weeks
Burkina Faso	August 1986	Langlois (C)	Ministry of Family Welfare and National Solidarity	IEC needs assessment update for Bilateral; write project proposal.	3 weeks
Côte d'Ivoire	August 1986	Schubert, JHU/PCS	CERAV	Develop project with CERAV.	2 weeks
Ghana	February 1986	Senior, JHU/PCS	AID Mission	Review and modify IEC needs assessment with in-country MOH/Health, Education Dept. staff.	1 week
Ghana	April 1986	Senior/Lynn, JHU/PCS	AID Mission	Develop IEC strategy for Contraceptive Supply Project.	4 weeks
Ghana	July 1986	Senior/Coleman, JHU/PCS	AID Mission	Revise IEC strategy and 1986/1987 workplans; outline training curriculum.	1 week
Ghana	September 1986	Mensah Kumah (C)	MOH	Provide initial training for focus group discussions and KAP study.	2 weeks

C = Consultant

TABLE 6. TECHNICAL ASSISTANCE VISITS FUNDED BY JHU/PCS--FY1986 (continued)

Region/Country	Month/Year	Personnel	Sponsoring Agency(s)	Type of Assistance	Duration
<b>AFRICA</b>					
Kenya	October 1985	Lynn, JHU/PCS	NCPD	Conduct partial needs assessment of NGOs funded by USAID/Nairobi.	1 week
Kenya	Feb.-March 1986	Lediard, AED	NCPD	Revise scope of work and budget for IEC component of MOH/AID Bilateral GOK project.	2 weeks
Kenya	July 1986	Mensah Kumah (C)	CAFS	Assist as resource person for CAFS TOT training.	1 week
Lesotho	February 1986	Worrall (C)	MOH	Develop IEC component of Lesotho FHI PID.	2 weeks
Lesotho	August 1986	Lynn, JHU/PCS	MOH	Assess JHU/PCS assistance to the MOH under USAID-funded Lesotho FHI project.	2 weeks
Liberia	January 1986	Senior, JHU/PCS	FLPP	Assist FLPP with IEC communication strategy for NFP campaign.	1 week
Senegal	November 1985	Parlato, JHU/PCS	Family Health Project, Ministry of Social Development	Hold planning meetings with AID, ISTI and Bilateral project. Review print material results.	1 week
Senegal	Nov.-Dec. 1985	Wittet, PIACT	Family Health Project, Ministry of Social Development	Train staff to conduct focus group studies and assist in development of 5 family planning methods booklets.	3 weeks
Senegal	April 1986	Parlato, AED/ Wittet, PIACT	Family Health Project Ministry of Social Development	Workshop in IEC; finalize development of FP methods booklets; develop distribution plan and training materials for use of booklets.	4 weeks

C = Consultant

TABLE 6. TECHNICAL ASSISTANCE VISITS FUNDED BY JHU/PCS--FY1986 (continued)

Region/Country	Month/Year	Personnel	Sponsoring Agency(s)	Type of Assistance	Duration
<b>AFRICA</b>					
Togo	April 1986	Schubert, JHU/PCS	USAID/Lomé	Project concept paper for Mission Bilateral.	2 weeks
Zaire	September 1986	Parlato, AED	USAID	Conduct workshop to develop a national IEC strategy (Mission supported air fare and per diem).	3 weeks
Zimbabwe	October 1985	Lynn, JHU/PCS	ZNFPC	Review IEC component and TA needs assessment under revised AID Bilateral project.	1 week
Zimbabwe	January 1986	Lynn, JHU/PCS	ZNFPC	Develop a radio soap opera series for the ZNFPC.	2 weeks

C = Consultant

TABLE 6. TECHNICAL ASSISTANCE VISITS FUNDED BY JHU/PCS--FY1986 (continued)

Region/Country	Month/Year	Personnel	Sponsoring Agency(s)	Type of Assistance	Duration
<b>ASIA</b>					
Bangladesh	October 1985	Reed, JHU/PCS	MOH of Bangladesh and USAID/Bangladesh	Conduct initial FP/IEC investigation.	1 week
India	February 1986	Reed, JHU/PCS	Allahabad Agricultural Institute	Help Institute integrate FP education/services into its ongoing community health outreach program.	1 week
India	May 1986	Reed, JHU/PCS	MOHFW	Help organize Communications Management workshops and help MOHFW restructure the central Health Education Bureau.	3 weeks
Indonesia	Oct. 1985 and June-Aug. 1986	Reed, JHU/PCS, Deolalikar (C), Griffin (C), Rimon, JHU/PCS, Saffitz (C)	BKKBN (Family Planning Board of MOH of Indonesia)	Support follow-up activities on initial FP/IEC projects; help develop IEC component to ongoing urban FP program.	11 weeks
Pakistan	Feb. 1986 and May-June 1986	Lissance, MII Lancaric, MII Manoff, MII	PPWP	Assist in developing mass media component of FP/IEC program.	4 weeks
Philippines	October 1985	Reed, JHU/PCS, Rimon, JHU/PCS	Selected Organizations of Farmers and Industrial Workers; MOH	Research and develop strategies to utilize male farmers and industrial worker organizations as channels for FP male motivation and FP/IEC.	3 weeks
Thailand	October 1985	Reed, JHU/PCS, Rimon, JHU/PCS	National FP Program, MOH	Assist in developing program to address findings on IEC materials related to adolescent fertility.	1 week

C = Consultant

TABLE 6. TECHNICAL ASSISTANCE VISITS FUNDED BY JHU/PCS--FY1986 (continued)

Region/Country	Month/Year	Personnel	Sponsoring Agency(s)	Type of Assistance	Duration
<b>LATIN AMERICA AND THE CARIBBEAN</b>					
El Salvador	December 1985	Coleman, JHU/PCS	Asociación Demográfica Salvadoreña (ADS)	Assess ongoing media and marketing activities and make recommendations for long range communication strategies.	1 week
El Salvador	May 1986	Kincaid (C)	ADS	Develop audience research plans as a base for future communication project.	2 weeks
Peru	Aug.-Sept. 1986	Flores (C)	INPPARES	Assist in adapting existing print materials and designing new materials to form a comprehensive IEC/FP package for distribution to all the FP institutions.	3 weeks
<b>NEAR EAST</b>					
None					

C = Consultant

TABLE 7. MEETINGS, WORKSHOPS AND LECTURES SUPPORTED BY JHU/PCS--FY1986

Region/Country	PCS Project Number	Dates	Host Agency	Activity	Number of Participants
<u>AFRICA</u>					
Regional	AED-22	February, 1986	TELEVISA	Introduction to TELEVISA experience in using soap operas to convey family planning messages. Participants were radio and TV producers, and health officials from Senegal and Côte d'Ivoire.	10
Regional		July-August, 1986	CAFS	Two-week TOT IEC training for CAFS senior staff, IPPF field staff and other resource persons. Training focus on IEC planning, strategy development and audience analysis.	18
Burkina Faso	AF-BKF-01	October, 1985	MSWNS	IEC workshop for staff of MSWNS and MOH.	25
Nigeria	AF-NGA-03	August/September 1986	PPFN	12 one-day workshops in 6 zones of Plateau State to promote use and distribution of FP/IEC materials developed with PPFN.	300
Somalia		November, 1985	SFHCA	8-day workshop for IEC core trainers for 5 collaborating agencies for the Somalia Family Health Services Project.	25
Zaire		September, 1986	MOH (Fonames)	Week-long workshop to develop a national IEC strategy with representatives from the 8 principal organizations involved in disseminating information and providing FP services.	18

TABLE 7. MEETINGS, WORKSHOPS AND LECTURES SUPPORTED BY JHU/PCS--FY1986 (continued)

Region/Country	PCS Project Number	Dates	Host Agency	Activity	Number of Participants
<u>LATIN AMERICA</u>					
Bolivia	LA-BOL-01	October, 1985 June, 1986	Centro de Orientación Familiar (COF)	Nine conferences for national leaders linking population dynamics with social and economic development issues in Bolivia. The participants represented a wide spectrum of professionals, including lawyers, economists, religious leaders, medical personnel, union leaders, the military and police. (10 budgeted)	750
Honduras	LA-HON-02	July-September 1986	Instituto Hondureño de Seguro Social (IHSS)	Two orientation sessions were held for IHSS employees to introduce them to the family planning services of the Institute.	59
<u>ASIA</u>					
None					
<u>NEAR EAST</u>					
None					

## II. MAJOR REGIONAL AND COUNTRY ACTIVITIES

Regional and country activities undertaken by JHU/PCS during FY 1986 are described in detail below (see also Table 8). A progress report on each JHU/PCS country project follows the country narrative. The abbreviations following each regional or country heading indicate the major JHU/PCS activities during FY 1986: NA=Needs Assessment; CP=Country Project; TA=Technical Assistance; MW=Meetings and Workshops; and FM=Films and Materials.

### AFRICA

#### Overview

During the fourth year of the PCS project, JHU/PCS representatives travelled to 18 sub-Saharan African countries and provided technical assistance to 10 countries--Burkina Faso, Côte d'Ivoire, Ghana, Kenya, Lesotho, Liberia, Senegal, Togo, Zaire, and Zimbabwe. Needs assessments were carried out in 7 countries: Ghana, Kenya, Mauritius, Rwanda, Senegal, Sierra Leone and Togo, making a total of 19 needs assessments completed to date for African countries. Five country projects in Burkina Faso, Mali, and Nigeria (3) were started. Eleven additional projects were developed which will be funded under a new cooperative agreement, eight in Nigeria, one in Burkina Faso, one in Côte d'Ivoire and one in Niger for possible implementation in FY1987 and FY1988.

The 10 projects underway in FY1986 in Africa involved a variety of media and combinations of media and interpersonal support and were directed at a broad range of audiences, including current and potential contraceptive users, policymakers, opinion leaders, health and outreach workers, and broadcasters. In addition to broad-based public education campaigns to inform couples of childbearing age about family planning and the availability of FP services, some projects seek to demonstrate the feasibility and acceptability of using the mass media to provide information on population and family planning issues, while others seek to promote sustained contraceptive use through the provision of accurate, comprehensible information on specific methods.

Having successfully staged two regional workshops for broadcasters and FP specialists in 1985, in 1986 JHU/PCS concentrated on training initiatives designed to improve institutional capability among specific organizations in sub-Saharan Africa. Training courses were held in Burkina Faso and Senegal and a workshop was held in Zaire. JHU/PCS provided major TA for regional training in Kenya as well, which was funded by REDSO/ESA. In addition, JHU/PCS has worked closely with REDSO/WCA to strengthen regional training programs and to develop generic client materials and posters.

In addition, JHU/PCS received buy-in funds from USAID/Ouagadougou to assist in the planning and implementation of the FP bilateral project in Burkina Faso. JHU/PCS provided TA to write the project proposal and will assist in the implementation of the communication activities of that project.

TABLE 8. SUMMARY OF MAJOR JHU/PCS COUNTRY ACTIVITIES  
DURING THE FIRST, SECOND, THIRD, AND FOURTH PROJECT YEARS

Region/Country	Output Category					
	Needs Assessment & Planning	Country Project Development	Country Project Initiation	Technical Assistance	Meetings and Workshops	Provision of Films and Materials
AFRICA						
Regional				FY84	FY85	FY84, FY85, FY86
URTNA		FY84	FY84		FY85, FY86	FY83, FY84, FY85 FY86
CAFS				FY85, FY86	FY86	FY85
Algeria						FY86
Benin						FY84, FY85, FY86
Bhutan						FY86
Botswana						FY83, FY84, FY85
Burkina Faso	FY84	FY85, FY86		FY85, FY86	FY86	FY84, FY85, FY86
Burundi				FY85		FY84, FY85, FY86
Central African Republic						FY84, FY86
Comoros						FY86
Congo	FY84			FY84		FY84
Côte d'Ivoire		FY86		FY86		FY83, FY86
Gambia						FY85, FY86
Ghana	FY86			FY86		FY85, FY86
Guinea/Bissau						FY86
Kenya	FY86			FY85, FY86		FY83, FY84, FY85 FY86
Stellagraphics		FY84	FY85			
RETCO		FY85	FY85			
Lesotho				FY86		FY84, FY85, FY86
Liberia	FY84	FY84	FY85	FY84, FY86		FY83, FY84, FY85 FY86
Madagascar						FY84, FY85, FY86
Malawi						FY85, FY86

FY83 = JHU/PCS Project Year One  
 FY84 = JHU/PCS Project Year Two  
 FY85 = JHU/PCS Project Year Three  
 FY86 = JHU/PCS Project Year Four  
 \*Partial needs assessment  
 \*\*Not funded under a subagreement

TABLE 8. SUMMARY OF MAJOR JHU/PCS COUNTRY ACTIVITIES  
DURING THE FIRST, SECOND, THIRD, AND FOURTH PROJECT YEARS (continued)

Region/Country	Output Category					
	Needs Assessment & Planning	Country Project Development	Country Project Initiation	Technical Assistance	Meetings and Workshops	Provision of Films and Materials
Mali	FY84	FY84	FY86			FY83, FY84, FY85 FY86
Mauritius	FY85*, FY86					FY83, FY84, FY85 FY86
Niger						FY85, FY86
Nigeria	FY83			FY84	FY84, FY86	FY84, FY85, FY86
Kwara State MOH		FY83	FY84			FY83, FY84, FY85
PPFN--print materials		FY84	FY85		FY84, FY85 FY86	FY84, FY85
Bauchi		FY86				FY86
PPFN--Plateau State		FY84	FY85		FY86	FY85
Gongola State						FY86
Ogun State MOH		FY84, FY86	FY85**		FY86	
FRU/Ibadan		FY85	FY86		FY86	FY85
PPFN--broadcast workshop		FY85, FY86			FY86	FY85
NTA/Enugu (Anambra State)		FY85	FY86		FY86	FY85
Schl. of Hlth. Technlg. (Ondo State)		FY85, FY86				
Ondo State MOH		FY86				FY86
Imo State MOH		FY85	FY86			FY86
NTA/Lagos (RAPID)		FY85, FY86				
Benue State		FY86				FY86
Borno State		FY86				
Kaduna State		FY86				
Kano State		FY86				
Niger State		FY86				
Rivers State		FY86				

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 FY84 = JHU/PCS Project Year Two  
 FY85 = JHU/PCS Project Year Three  
 FY86 = JHU/PCS Project Year Four  
 \*Partial needs assessment  
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TABLE 8. SUMMARY OF MAJOR JHU/PCS COUNTRY ACTIVITIES  
DURING THE FIRST, SECOND, THIRD, AND FOURTH PROJECT YEARS (continued)

Region/Country	Output Category					
	Needs Assessment & Planning	Country Project Development	Country Project Initiation	Technical Assistance	Meetings and Workshops	Provision of Films and Materials
Rwanda	FY86					FY84, FY85, FY86
Sao Tomé/Príncipe						FY85
Senegal	FY86			FY85, FY86	FY86	FY83, FY84, FY85 FY86
Seychelles						FY84, FY85
Sierra Leone	FY84*, FY86			FY85		FY84, FY85, FY86
Somalia	FY84			FY84	FY86	FY85, FY86
Sudan	FY83	FY84	FY85			FY84, FY85
Swaziland	FY85	FY85	FY85**	FY85		FY83, FY84, FY85 FY86
Tanzania						FY86
Togo	FY86			FY86		FY83, FY85, FY86
Uganda	FY85*			FY85		FY85, FY86
Zaire	FY84			FY84, FY85 FY86	FY86	FY83, FY84, FY85 FY86
Zambia						FY85, FY86
Zimbabwe				FY83, FY84, FY85, FY86		FY83, FY84, FY85 FY86

FY83 = JHU/PCS Project Year One  
 FY84 = JHU/PCS Project Year Two  
 FY85 = JHU/PCS Project Year Three  
 FY86 = JHU/PCS Project Year Four  
 \*Partial needs assessment  
 \*\*Not funded under a subagreement

TABLE 8. SUMMARY OF MAJOR JHU/PCS COUNTRY ACTIVITIES  
DURING THE FIRST, SECOND, THIRD, AND FOURTH PROJECT YEARS (continued)

Region/Country	Output Category					
	Needs Assessment & Planning	Country Project Development	Country Project Initiation	Technical Assistance	Meetings and Workshops	Provision of Films and Materials
LATIN AMERICA/ CARIBBEAN						
Regional		FY84		FY83	FY83	FY84, FY85, FY86
APROFAM		FY86				
FFI		FY84	FY85, FY86	FY86		FY85
Barbados						FY85
Bolivia	FY83	FY84	FY85		FY86	FY83, FY84, FY85 FY86
Brazil						
ABEPF		FY84	FY85			FY85, FY86
BEMFAM		FY85				FY86
Caribbean						FY86
Chile						FY86
Colombia		FY84, FY86	FY84			FY84, FY85, FY86
Costa Rica		FY84	FY84	FY83		FY83, FY84, FY85
Dominica						FY85
Dominican Republic					FY85	FY83, FY86 FY85
Ecuador				FY83, FY85	FY85	FY83, FY84, FY85 FY86
El Salvador				FY86		FY85, FY86
Grenada						FY86
Guatemala						FY83, FY84, FY85 FY86
Haiti	FY83			FY84, FY85	FY85	FY83, FY84, FY85 FY86

FY83 = JHU/PCS Project Year One  
 FY84 = JHU/PCS Project Year Two  
 FY85 = JHU/PCS Project Year Three  
 FY86 = JHU/PCS Project Year Four  
 \*Partial needs assessment  
 \*\*Not funded under a subagreement

TABLE 8. SUMMARY OF MAJOR JHU/PCS COUNTRY ACTIVITIES  
DURING THE FIRST, SECOND, THIRD, AND FOURTH PROJECT YEARS (continued)

Region/Country	Output Category					
	Needs Assessment & Planning	Country Project Development	Country Project Initiation	Technical Assistance	Meetings and Workshops	Provision of Films and Materials
Honduras	FY83					FY86
ASHONPLAFA		FY83	FY84		FY84	FY83, FY84, FY85
IHSS		FY83	FY84		FY85, FY86	FY84, FY85, FY86
MOH		FY83	FY84			FY84, FY85
Jamaica	FY85*					FY83, FY84, FY85, FY86
Mexico						
FEMAP		FY83	FY83			FY83, FY84, FY85, FY86
AMIDEM		FY85	FY86			
Panama	FY83			FY83		FY83, FY84
Paraguay						FY83, FY84, FY85
Peru	FY83			FY83, FY84, FY85, FY86		FY83, FY84, FY85, FY86
St. Lucia						FY86
St. Vincent and The Grenadines						FY85
Trinidad and Tobago		FY86				FY85
Venezuela						FY86

FY83 = JHU/PCS Project Year One  
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 FY85 = JHU/PCS Project Year Three  
 FY86 = JHU/PCS Project Year Four  
 \*Partial needs assessment

TABLE 8. SUMMARY OF MAJOR JHU/PCS COUNTRY ACTIVITIES  
DURING THE FIRST, SECOND, THIRD, AND FOURTH PROJECT YEARS (continued)

Region/Country	Output Category					
	Needs Assessment & Planning	Country Project Development	Country Project Initiation	Technical Assistance	Meetings and Workshops	Provision of Films and Materials
ASIA						
Bangladesh	FY86	FY86		FY86		FY83 FY86
Burma						FY85
Fiji						FY85, FY86
Hong Kong						FY86
India				FY84, FY85 FY86	FY85	FY83, FY84, FY85 FY86
Indonesia				FY86		FY85, FY86
Korea, South						FY85
Malaysia						FY85, FY86
Micronesia						FY86
Nepal	FY84					FY84, FY85, FY86
FP/MCH		FY84	FY84		FY84, FY85	FY85
DORC		FY84	FY84			
COMMAT		FY84	FY85			
New Caledonia						FY86
Pakistan				FY85, FY86		FY86
Philippines		FY85, FY86		FY86		FY85, FY86
Sri Lanka	FY84				FY84	FY84, FY85
Thailand	FY84*	FY86		FY84, FY85 FY86		FY84, FY85
Samoa, Western						FY86
Solomon Island						FY86

FY83 = JHU/PCS Project Year One  
FY84 = JHU/PCS Project Year Two  
FY85 = JHU/PCS Project Year Three  
FY86 = JHU/PCS Project Year Four  
\*Partial needs assessment

**TABLE 8. SUMMARY OF MAJOR JHU/PCS COUNTRY ACTIVITIES  
DURING THE FIRST, SECOND, THIRD, AND FOURTH PROJECT YEARS (continued)**

Region/Country	Output Category					
	Needs Assessment & Planning	Country Project Development	Country Project Initiation	Technical Assistance	Meetings and Workshops	Provision of Films and Materials
<b>NEAR EAST</b>						
Regional				FY84	FY85	FY84, FY85
Egypt				FY83		FY85, FY86
Israel						FY85, FY86
Jordan	FY83	FY83	FY83		FY84, FY85	FY84, FY85, FY86
Lebanon						FY84, FY85
Morocco						FY86
Saudi Arabia						FY86
Tunisia						FY83, FY85, FY86
Turkey	FY86	FY86				FY85, FY86
Yemen, North	FY84*			FY84		FY84, FY85

FY83 = JHU/PCS Project Year One  
 FY84 = JHU/PCS Project Year Two  
 FY85 = JHU/PCS Project Year Three  
 FY86 = JHU/PCS Project Year Four  
 \*Partial needs assessment

## Regional Strategy

A priority for IEC efforts in the Africa region is to create a favorable understanding of family planning in order to increase contraceptive acceptance and promote child spacing. In Africa, the JHU/PCS strategy is divided to encompass the special needs and distinctions between the Anglophone and Francophone countries.

### Anglophone

In its four years of program support in Anglophone Africa, JHU/PCS has supported a series of broad-based activities which stress:

- Building local and Pan-African institutions for long-term program sustenance and support;
- Training in-country nationals, broadcasters and FP service personnel in research, strategy design, program management and production techniques so as to facilitate the implementation of IEC/FP program strategies and projects;
- Building private sector capabilities as a critical factor for ensuring program sustenance and efficacy;
- Increasing the production and distribution of local IEC materials.

### Francophone

As a result of a shift in attitudes of the governments of many countries towards population problems, demand for family planning IEC services has grown significantly in Francophone Africa over the past few years. While all requests for PCS services in the region cannot be currently satisfied within the scope of this project, many of the demands are being met through a strategy built on the following components:

- Designing and implementing -- in collaboration with ministries or FP associations -- several multi-faceted country projects which combine mass media, print/graphic materials and interpersonal communications;
- Initiating projects for the production of innovative generic print and broadcast material for distribution to all countries in the region;
- Integrating traditional channels of communication with modern mass media techniques.

The long-term goal of these strategies is to lead family planning institutions towards IEC autonomy, making them capable of providing for all aspects of communication programs -- design, implementation and evaluation -- with a minimum of outside technical assistance.

## Regional Training Program (TA,MW)

### CAFS

JHU/PCS is giving high priority to strengthening some of the existing institutions that can provide training in Africa on a regional basis for FP/IEC practitioners with strong support and encouragement from REDSO/ESA. JHU/PCS provided seven technical assistance (TA) visits during FY1986. Four major activities were accomplished.

1. A six-country (Sierra Leone, Mauritius, Kenya, Rwanda, Senegal and Ghana) FP Communication Training Needs Assessment was conducted jointly by JHU/PCS and CAFS to determine the categories of workers and the type of IEC training needed in the region. This report was completed in English and French and distributed. The findings were instrumental in determining the content of the training-of-trainers (TOT) IEC workshop held in Nairobi, July 1986, and for four other communication courses scheduled for 1987.
2. A full-time communication trainer was hired at CAFS with responsibility as trainer/coordinator for the project. He, along with another CAFS communication trainer, visited JHU/PCS in Baltimore to assist in the design of the TOT workshop held in Nairobi, July 1986. Plans are also being made for both trainers to attend an advanced information, education and communication (IEC) course. These trainers are taking leading roles in the design of the four-week CAFS communication course scheduled for March/April 1987 in Nairobi and three others during the year.
3. A two-week TOT IEC workshop was held in Nairobi, July 21 to August 1, 1986. The workshop was for CAFS senior staff and for resource persons who worked frequently with CAFS. The purpose was to improve their IEC skills. The workshop was conducted with assistance from the Academy for Educational Development (AED).
4. A draft communication core curriculum has been developed and plans are underway for the first official communication course at CAFS under this agreement, scheduled for March 9 to April 3, 1987 for Anglophone countries in East and Southern Africa. The course will focus on FP IEC planning, developing communication strategies, message development and using the mass media with interpersonal communication.

## Regional Broadcast Project (CP,MW)

A cornerstone of JHU/PCS efforts in Africa is a project designed to increase broadcast coverage of population and family planning issues through direct contact between broadcasters and family health experts. Under the auspices of the Dakar-based Union des Radiodiffusions et Télévisions Nationales d'Afrique (URTNA), a pan-African professional organization for broadcasters, various activities were initiated.

Project Summary

PROJECT TITLE/NUMBER: URTNA Family Health Broadcasting Project (AF-SEN-01)

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

PROJECT DURATION: July 30, 1984 - January 31, 1987

PROJECT BUDGET: \$ 180,739.33

CUMULATIVE EXPENDITURES: \$ 65,375.48

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

Following the two regional workshops for 83 broadcasters and family health experts held in 1985, URTNA received proposals from five countries (Ghana, Mali, Senegal, Sierra Leone, and Zimbabwe) interested in initiating new radio programs on family planning. JHU/PCS and AED staff have held follow-up discussions in Ghana and Sierra Leone to help finalize the proposals. In addition, a workshop for broadcasters and health experts from Nigeria was developed in collaboration with the Federal Broadcast Corporation of Nigeria. This workshop, modeled on the URTNA meetings, will take place in 1987. Collection of family planning radio and television tapes from URTNA member countries continued in 1986. Now that there is a basic collection, more intense efforts will be made to publicize the programs and encourage member stations to order copies. Through the project, arrangements were made to videotape the Ghana Population Conference. A 30-minute program is in preparation. During the year, Margaret Parlato (AED) and Mark Lediard (AED) made a total of two visits to URTNA's Dakar office and three to the Programme Exchange Centre in Nairobi to provide technical assistance and monitor project activities. The Director of the Nairobi office visited JHU/PCS in August to plan future activities. Wilma Lynn (JHU/PCS) provided technical assistance to finalize radio demonstration tapes.

The first issue of the URTNA Family Health Broadcast Bulletin was issued in 1986 with ready-to-air pieces on family planning and related topics. A total of

six issues were produced (three in French, three in English) and distributed to radio producers and family planning institutions in 45 countries. A series of radio interviews with leading political figures and family planning experts was produced on demographic and family planning topics. Tapes of the programs were distributed to URTNA member countries.

The project budget was increased to \$180,739.33, and the completion date was extended to January 31, 1987 to permit production of a broader range of radio and television programs and to introduce an interview series.

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Regional Print Materials Project (FM)

The print materials that had been produced were taken into the field in FY1986 in order to assess their possible use at some future time. The flipchart was carried to Burkina Faso, Mali, Ghana and Zimbabwe. In Mali, the flipchart was actually adapted with local language and is now being used. In the other countries teams were asked to evaluate the materials for use in their areas.

Burkina Faso (CP,CP Development,MW,TA)

At the request of the AID Mission, JHU/PCS provided technical assistance in the development of a pre-Project Identification Document in October/November 1984. To bridge the gap until an AID bilateral project started, the AID Mission requested JHU/PCS to provide interim IEC project funds and training to the Ministry of Social Welfare and National Solidarity, the lead FP agency. JHU/PCS Senior Program Officer Mona Y. Grieser and Consultant Philippe Langlois visited Burkina Faso and designed a project to promote the availability of family planning services and to educate the general public and opinion leaders on the benefits of family planning.

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Project Summary

PROJECT TITLE/NUMBER: IEC Development Project (AF-BKF-01)  
 PROJECT GRANTEE: Ministère de l'Essor Familial et de la Solidarité Nationale (MEFSN)  
 PROJECT DURATION: October 1, 1985 - March 31, 1987  
 PROJECT BUDGET: \$ 69,793  
 CUMULATIVE EXPENDITURES: \$ 28,401.62

The purpose of this project has been to upgrade Burkina Faso's family planning information, education, and communication (IEC) capability--specifically in the area of interpersonal communication--in order to direct a greater number of potential clients to the newly-opened family planning (FP) clinics in the two main urban areas of Ouagadougou and Bobo-Dioulasso. The recipient is the Ministère de l'Essor Familiale et de la Solidarité National (MEFSN--Ministry of Social



**Burkina Faso:** FP posters, each produced in three languages, were a feature of the Family Planning Awareness campaign that took place in Ouagadougou.



Welfare and National Solidarity) which is responsible for coordinating all family planning activities. The project also involves collaboration with the Ministry of Health which is responsible for actual service delivery.

Project activities were preceded by a workshop in interpersonal communication for front-line social workers and health professionals. Project activities included: 1) an information and education campaign aimed at creating awareness of family planning for the target population in the two urban areas; 2) the purchase of family planning teaching materials including flipcharts, demonstration anatomical models, and posters; 3) the production of two family planning posters and two methods leaflets in two language versions; 4) the design of a national family planning logo; and 5) the production of a family planning film.

Project activities were initiated in October 1985 with a two-week workshop for midwives and social workers in family planning and interpersonal communication, attended by 16 social workers and 9 midwives who came from Ouagadougou/Bobo-Dioulasso. Amongst the activities already completed are: the development of three FP posters (two motivational and one informational); the launching of an extremely successful urban FP campaign in Ouagadougou with such visible materials as T-shirts with the FP logo, banners, radio spots, interviews, lectures, billboards and handouts (a second campaign is to be launched in November 1986 in Bobo-Dioulasso); the design, testing and production of FP signs for all clinics providing FP services; the awarding of a prize to contestants submitting screenplays for a FP film; and the awarding of the FP film subcontract and initiation of film production (scheduled for completion in February 1987). The film will be submitted as an unofficial entry into the FESPACO, the Pan-African Film Festival of Ouagadougou.

An indirect result of JHU/PCS involvement with Burkina Faso was the establishment by the Burkinabe government of a separate Division of FP within the Ministry of Social Welfare and National Solidarity.

In addition, JHU/PCS has provided films, flipcharts and other FP materials to the project. Tribute should be paid to the enthusiasm and vigor of the project staff and of the Government of Burkina Faso which has sought, in all ways, to facilitate and expedite project activities.

At the request of USAID/Ouagadougou and the MEFSN, funds have been provided to JHU/PCS from bilateral funding to continue IEC/FP activities until 1989. A project proposal has been drawn up and a subagreement is expected to be signed by January 30, 1987.

\* \* \* \* \*

#### Côte d'Ivoire (CP Development,TA,MW)

At the request of REDSO/WCA, JHU/PCS staff member Joan Schubert visited Côte d'Ivoire to design a project working with the Centre d'Enseignement et Recherche Audio-Visuel (CERAV) at the University of Abidjan. Funded by a buy-in from the regional office, the project is designed to produce simple FP client materials and posters for use primarily in FP clinics in Côte d'Ivoire as well as secondary use in other Francophone countries. Start-up for this project is expected to be March 1987.

### Ghana (TA,NA)

At the request of the AID Mission, JHU/PCS is coordinating the IEC activities for the Family Health Initiatives (FHI) project with the MOH. As part of this activity, JHU/PCS conducted a FP IEC Needs Assessment in the public and private sectors and developed a three-year national communication strategy for the FHI project. A total of 10 weeks of TA has been provided by JHU/PCS to the MOH. Another 19 weeks have been scheduled over the next year.

A wide range of IEC activities are ongoing. A booklet on modern FP methods has been designed with JHU/PCS assistance and will be produced jointly by the Contraceptive Social Marketing program and the MOH. JHU/PCS has also provided TA in the ongoing training program for service delivery personnel. A knowledge, attitudes and practices (KAP) study among service delivery personnel funded by JHU/PCS is scheduled for October 1986. Materials to support the November 1986 training program have been sent by JHU/PCS to the AID Mission.

### Kenya (CP,TA,NA)

At the request of USAID/Nairobi, Mark Lediard of the Academy for Educational Development assisted the National Council on Population Development in revising its budget and workplan for the IEC component of a USAID bilateral project with the Ministry of Health.

CAFS Program Officer, Guy Moutia, conducted the regional FP Communication Training Needs Assessment in Kenya during February 1986 as part of the JHU/PCS agreement with REDSO/ESA and CAFS. Maxwell S. Senior, Senior Program Officer of JHU/PCS, joined Moutia in the data analysis and report writing.

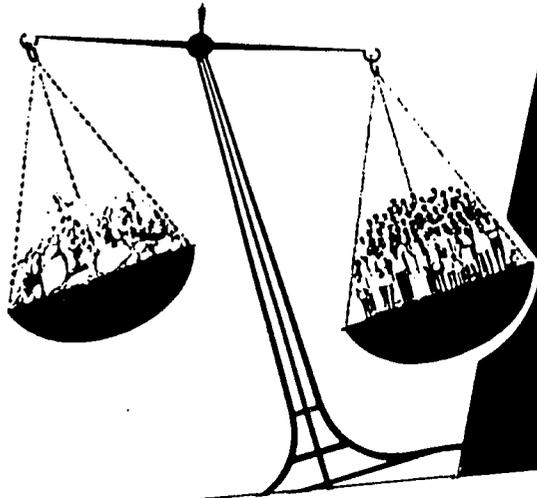
A project with the private film making company Stellagraphics was completed during Year Four.

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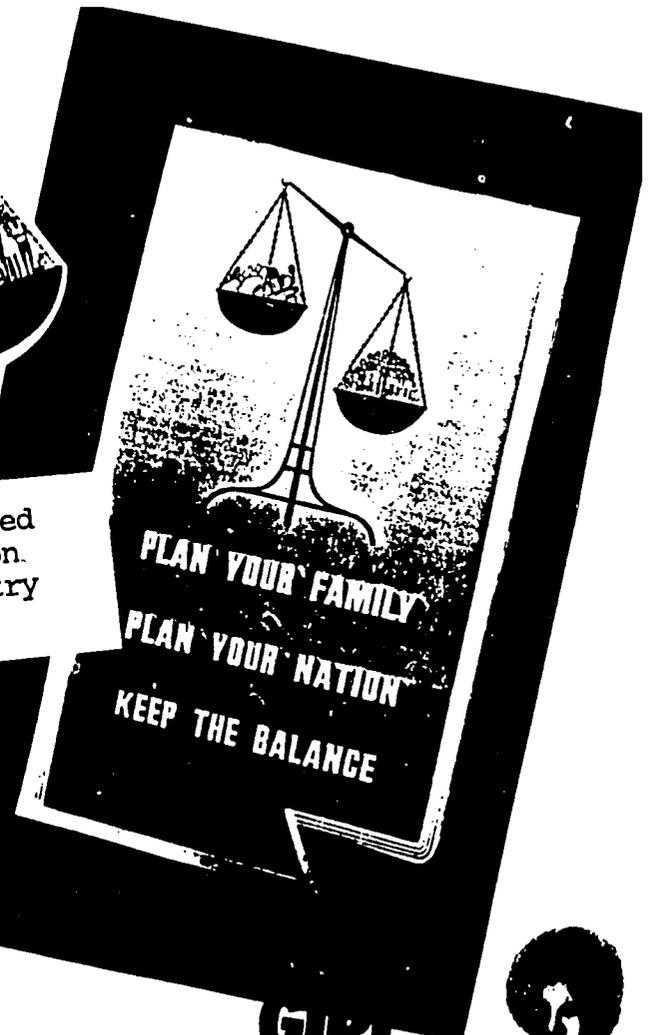
#### Project Summary

**PROJECT TITLE/NUMBER:** Family Planning Films (AF-KEN-01)  
**PROJECT GRANTEE:** Stellagraphics Ltd.  
**PROJECT DURATION:** April 15, 1985 - March 14, 1986 (completed)  
**PROJECT BUDGET:** \$55,658  
**CUMULATIVE EXPENDITURES:** \$55,658

The purpose of this project was to support the planning and production of a demonstration series of videotaped population/family planning programs for use on both national television and through the Ministry of Health and Ministry of Information cinema and theater van systems. Four six-minute video comedies and one 20-minute drama were produced and delivered to the MOH and other ministries for appropriate use.



Ghana and Zimbabwe: Materials provided by the Media/Materials Collection (inserts) were adapted for in-country use (upper right and lower left).



**GIRL,  
IN SCHOOL  
AND  
PREGNANT**

SHOULD THIS HAPPEN  
TO YOU?

THINK ABOUT IT.



The project was conducted in two parts--a production project and an evaluation project by the Kenyan firms, Stellagraphics, Ltd. and Research Evaluation and Training Consultancy, Ltd. (RETCO). Stellagraphics was commissioned to produce the videos and RETCO was responsible for conducting the pretest and summative evaluation of the video.

The major product of the project was a dramatic video with messages on sexual responsibility for teenagers. This video was later transferred to 16mm film for wider distribution. Under the companion evaluation project, two comprehensive evaluations, one a pre-test and the other a post-test, were developed.

Based on the evaluation report, overall the drama received an approval rating of over 60 percent from the sample population of 431 (256 males and 175 females) and was judged to be a very good video.

The evaluation results indicated that all audiences were pleased with the story and felt that it presented useful messages on sexual responsibility for youth. Viewers found the drama suitable for showing on the Voice of Kenya television station. Ninety-five percent of those sampled said it was a feature they would recommend to their friends.

\* \* \* \* \*

Project Summary

**PROJECT TITLE/NUMBER:** Evaluation of FP Film Project (AF-KEN-02)  
**PROJECT GRANTEE:** Research Evaluation and Training Consultancy Ltd. (RETCO)  
**PROJECT DURATION:** July 15, 1985 - June 14, 1986 (completed)  
**PROJECT BUDGET:** \$52,850  
**CUMULATIVE EXPENDITURES:** \$50,410.78

A companion to the Family Planning Films Project (AF-KEN-01), the purpose of the project was to evaluate the appropriateness and effectiveness of video-recorded programs in communicating family planning messages to the Kenyan public. The project was conducted in two phases. The first phase involved extensive pretesting of the video-recorded programs before final production. The second phase, after revision and final production, evaluated the impact of the completed programs shown to sample audiences in selected areas. Information obtained from this project was detailed in a final report which was submitted to AID and the National Council on Population and Development of Kenya. This report is available upon request.

JHU/PCS staff visited RETCO twice during the year for the purpose of proposal development and project monitoring.

## Lesotho (TA)

In February, 1986, at the request of REDSO/ESA and USAID/Maseru, JHU/PCS consultant Robert Worrall participated in a three-week REDSO/AID project design mission to develop the IEC component of the Lesotho Family Health Initiatives Project. Based on the team recommendations, JHU/PCS has been requested to provide an estimated \$100,000 in TA to the Health Education Unit of the MOH over the life of the four-year Lesotho Family Health Initiatives Project. However, USAID/Maseru was informed that as a result of JHU/PCS funding constraints and USAID/Washington program and country priorities, JHU/PCS would be able to guarantee only limited TA for activities in Lesotho.

A follow-up site visit was made by JHU/PCS Senior Program Officer Wilma H. Lynn in August 1986 to review the IEC needs and the TA request.

## Liberia (CP,TA)

The primary thrust of JHU/PCS efforts in Liberia has been to encourage the interest and active participation of policymakers in developing a favorable population policy and adequate FP services for the country. Towards this end, JHU/PCS has funded and lent technical assistance for a film project in Liberia.

Some time was also spent with the Family Life Promotion Project (FLPP) of the Catholic Secretariat at the request of the USAID Mission. Attention was focused on outlining a communication strategy for a natural family planning project.

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### Project Summary

PROJECT TITLE/NUMBER:	Video Production for Population Awareness (AF-LIB-01)
PROJECT GRANTEE:	Medex, Inc.
PROJECT DURATION:	November 1, 1984 - June 30, 1986 (completed)
PROJECT BUDGET:	\$16,302.05
CUMULATIVE EXPENDITURES:	\$16,302.05

The JHU/PCS-funded project in Liberia successfully ended on June 30, 1986. The purpose of the project was to broaden the awareness of decision-makers and the general public on the impact of rapid population growth on socio-economic development in Liberia. A 30-minute film was produced by Medex, Inc., which highlighted the implications of population growth on housing, education, food supply, maternal and child health (MCH) and the overall economic conditions in Liberia. A four page brochure to accompany the film was also produced. A one day workshop for FPAL fieldstaff was also held to train them on how to use the film effectively. Some positive uses of the film have already been made:

A FUTURE FOR OUR CHILDREN



A Future for our Children, a 30 minute film,  
was produced by Medex, Inc, a Liberian media  
services company, with assistance from the  
Johns Hopkins University Population  
Communication Services.

- the film has been broadcast five times on national TV in Liberia to an estimated audience of one million viewers;
- policymakers in Liberia, including the Population Commission, have viewed the film on several occasions;
- the Family Planning Association of Liberia (FPAL) has shown the film to rural audiences and has scheduled more than 22 other showings; and
- the film was evaluated by a private sector company in Liberia, and the results indicated that the film was highly useful in creating awareness of the importance of population growth and the need to practice FP.

One week of TA was made to the project during the period, primarily to develop the evaluation procedures for the film.

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### Mali (CP)

In October 1985, JHU/PCS started a project with the Association Malienne pour la Protection et la Promotion de la Famille (AMPPF).

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#### Project Summary

PROJECT TITLE/NUMBER: 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

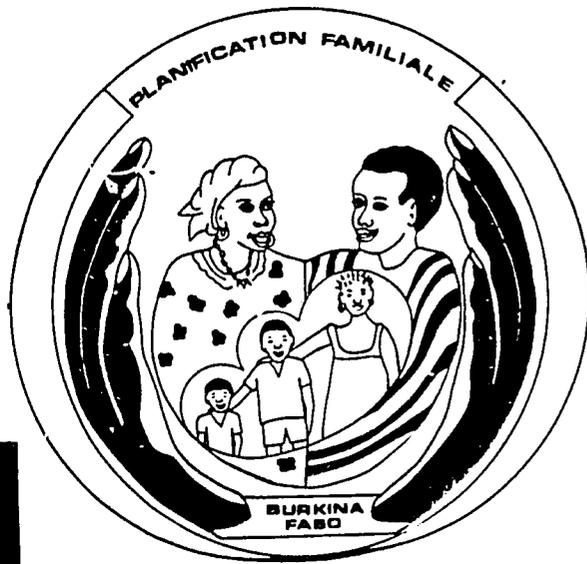
PROJECT BUDGET: \$52,992

CUMULATIVE EXPENDITURES: \$4,641.20

The purpose of this project is to strengthen and expand information, education and communication (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 videotapes; and organization of a workshop for the national Union of Malian Women. 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 Malian Association for the Protection and 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.

Four trips by JHU/PCS staff and representatives were made to Mali during FY1986 to provide technical assistance in the areas of print material

Family planning logos were designed to identify service locations and FP materials in Mali (left) and Burkina Faso (right).



development, radio and video production and monitoring of project activities. This project has been extended to September 1987 to allow for completion of all scheduled activities.

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### Mauritius (NA)

JHU/PCS Senior Program Officer, Maxwell S. Senior, and CAFS Program Officer, Guy Moutia, visited Mauritius during FY1986 to undertake the regional Family Planning Communication Training Needs Assessment. Subsequent to the visit, a natural family planning association in Mauritius, Action Familiale, has requested admission to the CAFS communication training program. JHU/PCS CAFS is considering them for training in FY1987.

### Nigeria (CP,CP Development,MW)

#### Overview

JHU/PCS strategy in Nigeria has concentrated on several key areas: 1) to support mass media promotion of the concept of family planning and the availability of FP services; 2) to provide basic informational materials for use by health workers in counseling clients; 3) to initiate 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 4) to involve broadcasters in the promotion of population and family planning issues. After efforts to develop a coherent national IEC program with the appropriate federal agencies failed to materialize, JHU/PCS developed tailor-made IEC programs in six states. PCS is currently laying the groundwork for projects in five more states and has discussed plans for projects with state and local health and media agencies in four additional states. In short, JHU/PCS, with the assistance of the AID Affairs Officer (AAO), has pursued practical and effective state-oriented approaches to developing IEC strategies in Nigeria. At present, JHU/PCS is engaged in IEC planning and activity in 15 out of Nigeria's 19 states.

In FY1985, PCS' 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 Principal Investigator Dr. Phyllis T. 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 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, Anambra and Oyo States, and continued to initiate and develop IEC projects in nine other states. During FY1986, about 32 person-months of effort were expended on Nigerian activities by US-based staff. An average of 90 person-months were funded through grants and contracts with Nigerian institutions. Thirteen person-trips were undertaken in FY1986. Then Deputy Director Ron Magarick, then Senior Program Officer Jose Rimon, Program Officers Kim Winnard and Susan Krenn, and PIACT consultants Carol Kazi and Lena Steckel monitored project progress and provided assistance to 10 ongoing and planned projects. During extended in-country visits, JHU/PCS

staff and consultants explored the potential for expanding IEC efforts in each state through meetings with local and traditional leaders, local health personnel, and local media persons.

JHU/PCS work in Nigeria has been assisted by PIACT and AED staff and four consultants. Carol Kazi of PIACT, once a resident of Nigeria, has been helpful in IEC activities in Nigeria. AED staff also visited Kwara, Ogun, Imo and Ondo States with then Senior Program Officer Jose Rimon. JHU/PCS consultants Carol Becker, John Boone and Gerald Hursh-Cesar provided TA to help in the project development, project monitoring, and evaluation essential to the projects in Imo, Ogun, Anambra, and Plateau States, while D. Lawrence Kincaid helped establish procedures for evaluating the Yoruba language booklets.

\* \* \* \* \*

Project Summary

**PROJECT TITLE/NUMBER:** Kwara State Family Planning Campaign (AF-NGA-01)

**PROJECT GRANTEE:** Kwara State Ministry of Health (MOH)

**PROJECT DURATION:** April 1, 1984 - December 31, 1986

**PROJECT BUDGET:** \$86,947

**CUMULATIVE EXPENDITURES:** \$39,753

The purpose of this project is 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 has involved conducting 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.

The JHU/PCS-supported IEC Campaign in Kwara seems to have caused a surge of FP acceptors in the State. Statistics for the first reporting period of the project showed a 100 percent increase in new FP acceptors in the state. Subsequent quarterly reports for October 1985 - June 1986 show a 16.9 percent,

33.3 percent, and 35.3 percent increase in new FP acceptors in each consecutive three-month period.

JHU/PCS staff members Ronald Magarick, former Deputy Project Director, Jose Rimon II, former Senior Program Officer for Nigeria, and Program Officer Kim Winnard each visited Kwara State four times on three different trips during FY1986 to monitor the FP/IEC campaign and develop the posters. Four JHU/PCS consultants also visited Kwara State a total of five times during this period to further aid the MOH in implementing the FP/IEC campaign.

\* \* \* \* \*

#### Project Summary

PROJECT TITLE/NUMBER: Family Planning Information  
Booklet Production and Distribution (AF-NGA-02)

PROJECT GRANTEE: Planned Parenthood Federation of Nigeria  
(PPFN)

PROJECT DURATION: November 1, 1984 - July 31, 1986 (completed)

PROJECT BUDGET: \$64,641.15

CUMULATIVE EXPENDITURES: \$64,641.15

The purpose of this project was to improve understanding among health workers and potential clients of the family planning methods available in Nigeria.

The primary activity involved developing and producing pictorial booklets on specific contraceptive methods produced for a primarily low-literate audience of family planning clients.

Nine booklets (a total of 215,000 copies) on the pill, IUCD, and condom were printed in Hausa, Ibo, and Pidgin English. By mid-FY1986 almost all booklets had already been distributed through MOH FP clinics all over the country. In a separate activity, 110,000 Yoruba booklets (printed in the USA) were also distributed. To encourage active distribution of the booklets, PPFN conducted a workshop for State MOH Secretaries in January 1985.

The family planning booklets have proved effective tools for clinic personnel to use in client education, as well as for health-worker trainers to use. Further, an evaluation procedure developed by Dr. D. Lawrence Kincaid, JHU/PCS consultant, revealed that non-PPFN as well as PPFN clinics utilized and distributed the booklets.

JHU/PCS staff Jose Rimon II, former Senior Program Officer for Nigeria, Ronald Magarick, former Deputy Project Director, and Program Officer Kim Winnard, visited PPFN a total of four times on three different trips during FY1986 to assist in monitoring the distribution of the booklets. Carol Kazi of PIACT visited PPFN four times as well to provide TA in distributing the booklets.

The Pathfinder Fund provided \$48,222 to help support printing in FY1985 and is considering funding the printing of additional copies in FY1987.

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Project Summary

PROJECT TITLE/NUMBER: Plateau State FP Communication Campaign (AF-NGA-03)

PROJECT GRANTEE: Planned Parenthood Federation of Nigeria (PPFN)

PROJECT DURATION: January 1, 1985 - February 28, 1987

PROJECT BUDGET: \$245,209.00

CUMULATIVE EXPENDITURES: \$163,412.05

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

The primary activity involves conducting a multimedia 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. To date 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 seem 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 has been designed specifically for Plateau State, it will be possible to use several of its components (especially overruns of the print material) in other Hausa-speaking areas, and even nationwide in the case of English-language materials.

JHU/PCS staff, consultants, and contractor staff have visited PPFN a total of 11 times in FY1986 for the purpose of project monitoring and to provide TA. Jose Rimon provided TA in the bidding and selection process of the ad agency and visited Plateau State with Program Officer Kim Winnard and CDC staff Greg Christenson to meet with the Project Advisory Committee and monitor the progress of the project. Carol Kazi of PIACT acted as a monitor/observer for

# TSARA ZAMAN IYALI

## DAILANSA DA KULLI YADDA

### AKE YINSA.

Nigeria  
 Print and radio materials,  
 training workshops, and  
 newspaper articles, as part of  
 the FP/IEC statewide campaign  
 in Plateau State.  
 (AF-NGA-03).

Workshop for non-health personnel completed  
 A two-day workshop for non-health personnel was held at the Plateau State Government Secretariat, Jos, on the 15th and 16th of August. The workshop was organized by the Family Planning Council, Plateau State, and was attended by 150 personnel from various departments of the State Government. The workshop was held in the presence of the State Minister of Health, who opened the proceedings. The workshop was a success and the participants were able to gain a better understanding of family planning and its importance in the development of the State.



A  
**WISE MAN'S  
 FAMILY**  
 is a planned family



PLANNED PARENTHOOD  
 FEDERATION OF NIGERIA

# FAMILY PLANNING

Why and how



PLANNED PARENTHOOD FEDERATION OF NIGERIA



### PLANNED PARENTHOOD FEDERATION OF NIGERIA

- Job: 60 Seconds Radio Commercial
- Theme: Benefits of Family Planning.
1. Fade up on song and under throughout.
  2. M.V. C You've heard it all.  
 Be wise, start Family Planning today. Visit the nearest Family Planning clinic or Maternal and child Health centre for more information and advice.
- Fade up on song.

the 12 "IEC Orientation Workshops" conducted in FY1986. JHU/PCS Consultant Gerald Hursh-Cesar visited the project to assist in setting up a mini-KAP baseline survey to establish pre-AF-NGA-03 activity FP knowledge and use levels so that the effect of the project can be evaluated. Evaluation activities are scheduled for FY1987.

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Project Summary

PROJECT TITLE/NUMBER: 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 - January 31, 1987

PROJECT BUDGET: \$43,325.00

CUMULATIVE EXPENDITURES: \$3,219.77

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

The primary activity involves developing pictorial booklets on female voluntary surgical contraception in Yoruba, Hausa, Ibo and English, and distributing them nationally to clinicians and health centers.

The English-version VSC booklet has been completed and will soon be published, pending final revisions on a few illustrations. The second pretest for illustrations and text of the Yoruba-language version has been completed, and the results were satisfactory. Artwork on the Ibo and Hausa versions has been commenced by the artist. A leaflet on "How to Use the Female VSC Booklets" has been produced to accompany the booklets when they are distributed.

Production and distribution of a total of 30,000 copies of other booklets and 600 instructional sheets are expected to begin in January, 1987.

Former Senior Program Officer Jose Rimón II and Program Officer Kim Winnard visited Ibadan, Oyo State in November of 1985 to assist in the development of the female VSC booklets. Carol Kazi of PIACT, in particular, visited Ibadan four times in FY1986 to help develop, pretest and produce the booklets, as well as the accompanying leaflet, "How to Use the Female VSC Booklets."

\* \* \* \* \*

Project Summary

PROJECT TITLE/NUMBER: IEC Orientation and Women's Groups Workshops, Imo State (AF-NGA-06)

PROJECT GRANTEE: IMO State Ministry of Health (MOH)

PROJECT DURATION: August 1, 1986 - July 31, 1987

PROJECT BUDGET: \$41,190.00

CUMULATIVE EXPENDITURES: \$0

The purpose of this project is 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 will be one state-wide symposium for approximately 300 representatives of 140 women's groups and local leaders. This symposium will be an "IEC Orientation" designed to elicit women's organizational support for FP. In addition, a 26-week soap opera, two posters, flyers and banners to promote the radio show, two radio spots, one TV spot, and durable cue cards for clinic use will be produced.

A Symposium Organizing Committee has been established and includes traditional leaders as a means of inviting their support. The materials production project was launched with a two-week FP communication workshop in October 1986.

The state Symposium is scheduled for Spring of 1987. The FP communication workshop held in October 1986 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.

Four JHU/PCS staff visited Imo a total of six times during FY1986 to provide assistance to the State MOH in developing the broad range FP/IEC campaign strategy, IEC materials, and help plan the Women's Groups workshop and facilitate the IEC orientation workshops. Program Officers Kim Winnard and Susan Krenn installed the project in September 1986. JHU/PCS Senior Program Officer Wilma Lynn and Program Officer Susan Krenn facilitated the FP communication workshop to launch the materials development component of this project.

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Project Summary

PROJECT TITLE/NUMBER: NTA/Enugu Television Series, Anambra State (AF-NGA-07)

CONTRACT RECIPIENT: NTA/Enugu

PROJECT DURATION: February 25, 1986 - February 28, 1987

PROJECT BUDGET: \$24,896.00

CUMULATIVE EXPENDITURES: \$19,094.50

The purpose of this project has been 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 activities have involved developing 26 synopses with elaborated scripts of the family health/family planning component of the 30-minute program "In a Lighter Mood" broadcast by NTA/Enugu, and to produce and air 26 color episodes of "In a Lighter Mood" based on episodes and scripts approved by JHU/PCS. The program directly refers clients to the University of Nigeria Teaching Hospital (UNTH)/Enugu FP Clinic.

An Advisory Committee consisting of Mrs. Veronica Tabansi, Senior Nurse at the University of Nigeria Teaching Hospital, Mrs. Elizabeth Okaro, Controller of Programs, NTA/Enugu, and selected local health officials reviewed each script and approved them.

Thirteen episodes have been developed, pretested, produced, and aired to much acclaim. A careful evaluation protocol was established at the UNTH clinic in Enugu as a means of monitoring the impact of the TV programs on clinic attendance in the programs' broadcasting area.

The impact of the television program on the clinic attendance of its viewing audience appears to be significant. According to UNTH clinic client surveys, the average rate of "new acceptors" at the UNTH clinic in the months since the program began airing has increased by a remarkable 147 percent since the TV program was aired and services were provided on a daily basis. Further, out of the new FP clients, 60 percent report TV as their source of referral for services. These television programs have received national attention and will be the models for possible national family health/FP TV programs in Nigeria.

PCS Deputy Project Director, Jose Rimón II, and PCS Program Officers Kim Winnard and Susan Krenn made six person-visits to Enugu, Anambra State during FY1986 to assist in developing, reviewing scripts, and producing the NTA "In a Lighter Mood" episodes, and to monitor and provide assistance to NTA and the UNTH clinic activities. Sonia Muchnik of PIACT provided TA for three weeks in July to help launch the broadcasts.

\* \* \* \* \*

Activities Undertaken During 1986  
in Support of Future Nigeria Projects

Besides JHU/PCS efforts undertaken in relation to the above seven country projects in Nigeria, JHU/PCS has been active during 1986 in ten additional states, providing assistance and guidance necessary for laying the groundwork for future FP/IEC projects.

National Workshop

The JHU/PCS subagreement with PPFN (AF-NGA-05) involving a Broadcaster's Workshop based on the URTNA Workshop began on October 1, 1986 and will run through September 30, 1987 at a total cost of \$62,984. The purpose of this project is to foster collaboration among PPFN, the Federal Ministry of Health (FMOH), the Federal Ministry of Information (FMOI), the Federal Radio Corporation of Nigeria, (FRCN) and the Nigerian Television Authority (NTA) in reaching a wide national audience with messages about FP.

The primary activity involves conducting one five-day Family Health/Family Planning Broadcasting Workshop at which occasion approximately 45 family health/FP officials and broadcasting experts, resource persons and observers will discuss various approaches to using radio and TV to promote family health/FP in Nigeria.

A Workshop Organizing Committee of eight members who attended the Union des Radiodiffusions et Televisions Nationales D'Afrique (URTNA) workshop held in Nairobi, Kenya in 1984 was organized and will meet in late October, 1986. The Committee will plan a series of meetings at fortnightly intervals (or as necessary) during the period prior to the workshop to arrange logistics.

The workshop is planned for July, 1987. PCS has successfully conducted two other projects with PPFN and has established a continuing relationship with this organization.

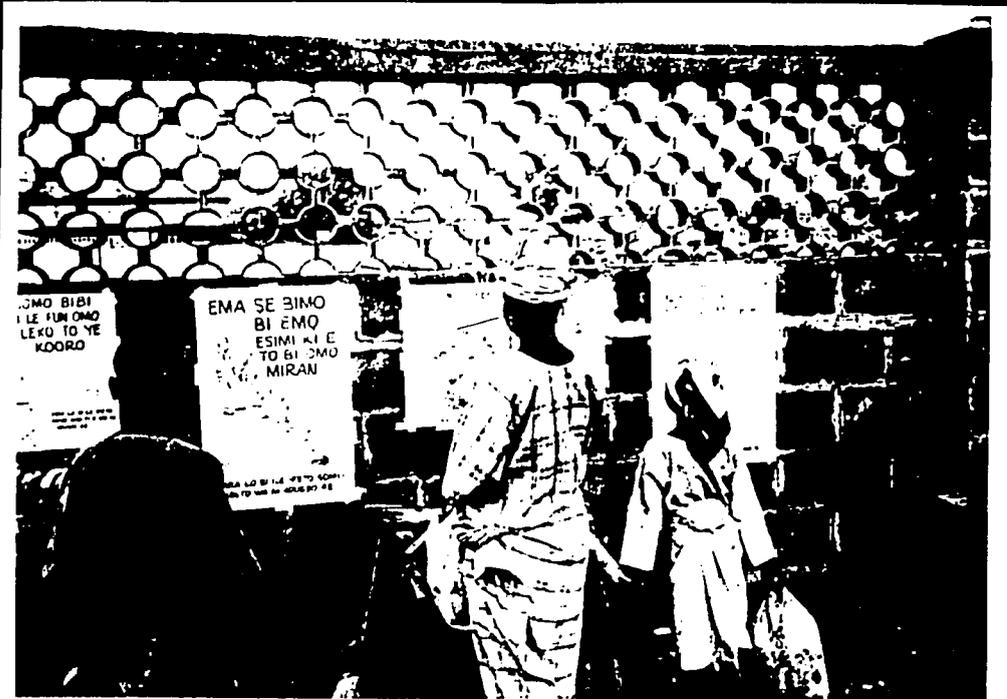
JHU/PCS Program Officer Kim Winnard and Jose Rimon II, Deputy Project Director, met with representatives of PPFN about the AF-NGA-05 project a total of five times during FY1986 in order to facilitate planning for the Broadcasters' Workshop. Carol Kazi and Lena Steckel of PFIAC also provided assistance for this project in conjunction with Winnard and Rimon.

Nigeria, Lagos

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-08, 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. JHU/PCS staff Ron Magarick, Jose Rimon II and Kim Winnard met with representatives of the Nigerian Television Authority (NTA) and Prime TV in Lagos over four visits in FY1986 to discuss and develop the project document for the

**NIGERIA:**

Family planning posters designed and silkscreened by the Health Education Unit of the Ministry of Health used as outreach visual aids by nurses in the marketplace and displayed on walls in public places, Ogun State (PCS-NGA-04)



RAPID TV program. Consultants Benson Morah and Miriam Bucher helped develop the RAPID script.

### Nigeria, Ogun

In Ogun State, plans are being made for implementing a broad, multi-media FP IEC state-wide campaign in order to both increase FP awareness among the Ogun population and improve the FP educational and service delivery skills of key health personnel (AF-NGA-09). The project activities include: traditional leader workshops; trainer of FP trainer workshops; physician workshops; mobile theater presentations; FP component to health worker training; development of posters, flyers, TV and radio spots; and FP knowledge and slogan recognition contests at clinics. JHU/PCS staff Jose Rimón II, Ron Magarick, Kim Winnard, and Carol Kazi and Lena Steckel of PIACT made ten person-visits to Ogun State during FY1986 in order to discuss, lay the ground work, and develop specific activities for the Ogun State FP/IEC campaign.

### Nigeria, Borno

In order to improve FP service delivery while increasing public demand for FP, PCS and the Borno State MOH are in the process of developing an extensive, multi-media statewide FP IEC campaign (AF-NGA-10). The proposed project includes: motivational and IEC workshops for clinicians; TV drama on FP, immunization, and ORT; development of materials such as posters, leaflets, and television spots.

JHU/PCS staff Kim Winnard and Carol Kazi of PIACT met with representatives from the Borno State MOH, local health and media persons, and traditional leaders during the months of February and March 1986 in order to generate a state-wide FP/IEC campaign strategy. Winnard and Kazi will visit Borno again in November 1986 to finalize the project document, workplan and budget.

### Nigeria, Kaduna

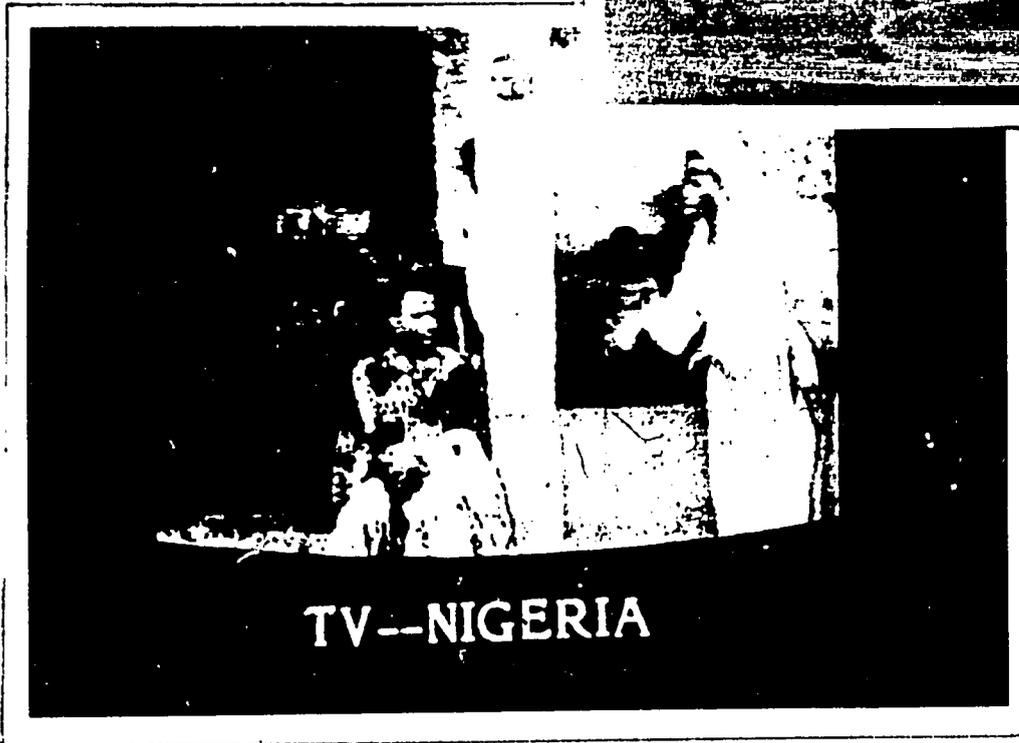
In order to maximize the client motivation/education potential of clinic personnel in Kaduna State, a package of IEC materials is to be developed and distributed to each clinic in the state (AF-NGA-11). In addition, a radio program and spots relating to FP and Islam would be produced. Jose Rimón II and Kim Winnard and consultants Carol Kazi and Lena Steckel of PIACT and Greg Christenson of CDC made seven person-visits to Kaduna during FY1986 to explore FP/IEC strategies for Kaduna.

### Nigeria, Ondo

In order to promote both public discussion of FP and the cooperation of village health committees and womens' market associations in FP activities, JHU/PCS is working with the MOH and radio corporations to develop a 26-week health and FP radio show series (AF-NGA-12). Each 30-minute radio show will include a drama and a question-and-answer period. Two posters and flyers will be developed to promote the show. The Ministry of Health and Ondo State Radiovision Corporation will assist in program production.



Nigeria: Stills from television footage of music, dance, and social drama on issues of family planning, Ogun State (PCS-NGA-04)



### Nigeria, Benue

In order to generate support for FP activities among the leaders in Benue State, PCS and the Benue MOH have initiated plans for a Policy-Maker Seminar on FP in Benue (AF-NGA-13). The project is scheduled to run from January - June 1987. The seminar would take place in April 1987. JHU/PCS Program Officers Kim Winnard and Susan Krenn met in September 1986 with representatives from the Benue State MOH and with local key health and opinion leaders to discuss Benue State FP/IEC needs and to develop plans for the policy-maker workshop and an IEC strategy. Winnard will visit Benue State in November 1986 to finalize plans for the workshop and FP/IEC activities in Benue.

### Nigeria, Bauchi

JHU/PCS Program Officer Kim Winnard and Carol Kazi of PIACT visited Bauchi State in March 1986 to assess the FP IEC need of Bauchi. Discussions included the production of a package of materials to better equip students of nursing and community health workers to promote and deliver FP. These materials would be used in schools of Nursing and Health Technology in Bauchi State (AF-NGA-14). A follow-up visit is scheduled for 1987.

### Nigeria, Kano

JHU/PCS Program Officer Kim Winnard and Carol Kazi of PIACT met with representatives of the Kano Broadcasting Corporation in February 1986 to discuss a prospective workshop for key broadcasting representatives from the Hausa-speaking states of northern Nigeria.

The workshop would explore possible broadcasting strategies supporting FP using Islam as a supportive philosophy. (AF-NGA-15). A follow-up visit is scheduled for 1987.

### Nigeria, Niger

In August 1986, JHU/PCS Program Officer Kim Winnard and Carol Kazi of PIACT visited Niger State and met with representatives from the Niger State Ministry of Health, the Niger Television Authority, Radio Niger, and the Niger State Council for Arts and Culture (NCAC). They discussed the issue of family planning and health needs in Niger State, assessed suitable FP/IEC strategies and discussed utilizing "folk media" such as local theater groups.

In order to increase awareness about FP among the rural population of Niger State, PCS and the MOH will implement a FP IEC Campaign, utilizing particularly a mobile theater performance troupe (AF-NGA-16) in late 1987.

### Nigeria, Rivers

In August 1986, JHU/PCS Program Officers Kim Winnard and Susan Krenn met with representatives of the Rivers State Broadcasting Corporation and the MOH to discuss the most appropriate media to promote FP.

In order to increase FP awareness and promote FP education among the population of Rivers State, PCS and Rivers Broadcasting Corporation (RBC) would develop and produce a radio campaign about FP (AF-NGA-17, Rivers State FP/IEC campaign).

### Rwanda (NA)

JHU/PCS consultant Opia-Mensah Kumah, and CAFS Program Officer Guy Moutia conducted the regional Family Planning Communication Training Needs Assessment in Rwanda during FY1986. As a result of the training assessment visit, the USAID Mission has requested JHU/PCS to do a comprehensive assessment in FY1986 of the IEC activities being carried out by local agencies under USAID agreements.

### Senegal (TA, MW, NA)

During FY1986, JHU/PCS representatives conducted three technical assistance visits to Senegal to assist the USAID-funded Family Health and Population Project of the Ministry of Social Development. Margaret Parlato (AED) held planning meetings with USAID and ISTI project staff and reviewed results of print material pretests. This was followed by a Needs Assessment and IEC strategy development mission conducted by Margaret Parlato and Scott Wittet (PATH/PIACT). A one-day workshop was held to finalize the strategy with representatives from the broadcast organization and principal organizations working in family planning.

The five booklets on methods use developed by Scott Wittet in FY1985 are about to be printed after a long delay in completing translations.

JHU/PCS, in conjunction with AED, organized a study tour to Mexico's TELEVISA soap opera production center in February 1986 for five Senegalese producers and health experts. The visit focused on introducing key decision-making-level representatives from the media and health ministries as well as production specialists to new ideas about program format and design. These participants later took part in drafting the family planning IEC strategy for Senegal and designing the radio and television component.

JHU/PCS provided assistance to the Mission in identifying appropriate audio-visual materials, equipment and reference materials for health personnel and community use. A collection of sample materials together with ordering information was assembled. Plans for JHU/PCS assistance in 1987 include organization of a workshop to train IEC staff in audience research and message development and a production workshop for regional radio stations.

### Sierra Leone (NA)

In March 1986, Maxwell S. Senior, JHU/PCS Senior Program Officer, and Guy Moutia from CAFS visited Sierra Leone to undertake the regional FP Communication Training Needs Assessment. During the visit, an URTNA mini-grant project was also initiated. The Sierra Leone Broadcasting System submitted a proposal for a series of radio programs on health and FP topics. The proposal was subsequently approved by URTNA and JHU/PCS. Production is expected to start by November 1986.

### Somalia (MW)

At the request of the AID Mission in Mogadishu, Maxwell S. Senior conducted an eight-day IEC workshop in November, 1985, for 25 participants from 5 Somali organizations which are actively participating in the AID-sponsored FHI project.

Three Somalis from the FHS project spent five days at JHU/PCS and received training in resource center management. They also requested copies of several audio-visual materials and two video tapes.

These activities in Somalia are not funded under the AID Cooperative Agreement but through a subcontract of \$149,964 with URC.

Sudan (CP)

The JHU/PCS project with the Sudan Community-Based Family Health Care Project (SCBFHCP) to develop four booklets to increase knowledge of FP materials and benefits among potential users and health workers is progressing.

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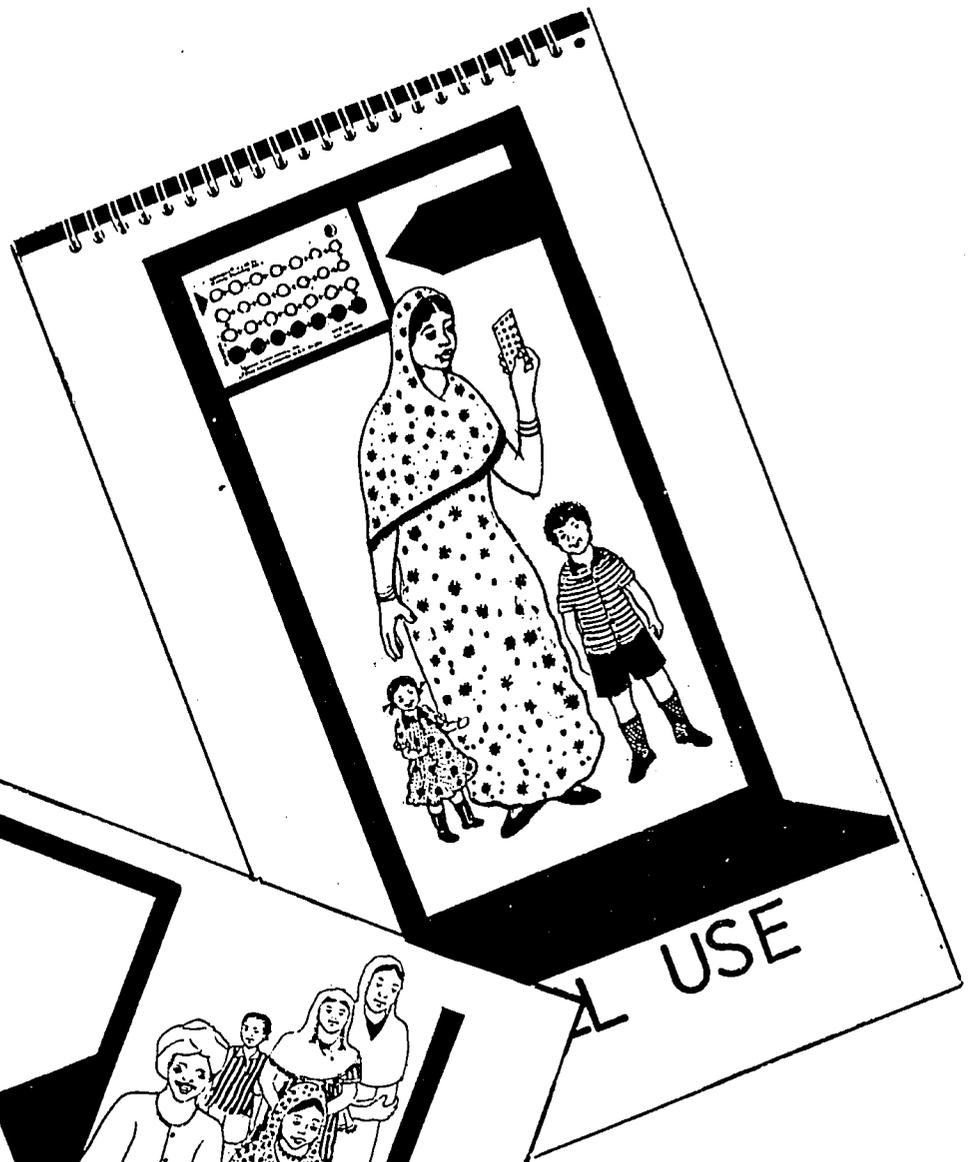
Project Summary

PROJECT TITLE/NUMBER:	Print Material 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 - September 30, 1987
PROJECT BUDGET:	\$38,940
CUMULATIVE EXPENDITURES:	\$4,620.64

The purpose of this project is to strengthen 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 them 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.

Samples of the pill use booklets have been received by JHU/PCS. Maxwell Senior, JHU/PCS Senior Program Officer, visited the project in November 1985 to monitor and provide assistance in the development of the first draft of the pill use booklet. PIACT staff member, Scott Wittet, made a TA visit in April 1986 to outline project evaluation procedures. Initial data were collected in project and non-project areas. The project has been extended to September 1987 to complete the production of the materials and to conduct the final evaluation. PIACT is working jointly with JHU/PCS on this project.

\* \* \* \* \*



AL USE

HOW TO  
BUILD  
A HAPPY  
FAMILY



Sudan: Materials produced  
include a motivational  
booklet and one on pill use.

### Togo (NA,TA)

At the request of USAID/Lomé, JHU/PCS staff member Joan Schubert in April 1986 completed an IEC/FP needs assessment and project concept paper in Togo. The purpose was to assist the Mission in the planning and formulation of its bilateral project.

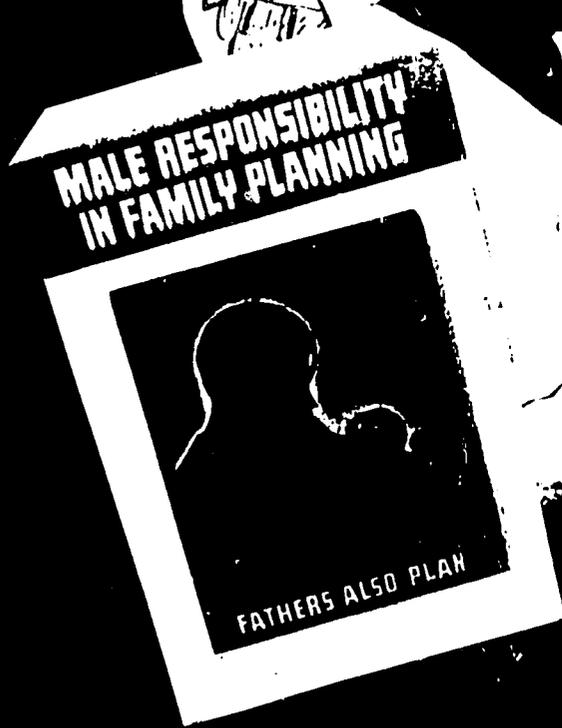
### Zaire (TA,MW)

In support of the two USAID-assisted family planning and primary health care programs--SANRU and the Projet des Services des Naissances Désirables--and the local IPPF affiliate, JHU/PCS has provided ongoing technical assistance since 1983. During FY1986, Margaret Parlato (AED) conducted a week-long workshop to develop a national IEC strategy with representatives from the eight principal organizations involved in disseminating information and providing family planning services. Mrs. Parlato also provided assistance in preparing implementation strategies and a budget. Follow-up technical assistance visits are planned to conduct radio training workshops, produce radio-TV programs and train staff in techniques of developing print materials for low-literate audiences.

### Zimbabwe (TA)

In continued support of the Zimbabwe National Family Planning Council (ZNFPC), JHU/PCS Senior Program Officer Wilma H. Lynn conducted two TA visits during FY1986. First, at the request of REDSO/ESA and USAID/Harare, Wilma Lynn worked with the ZNFPC to review the budget and proposed activities under a revised USAID Bilateral project. Then, in January 1986, Wilma Lynn provided TA to the ZNFPC for the development of a radio soap opera series on male responsibility in family planning.

Zimbabwe: Family planning materials (upper right, lower left) were adapted from materials provided by the Media/ Materials Collection.



CFPA

## LATIN AMERICA AND THE CARIBBEAN

### Overview

In the fourth project year there was a wide variety in the types of materials produced, including songs, videos, radio spots and dramas, pamphlets, posters, manuals and flipcharts. The Tatiana and Johnny project surpassed all expectations by topping the hit parade charts within the first few months. This project demonstrated the viability of producing materials at the regional level and promoting family planning concepts via entertainment channels.

The materials developed in Bolivia, Brazil and Honduras were the first family planning materials systematically produced for national distribution. In each country this constitutes a significant contribution in meeting the tremendous demand for accurate FP information.

The first JHU/PCS project (LA-MEX-01) concluded this year as did the project in Honduras (LA-HON-03). At the same time three new projects were initiated in Mexico.

Country project development began in Guatemala, Colombia and Trinidad and Tobago. JHU/PCS staff and consultant travel to a total of 10 countries included both support for project activities and technical assistance visits to two countries (El Salvador and Peru).

JHU/PCS strategy in Latin America has been twofold:

1. To develop appropriate IEC materials to meet the great demand for specific family planning information among large rural and urban populations. This has been accomplished by:
  - testing various media approaches to reach low-income couples with information on family planning methods and services;
  - supporting community outreach and clinic programs in rapidly growing urban areas by means of coordinated mixed-media campaigns;
  - dispelling myths and rumors by conducting audience-specific analysis to directly address points of misinformation in IEC materials; and
  - assisting FP institutions to become more professional by linking them with local media professionals and encouraging them to coordinate their efforts with colleagues.
2. To concentrate on the needs of special audiences by:
  - developing innovative approaches to reach young adults with information on life planning and responsible sexuality;
  - exploring new ways to involve men, especially young men, in family planning;

- influencing policymakers, journalists and other leaders to increase their awareness of family planning issues and encouraging them to take direct action to support expanded programs;
- providing training materials and instruction for health personnel in family planning and counseling skills; and
- promoting community based distributors in rural zones.

### Regional Young People's Project (CP,TA)

This project was developed by former Senior Program Officer Patrick L. Coleman in response to the AID Latin America Bureau's interest in producing mass media materials that would have regional appeal. Promoting responsible parenthood was the main objective, with Latin American youth the target audience. The materials were developed along highly commercial guidelines in order to assure wide exposure of the message via popular mass media channels.

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#### Project Summary

PROJECT TITLE/NUMBER: Communication for Young People in Latin America (LA-MEX-02)

PROJECT GRANTEE: Fuentes y Fomento Intercontinentales (FFI)

PROJECT DURATION: June 1, 1985 - October 31, 1986

PROJECT BUDGET: \$240,000

CUMULATIVE EXPENDITURES: \$181,569.51

A local, independent Mexican production and marketing firm, Fuentes y Fomento Intercontinentales S.A. (FFI), was selected to design and implement this project.

Two young and very popular artists with large built-in followings were chosen to perform the two songs and music videos produced by FFI. Four radio and television public service announcements were also produced. These included the segment of each song which most clearly communicated the responsible parenthood message in addition to the slogan which was developed for this campaign: "Amigos, las alternativas para tu futuro están en tus manos; orientate (Friends, the choices for your future are in your own hands; find out about them)." Family planning associations in eleven countries were approached by PCS with regard to their participation in this regional project; twelve associations expressed their interest in promoting their services to the youths of their respective countries through this innovative mass media approach. (See project for LA-MEX-04 for more information.)

In keeping with the work plan, the materials generated by this project were scheduled to be launched in September 1985, but due to the major earthquakes that struck Mexico during that month, the launch of the campaign was re-scheduled for mid-January 1986.

As planned, a simultaneous eleven-country launch was coordinated around the broadcast of the Raul Velasco variety show "Siempre en Domingo", transmitted to an estimated audience of over 150 million people. A well orchestrated media blitz was not long in demonstrating its effectiveness as the song selected to be promoted first, "Cuando Estemos Juntos," caught the media's attention and soon thereafter began to climb radio popularity charts. In March, April and May the song was firmly in the number one position on major radio and magazine popularity charts in Mexico and high on lists in other countries.

The major record and tape conglomerate, EMI/Capitol, expressed its interest in including the songs on the female singer Tatiana's long-playing album. JHU/PCS granted permission in exchange for royalties generated through sale of LPs and cassettes containing the songs.

In order to determine whether the target audience had correctly interpreted the song's meaning, FFI and the local participating agencies coordinated with radio stations and music magazines to sponsor write-in contests in which participants were asked to give their interpretation of the song. The response to these contests was excellent with thousands of letters arriving both at radio stations and magazine offices and also at the twelve participating family planning/counseling organizations. Samples of these letters are currently being submitted to a formal content analysis evaluation, but informal evaluations indicate that, not only did the lyrics convey the responsible parenthood message, but they also helped to trigger an increased awareness of the benefits of social responsibility.

In June 1986, consultant Rogelio Villarreal provided technical assistance to eight Latin American participating family planning agencies in marketing and distribution strategies.

Sales of the Tatiana L.P. and cassette which currently stand at around 270,000 units are another indirect measure of the acceptance of the message. This sales figure is only for Mexico; reports from the other countries in which EMI/Capitol has decided to release this product, such as Argentina, Colombia, the United States and others, will soon be available.

The technique of using peer group role models greatly contributed to the positive way in which the potentially "preachy" message was perceived by the target audience.

Much media attention in Latin America and the United States has been focused on this innovative approach to social communication; major television networks, newspapers, news magazines and others have covered the different aspects of this project. This project has received three major awards.

The second song, "Detente," was released in Miami during the broadcast of the "Siempre en Domingo" program in August 1986. Originally scheduled to be released sometime in late April or early May, the long-lived success of "Cuando Estemos Juntos" made it necessary to postpone this launch until later in the year.

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### Regional (CP development)

JHU/PCS representatives met with the Asociación Pro-Bienestar de la Familia de Guatemala (APROFAM) in order to discuss the establishment of a Regional Video Production Center (RVPC).

The purpose of this project will be to increase the production of high quality family planning materials, particularly video, for Central American audiences. The RVPC also will operate as a center for regional production and be staffed by media representatives from Central and South America. Once the RVPC is equipped and staffed, the focus will be on developing materials to promote family planning messages via the mass media. The long-term objective is for the video production center eventually to become self sufficient by attracting business from the governmental and non-governmental sectors.

The proposal is in the final stages of development and is scheduled to begin in February 1987.

### Bolivia (CP,MW)

JHU/PCS is supporting the first national family planning campaign in Bolivia's history with the Centro de Orientación Familiar (COF), an IPPF affiliate.

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#### Project Summary

PROJECT TITLE/NUMBER: Family Health IEC (LA-BOL-01)  
PROJECT GRANTEE: Centro de Orientación Familiar (COF)  
PROJECT DURATION: November 1, 1984 - January 31, 1987  
PROJECT BUDGET: \$110,250  
CUMULATIVE EXPENDITURES: \$47,065.10

The purpose of this project has been to support a mixed media communication campaign designed to promote family planning and offer service information to urban populations in several Bolivian cities which have never been exposed to this type of information before.

The project targets three main audiences: 1) potential clients, to inform and motivate them regarding the availability and location of local family planning services in several urban areas; 2) family planning clients, to offer specific information on contraceptive methods and their correct use; and 3) national leaders, to portray the relationship between population growth, socio-economic development and the need for expanded family planning services. An inter-institutional commission composed of several private-sector family planning organizations was established in order to foster collaboration on national strategy planning as well as encourage participation during the materials' development process. This marks the first joint effort in the history of the family planning movement in Bolivia. It is hoped that it will promote future collaborative efforts in family planning. The various FP agencies were involved in the early stages of the IEC campaign and received posters and pamphlets to support their activities.

los padres responsables  
cuidan la salud  
de la familia!

los padres responsables  
cuidan la salud  
de la familia!

los padres responsables  
cuidan la salud  
de la familia!



Bolivia: A COF poster shown here in different stages of development.

COF PARA CUIDAR LA SALUD VAYA A LOS CONSULTORIOS

A series of ten seminars was held to inform key opinion leaders about the impact of population growth on Bolivia's future socio-economic development. The seminars were held on a monthly basis with each session addressing different themes in relation to family planning, such as: economics, religion, the status of women, community development and health care. Each session was led by a noted authority on the subject and attended by other professional and community leaders.

Although the leaders' seminars were designed for medium sized groups (30-50), many more requested to participate. A core group attended all the seminars and participated in a recent evaluation. Due to the positive results, the seminars may be continued.

In the second year of the project a series of print materials was produced and distributed in cities across the country. One calendar and three posters were used in health and family planning clinics to inform women about the benefits of family planning in terms of improved health and educational opportunities as well as to provide specific information on family planning services. Four pamphlets were developed to provide contraceptive-specific information (pill, IUD, barrier methods and natural family planning) to assist the health workers in family planning counseling and the clients in making informed choices.

A radio campaign was designed to get the word out about family planning benefits and services to a broad spectrum of the Bolivian society. The campaign was designed in two phases, beginning with a responsible parenthood focus. The second phase focused more specifically on reproductive health issues. In order to reach the diverse cultural groups, the radio spots were broadcast in the indigenous languages of Quechua and Aymara, in addition to Spanish. Each spot also carried a tagline promoting the local family planning center.

Another interesting element of the project is the audio-cassette programs to be aired on long distance bus trips. The audio-programs are designed to incorporate family planning themes into an entertainment format including music, interviews, short dramas, etc. The audio programs were developed and pretested in FY1986 and will be aired in FY1987.

Three technical assistance visits were made by JHU/PCS representatives during FY1986: Media Materials Coordinator Ann B. Jimerson, Program Officer Alice I. Payne; and consultant Lenin E. Flores, of ASHONPLAFA in Honduras.

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### Brazil (CP)

In Brazil, JHU/PCS is supporting a project with the Associação Brasileira de Entidades de Planejamento Familiar (ABEPF) to develop print materials for family planning users, potential users, promoters and community leaders. The project is designed to provide basic information on family planning and specific contraceptive methods as well as improve health professionals' counseling skills. A complete set of basic family planning materials has been developed and will be distributed through ABEPF's 150 affiliates nationwide.

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### Project Summary

PROJECT TITLE/NUMBER: Basic IEC Materials (LA-BRA-01)  
PROJECT GRANTEE: Associação Brasileira de Entidades de Planejamento Familiar (ABEPF)  
PROJECT DURATION: April 1, 1985 - February 28, 1987  
PROJECT BUDGET: \$143,818  
CUMULATIVE EXPENDITURES: \$54,671.15

The purpose of this project is: 1) to motivate and inform current and potential users of family planning services about the benefits and risks of each method and its proper use; 2) to train promoters in the use of IEC materials; and 3) to orient the general public regarding the availability of family planning services in the community. This is a pioneer effort in Brazil in systematically producing and distributing IEC family planning materials.

In the second year of the project, the ABEPF team pretested and finalized a comprehensive set of IEC materials, including: informational booklets, motivational pamphlets, posters and a flipchart. Six contraceptive-specific booklets were developed (pill, IUD, barrier methods, natural family planning, female sterilization and vasectomy), in addition to one overview booklet of all the methods available. Pretesting all the materials in three cities (Rio de Janeiro, Sao Paulo and Fortaleza) was a substantial undertaking. A flipchart has also been designed to assist clinic educators during group counseling sessions. In addition, a poster will be produced for clinic use to illustrate the contraceptive methods available.

For the communities, a poster will be utilized to inform potential users about the availability of family planning services. A pamphlet will also be distributed to community leaders to encourage them to take an active role in FP promotion.

Since these materials will be distributed through the affiliate agencies, ABEPF plans to hold regional training courses in FY1987 for service providers to assist them in the effective use of these IEC materials.

A total of five visits was made by JHU/PCS in FY1986: Media Materials Coordinator Ann B. Jimerson (1), Program Officer Alice I. Payne (1) and PIACT Consultants Nancy Newton (1) and Lucia Ferraz-Tabor (2).

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### Colombia (CP Development)

PROFAMILIA representatives met with JHU/PCS in September to discuss the possibility of supporting a radio campaign promoting contraceptives available in commercial and community based outlets. PROFAMILIA has proposed that JHU/PCS and SOMARC jointly sponsor a project of this nature. The media campaign is designed to take place in three Colombian cities. The promotional radio spots would market generic contraceptives in a manner similar to the original generic condom campaign conducted in 1984-1985.

## El Salvador (TA)

At USAID/San Salvador's request, JHU/PCS staff and consultants made two technical assistance visits to San Salvador. Patrick L. Coleman, then Senior Program Officer, met with the Asociación Demográfica Salvadoreña (ADS) to assess its IEC and mass media activities. In the past, the ADS had pursued a number of different communication projects, including mass media materials production and social marketing approaches. The IEC interventions had indeed created an awareness regarding family planning. Coleman recommended that future campaigns aggressively target the segments of the population which are still not convinced about the benefits of family planning. With improved audience segmentation and comprehensive communication strategies, the mass media materials could become more effective in activating more people to initiate family planning.

The USAID/San Salvador mission was enthusiastic about the assessment trip and requested a follow-up visit. D. Lawrence Kincaid, JHU/PCS consultant, provided technical assistance to the ADS in developing a research plan for future IEC work. Kincaid recommended that a preliminary survey using qualitative research techniques be carried out to ascertain attitudes regarding family planning in general, small families and quality of the available services. Based on these findings, a second research phase was designed to gather more detailed information with a larger number of interviewers. The purpose of the research design was twofold: 1) to develop the most effective messages for the comprehensive communication campaign; and 2) to establish a baseline information bank in order to eventually evaluate the impact of the media campaign. These research plans have since been implemented by the ADS.

## Honduras (CP,MW)

JHU/PCS has worked simultaneously with three organizations in both the public and private sector in Honduras in order to promote family planning and disseminate accurate information to multiple segments of the population. All the projects have succeeded in producing family planning materials appropriate for the target audiences. This is one of the first times that family planning messages were systematically produced in Honduras for mass media dissemination. Radio spots, pamphlets and news items focusing on family planning, once sporadic, are now commonplace and widely accepted in Honduras.

The Asociación Hondureña de Planificación de Familia (ASHONPLAFA) has been a local leader in family planning communication. The print and radio materials produced under this project are designed to support the community-based contraceptive distribution program and are aimed primarily at rural audiences.

The Ministerio de Salud (MOH) also targets rural audiences, but through its health outposts across the country. The family planning messages which stress maternal and infant health are one element in the Health Education Division's integrated media campaign.

The Instituto Hondureño de Seguridad Social (IHSS) family planning program serves primarily an urban audience. The print materials orient the IHSS staff and IHSS clients to the family planning benefits.

During the third year of organized family planning communication efforts, the three institutions reaffirmed their interest in continuing inter-institutional collaboration. The coordinating meetings are now a shared responsibility among these institutions. The inter-institutional committee plans to pursue the idea of developing materials jointly.

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Project Summary

PROJECT TITLE/NUMBER: MOH Family Planning IEC Activities  
(LA-HON-01)

GRANTEE: Ministerio de Salud Pública

PROJECT DURATION: January 1, 1984 - December 31, 1986

PROJECT BUDGET: \$40,000

CUMULATIVE EXPENDITURES: \$17,225.25

The purpose of this project was to assist the Ministry of Health to produce and disseminate family planning messages geared toward the acceptance and practice of contraception by the Honduran population, especially those living in rural areas.

Nineteen eighty-six was a formative year for materials production at the MOH. Radio dramas were produced for mass broadcasting and to be used as educational material by the rural health promoters with community groups.

Based upon the story line developed in the radio programs, a photo-novel with family planning themes was printed. This is also used by the rural health workers in their community outreach activities. A poster advocating birth spacing was distributed to all health clinics which became equipped to offer FP services in the last year. The posters were overwhelmingly accepted and there has been a demand to reprint them. Three newspaper supplements were developed in the comic book format for urban and peri-urban audiences.

An impact evaluation of the communication activities was carried out. The results are currently being analyzed.

Four TA visits were made by JHU/PCS representatives in FY1986.

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Project Summary

PROJECT TITLE/NUMBER: Family Planning IEC System (LA-HON-02)  
PROJECT GRANTEE: Instituto Hondureño de Seguridad Social (IHSS)  
PROJECT DURATION: January 1, 1984 - January 31, 1987  
PROJECT BUDGET: \$27,550  
CUMULATIVE EXPENDITURES: \$4,971.63

The purpose of this project has been to establish an information and communication system to promote family planning activities being carried out by the IHSS. The system will operate by serving both the personnel working at IHSS and the members and beneficiaries attended by the institution. Once the internal IHSS personnel have been reached, this project will seek to reach the 160,000 insured workers and their families with information about the family planning services provided by IHSS.

The initiation of this project coincided with the establishment of an IHSS pilot family planning clinic in Tegucigalpa, the capital city. During the first two years of the project, the IHSS staff was introduced to the new family planning program through ongoing orientation workshops and the key providers received a contraceptive update training.

Over the past year a newly appointed project coordinator initiated the materials phase of the project. He first conducted a survey of the IHSS clients in both Tegucigalpa, and the second major city, San Pedro Sula. The majority of respondents stated that they believe family planning to be beneficial and would like more contraceptive-specific information.

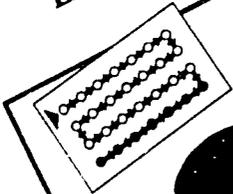
Based on these findings, five pamphlets (pill, condom, IUD, female sterilization and vasectomy) were developed and pretested. This is the first set of educational materials on family planning that has been available to IHSS workers and clients. Not only will the pamphlets be used to inform clients in the family planning clinic but, also, to refer potential clients from other IHSS clinics.

In July-September, 1986, two orientation sessions were held for IHSS employees to introduce them to the family planning services of the Institute.

JHU/PCS representatives made four TA visits during FY1986.

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LA PILDORA



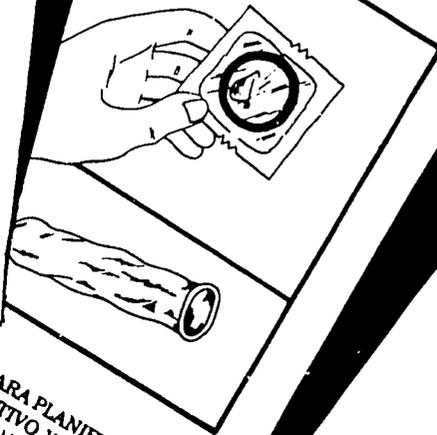
UN METODO DE PLANIFICACION  
FAMILIAR CONFIABLE  
Y SALUDABLE

DIU



INTRUTERINO  
Planificar

PRESERVATIVO O  
CONDON



METODO PARA PLANIFICAR LA  
FAMILIA EFECTIVO Y FACIL DE  
USAR

Honduras: Materials produced by IHSS  
to demonstrate use of pill, condom,  
and IUD.

Project Summary

**PROJECT TITLE/NUMBER:** ASHONPLAFA Radio and Print Materials Campaign for its Rural CBD Program (LA-HON-03)

**PROJECT GRANTEE:** Asociación Hondureña de Planificación de Familia (ASHONPLAFA)

**PROJECT DURATION:** January 1, 1984 - August 31, 1986 (completed)

**PROJECT BUDGET:** \$147,600

**CUMULATIVE EXPENDITURES:** \$131,885.19

The purpose of this project was to inform and educate rural populations about the contraceptives provided through ASHONPLAFA's community-based distribution program through a mixed media campaign. This has been achieved by the production and dissemination of a motivational and educational campaign.

In the final year of the project ASHONPLAFA continued to produce radio spots promoting the local CBD worker in each spot. Over 500 spots of this nature were produced. In order to increase the credibility of the CBD workers and to take advantage of the strong interpersonal links which exist in small communities, referral cards were given to each distributor. The radio spots and referral cards were designed to be mutually supportive by reinforcing the same slogan.

To assist the CBD workers in their counseling, a set of informative print materials was developed. A portable flipchart was designed for the regional supervisors who visit all the ASHONPLAFA distributors across the country. At the second level, a manual was prepared for the CBD workers. This is the first time that reference materials containing uniform information have been prepared for the distributors. Two pamphlets (pill and condom use) also were produced for client informational needs. Now each link in the service delivery system has access to print support materials designed to meet its specific needs.

ASHONPLAFA recently conducted an evaluation to determine the effects of the multi-faceted IEC campaign. Preliminary results indicate that the total number of users increased by 11 percent during the campaign. It is interesting to note that the campaign also influenced active users by reducing drop-out rates.

Five technical assistance visits were made to Honduras during FY1986 by JHU/PCS Project Director Patrick L. Coleman (1), JHU/PCS Program Officer Alice I. Payne (3), and JHU/PCS consultant D. Lawrence Kincaid (1). AED staff member Oscar Vigano also assisted in monitoring project activities and coordinating the work of ASHONPLAFA, the MOH and IHSS.

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**El condón o preservativo**

**La pastilla...**

Un anticonceptivo seguro

una forma segura de planificar su familia.

**LA PASTILLA Y EL PRESERVATIVO**

un manual para los distribuidores comunitarios

ASHIONPLAFA  
ASOCIACION HONDUREÑA  
DE PLANIFICACION DE FAMILIA

# LA PASTILLA

Un anticonceptivo seguro para que la mujer no quede embarazada.

Honduras: Materials produced by ASHONPLAFA include a flipchart, manual, and pill and condom booklets.

## Mexico (CP)

During FY1986 the project with the Federación Mexicana de Asociaciones Privadas de Planificación Familiar (FEMAP), the first project initiated under the JHU/PCS Cooperative Agreement, was completed. Over the two and one half years, the project achieved a high degree of success through the production of a multi-faceted radio and print campaign. An extensive evaluation was carried out in two cities and provided information on the relative impact of the media efforts. (See project summary that follows for more information).

A new project was initiated with the Academia Mexicana de Investigación en Demografía Médica (AMIDEM) to develop a series of teaching guides to be used in training the 58,000 IMSS medical personnel. IMSS is a major provider of family planning services with over 2.7 million clients (see project summary for more information).

Two representatives from the Consejo Nacional de Población (CONAPO) visited JHU/PCS to discuss future collaboration and become acquainted with the prototype IEC examples in the Media/Materials Collection.

Eight visits were made by JHU/PCS: Project Director Patrick L. Coleman (4), Senior Program Officer Frank J. P. Segura (2) and Media Materials Coordinator Ann Jimerson (2).

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### Project Summary

PROJECT TITLE/NUMBER: Promotoras (LA-MEX-01)

PROJECT GRANTEE: Federación Mexicana de Asociaciones Privadas de Planificación Familiar (FEMAP)

PROJECT DURATION: August 1, 1983 - May 31, 1986 (completed)

PROJECT BUDGET: \$204,187

CUMULATIVE EXPENDITURES: \$198,166.73

The purpose of this project was to provide print and broadcast materials to support the work of community-based contraceptive distributors, "Promotoras." The campaign has served to bolster the CBD distributors' role in the community as well as to inform users and potential clients on a variety of contraceptive options. Focus group discussions and in-depth interviews were conducted in order to ascertain the applicability of the print and radio materials (originally produced on a pilot basis for Ciudad Juarez) in different areas where FEMAP member associations were located. During the second year, FEMAP increased its mass media coverage to several regions in Mexico.

After minor modifications, over 1,600,000 copies of six method-specific pamphlets were distributed in 13 cities. The radio spots were modified to incorporate local accents, phrases and music. A total of 29 radio spots and three programs were produced and broadcast 35,000 times in five cities.

To support the increase in client interest from the radio spots, 12,000 client referral cards were printed with each association's logo. Due to the popularity of the cards among distributors and clients, they were also used in cities without radio broadcasts.

Near the end of the year FEMAP, with assistance from a JHU/PCS consultant, began to develop methodologies to evaluate both the radio and the print materials produced under the project. The radio evaluation was completed in early 1986. The print material evaluation is still being analyzed.

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### Project Summary

**PROJECT TITLE/NUMBER:** IEC Materials for Health Workers  
(LA-MEX-03)

**PROJECT GRANTEE:** Academia Mexicana de Investigación en  
Demografía Médica (AMIDEM)

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

**PROJECT BUDGET:** \$158,236

**CUMULATIVE EXPENDITURES:** \$0

The purpose of this project is to improve the interpersonal communication skills of the IMSS medical, paramedical and social work personnel. The project will develop a series of teaching modules to be utilized to support family planning service delivery. Five modules, nine teaching guides and accompanying slide sets will be developed and produced into teaching modules to be used in an in-service training system given at every level of the Family Medical System. The teaching guides and modules will focus on:

#### Teaching Guides:

1. Family Planning Topics - Contraceptive Methodology - Postpartum and Post-abortion Contraception
2. Hormonal Contraception
3. Intrauterine Device
4. Bilateral Tubal Occlusion
5. The Vasectomy
6. Reproductive Risk Factors Study
7. Maternal Mortality
8. Mortality in Under Five-Year Olds
9. Family Planning Focusing on Risk Prevention of Maternal Child Mortality.

Modules:

1. Adolescent Fertility
2. What is a Family Planning Program?
3. Population Terminology Glossary
4. Interpersonal Comunication
5. Mass Media Communication.

It is foreseen that two communications modules will be developed. One of these will be dedicated to help to increase the interpersonal skills of Instituto Mexicano del Seguro Social (IMSS) personnel. The other communications module will focus on the mass media role in broadcasting family planning messages and how these can be reinforced at the interpersonal level.

Eventually, examples of the teaching modules will be offered to other institutions and agencies in the region for possible adaptation.

UNESCO representatives participated in message development and pretesting materials for adult work sessions conducted at IMSS with project staff. The participants were very positive about the workshop.

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Project Summary

PROJECT TITLE/NUMBER: Educational Video Follow-up (LA-MEX-04)  
PROJECT GRANTEE: Fuentes y Fomento Intercontinentales (FFI)  
PROJECT DURATION: May 1, 1986 - October 31, 1986  
PROJECT BUDGET: \$23,500  
CUMULATIVE EXPENDITURES: \$10,575

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### Project Summary

**PROJECT TITLE/NUMBER:** Entertainment Video Follow-up (LA-MEX-05)  
**PROJECT GRANTEE:** Fuentes y Fomento Intercontinentales (FFI)  
**PROJECT DURATION:** May 1, 1986 - October 31, 1986  
**PROJECT BUDGET:** \$24,500  
**CUMULATIVE EXPENDITURES:** \$11,025

The goal of this project was to build upon the interest generated through the Communication for Young People project and to encourage responsible decision-making and responsible parenthood among young Latin adults. The entertainment video will be disseminated through the mass media by making it available to all of the television stations in the Latin American region that responded favorably to the initial products generated by the Communication for Young People project. Much free air-time via local and regional television stations will become available for this material, as program directors have expressed their interest in social communication messages presented in a commercial package, as is the case with reference to this production.

Although millions of young Latin Americans were exposed to the hit songs "Cuando Estemos Juntos" and "Detente" sung by Tatiana and Johnny, it was felt that segments of the target audience required additional attention in order to fully assimilate the responsible parenthood message. This video goes behind the scenes in the making of the Tatiana and Johnny music videos, exploring why this type of project is necessary and why the two artists became involved. Included in this production are details relating to selection of the songs and their recording. Some of the early results of the Communication for Young People project are highlighted. The live broadcast of the song "Detente" on the "Siempre en Domingo" television program to an audience of close to 150,000,000 viewers is the closing sequence.

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### Peru (TA)

At the request of AID/Lima, JHU/PCS fielded a consultant to assist Instituto Peruano de Paternidad Responsable (INPPARES) in identifying and adapting existing print materials for distribution to private family planning organizations in Peru. Although many of the family planning groups had previously developed promotional and informational materials, it had been done sporadically and in limited quantities. The primary purpose of this assignment was to consolidate and improve the best selection of existing materials so that a comprehensive set of materials could be reproduced in large numbers for use by the various family planning groups.

JHU/PCS consultant Lenin E. Flores (currently mass communication coordinator of the JHU/PCS sponsored project with ASHONPLAFA in Honduras), made two visits in FY1986. His scope of work with INPPARES included: 1) training INPPARES personnel in pretesting using the focus group methodology; and 2) interpreting the pretest results in order to finalize the development phase.

The assignment will not be completed until early FY1987. To date, all parties involved have been very pleased with the progress achieved.

Trinidad and Tobago (CP development)

The Family Planning Association of Trinidad and Tobago (FPATT) requested technical assistance via USAID/Barbados in developing a radio soap opera focusing on young couples. Program Officer, Alice I. Payne, visited the FPATT to assist them in developing a preliminary proposal. Since commercial radio dramas have been very popular in the Eastern Caribbean, it is an appropriate format in which to include family planning messages. In order to make the project cost-effective, the radio soap opera will be produced so that it can appeal to the entire Eastern Caribbean Region, rather than just Trinidad and Tobago. The Jamaican experience with the successful soap opera, "Naisberry Street," will serve as a prototype. The producer of that show will serve as a consultant in developing the FPATT soap opera.

## ASIA

### Overview

In Asia, public awareness (knowledge) of family planning is generally high, while practice lags considerably behind. The strategy of JHU/PCS in Asia is to narrow this gap between knowledge and practice through IEC activities aimed at encouraging those people already at the knowledge stage to practice family planning as a result of their own informed decisions. In some Asian countries, such as Indonesia, where so many practice FP, the challenges are mainly to maintain current users and to increase the proportion of paying consumers. The JHU/PCS assistance strategy for Asia includes the following;

1. To stimulate more community participation in accepting family planning through outreach work by trained extension workers;
2. To assist IEC professionals in developing more client-oriented and method-specific IEC materials for high parity couples and, in particular, rural illiterate women;
3. To use more radio and video programs for public education and family planning motivation;
4. To further strengthen the government IEC support so as to penetrate the rural and remote areas and to target the hard-to-reach groups;
5. To accelerate participation of NGOs and the private/commercial sectors in promoting family planning to complement the government's IEC effort;
6. To assist in developing more integrated health and family planning messages and materials;
7. To explore more innovative IEC approaches and to test the cost-effectiveness of these new approaches;
8. To apply social marketing concepts and methodologies to FP/IEC activities to achieve contraceptive acceptance;
9. To enhance inter-agency coordination and inter-country collaboration in order to share experiences and IEC modalities; and
10. To assist Asian governments in strengthening IEC program feedback mechanisms and evaluation activities.

### Regional Strategy

In Asia, where family planning programs are more established, the JHU/PCS strategy has emphasized the improvement of existing IEC activities. JHU/PCS strategy is:

- To assist AID Missions by providing technical assistance in support of large bilateral family planning IEC programs;

- To assist family planning IEC professionals in India in developing comprehensive communication training programs in order to increase public knowledge of family planning and family planning service availability with particular emphasis on audience segmentation;
- To enhance the effectiveness of health workers providing family planning services by developing user-oriented print materials to assist in client counselling and education;
- To explore effective ways to reach couples of reproductive age who do not have access to regular mass media channels and/or do not perceive them as credible information sources; and
- To support innovative IEC initiatives that address safety of methods, combat rumors, misconceptions and concerns about the effectiveness of available methods.

### Bangladesh (TA)

Following an initial JHU/PCS contact with the Ministry of Health and Family Planning (MOHFP) by the Communication Advisor in India, Fred Reed, in October, 1985, there were a series of discussions regarding the possibilities and opportunities for JHU/PCS assistance in Bangladesh with USAID/Bangladesh. At the request of the USAID/Bangladesh mission, JHU/PCS sent a team of three IEC specialists to Bangladesh and provided technical assistance in assessing the need for improving IEC activities, developing a new IEC strategy, and formulating specific projects for the USAID/Bangladesh mission's consideration for funding. The JHU/PCS team was extremely well-received by both USAID/Bangladesh and the government officials concerned. JHU/PCS will send another TA team to Bangladesh in January, 1987 to complete the needs assessment, strategy development, and project formulation as requested by USAID/Bangladesh. It is expected that a long-term working relationship between JHU/PCS and the Government of Bangladesh will be established in line with USAID's child survival program.

### India (TA)

During FY1986, Dr. Fred Reed, Regional Communication Advisor based in New Delhi, continued to provide long-term in-country technical assistance in India towards the aim of strengthening the FP communication skills of health workers in the Ministry of Health and Family Welfare (MOHFW). His major accomplishment was to secure cooperation, support and approval by the Government of India for a major restructuring of training plans to emphasize grass roots needs and to build on local skills through a "training and visiting" approach. The training and visit (T&V) approach is an adaptation of the T&V system widely used in agriculture to promote health and FP. It is a way of bringing training to the field rather than bringing trainees to institutions. Dr. Reed's other accomplishments included: 1) continuous in-country support in the development of training and communication projects with Indian private voluntary organizations (PVOs); 2) extensive work in training and materials development for MOHFW faculty and local health officers; 3) nurturing cooperative endeavors between the MOHFW and Indian advertising agencies; 4) developing strategies for commercial marketing of contraceptives; 5) linking MOHFW FP programs with universities and other training institutions; and 6) training in FP/IEC materials development for grass-roots health personnel.

Specific FP/IEC activities for which Dr. Reed provided TA during FY1986 included assisting the Allahabad Agriculture Institute to integrate FP education/service delivery into its existing health outreach program. He also aided the Government of India (GOI) in the design of a protocol to select advertising agencies for FP/IEC campaign development. Dr. Reed helped organize communications management workshops for members of the MOHFW and media representatives. Dr. Reed also assisted in the MOHFW's efforts to substantially restructure the Central Health Education Bureau.

In October 1986, Dr. Rolf Lynton replaced Dr. Reed as the JHU/PCS Regional Communication Advisor in New Delhi. His major task will be to implement training activities in four states utilizing local consultants and institutions as feasible.

### Indonesia (TA)

In June-July 1986, at the invitation of the USAID Mission, JHU/PCS Deputy Project Director Jose G. Rimon headed a team of four senior IEC specialists, including Dr. Fred Reed, to provide TA to the National Family Planning Board of Indonesia (BKKBN) in reviewing the IEC component of the program and drawing up recommendations for a possible five-year IEC plan and strategy. The report addresses the issues of maintaining current high levels of prevalence, improving performance in the provinces outside Java and Boli and strategies toward increasing private sector participation including IEC support for current private sector programs. The report essentially recommends the acceleration of current plans and adaptation of better ways to make the program more consumer-driven.

Subsequent to this team's visit, Rimon returned to Indonesia after a month to provide TA in the preparation of the urban IEC strategy. This strategy proposes to use the doctors' and midwives' associations, which are perceived to have high credibility, reliability, and established credentials, as sources of information among the urban Indonesian population. The major elements of the strategy developed in the joint effort between BKKBN and JHU/PCS are the following:

- Campaign messages will focus on combatting myths and rumors by clarifying misconceptions about side effects and effectiveness of family planning methods;
- Mass media campaign, using TV and radio as the primary and secondary media, respectively. The campaign will be attributed publicly to the Indonesian Doctors' Association and the Indonesian Midwives Association;
- Synchronization of the mass media messages with training programs for doctors and midwives;
- Development of an easily identifiable FP symbol to mark private sector service location sites;
- Development and production of "point-of-purchase" IEC support materials;
- Special events to generate media coverage of FP;
- IEC addressed to medical practitioners;

- Research and evaluation of the FP/IEC campaign.

In September 1986, JHU/PCS consultant Gary Saffitz provided technical assistance to BKKBN in designing the bidding and selection process for an advertising agency to work on the urban IEC campaign.

### Nepal (CP)

Since the AID bilateral project in Nepal does not include funds designated for broad public educational programs apart from social marketing, JHU/PCS has supported two demonstration projects in Nepal, AS-NEP-01 and AS-NEP-02. The two were completed in FY1986.

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#### Project Summary

PROJECT TITLE/NUMBER: Training, Production and Use of Low Cost IEC Print Materials (AS-NEP-01)

PROJECT GRANTEE: Nepal FP/MCH Project, Ministry of Health

PROJECT DURATION: April 1, 1984 - June 30, 1986 (completed)

PROJECT BUDGET: \$44,425

CUMULATIVE EXPENDITURES: \$44,425

The purpose of this project was to promote better access to FP information and improve FP services for the rural population of Nepal by supporting the education and communication activities of grass roots level FP/MCH staff.

The primary activity involved developing and producing pictorial materials suitable for educating rural Nepalis about FP and distributing them through Panchayat-Based Health Workers who travel to remote areas providing FP and general health information.

The following materials were produced under this project:

- 60,000 copies of Hill and Terai versions of pictorial booklets for FP clients on the pill or using condoms;
- 32,000 copies of a motivational booklet on FP;
- 30,000 copies of two laminated plastic cards, one on oral rehydration therapy (ORT) for clients and one on aseptic procedures for health workers; and
- 2,000 copies of Asepsis Guidelines for Static/Mobile VSC Units.

During the course of this project, two training sessions were held to increase effective use of the materials produced: one training session in January 1985 for 18 regional training officers and health workers in the proper use and distribution

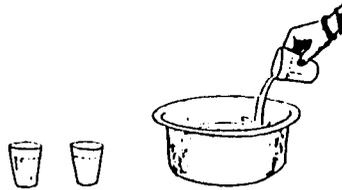
### औषधी पानी कसरी बनाउने

बच्चाहरूलाई पसाना लाग्दा तिनीहरूको शरीरबाट धेरै पानी निस्कन्छ जसले गर्दा तिनीहरू कमजोर हुन्छन् र भर्न पनि सक्दछन्। पसाना लाग्दा बच्चाहरूलाई मुखबाट योगाउन पुर्याउनु पानी र बिशेष गरी जीवन जल अथवा त्यो नपाएमा औषधी पानी खाउनुहुन्छ। जीवन जल जस्तै औषधी पानी-न पनि बच्चाहरूलाई केही पछ्यामै स्त्रब्य बनाउँछ र उमकी भोज पनि जगाउँछ। औषधी पानी घरमै बनाउन सकिन्छ।

१. सब जन्दा पहिले आधा लिटर अथवा एक माना अथवा चिया शाने पिनामभरी तीन लितामभरी गर।



२. एउटा गण भाँटोमा नापको सबै पानी हाल्नुहोस्।



३. पानीमा आधा प्याउ (एक घडी) चिनी वा सरस र हाल्नुहोस्।



४. पानीमा एक चिम्टी (तीन आनाको) नून हाल्नुहोस्।



### जीवन जल कसरी बनाउने

साई पसाना लाग्दा तिनीहरूको शरीरबाट धेरै पानी निस्कन्छ जसले गर्दा तिनीहरू कमजोर हुन्छन् र भर्न पनि सक्दछन्। पसाना लाग्दा बच्चाहरूलाई मुखबाट योगाउन पुर्याउनु पानी र बिशेष गरी जीवन जल खाउनुहुन्छ। जीवन जलने भन्दाभाई केही पछ्यामै स्त्रब्य उमकी भोज पनि जगाउँछ।

५. सब पहिले एक लिटर अथवा दुई माना अथवा चिया शाने ६ पितामभरी गर। शानपानी नान्नु।

२. एउटा गण भाँटोमा नापको सबै पानी हाल्नुहोस्।



६. अब पसाना लाग्दा बच्चाहरूलाई अरि अरि गर। गण पिनाम वा बच्चाहरू औषधी पानी खाउनुहोस्। यदि उमकी रान माने वा बान्ना गर्यो भने एक दिन आगम गर्न दिएर परि बिस्तारै खाउनुहोस्।



३. जीवन जलको पुर्याउलाई केही वा बचकले खाएर हाल्नुहोस्। जीवन जल पने पनि खाएमा ओरि वा पानेनमा पाउनु।



४. त्यसपछि पानीमा त्यो जीवन जलको पुर्यामा भाएर सबै औषधी स-खाउनुहोस्।



५. त्यो पानीलाई औषधी तबला उ-वेन-मग्न बच्चाहरू पुर्याउनुहोस्। औषधी हालिसकेपछि पानीलाई तनउनु हुँदैन।



६. अब पसाना लाग्दा बच्चाहरूलाई अरि अरि गर। गण पिनाम वा बच्चाहरू जीवन जल खाई रहनुहोस्। यदि उमकी शान माने वा बान्ना गर्यो भने एक दिन आगम गर्न दिएर परि बिस्तारै खाउनुहोस्।



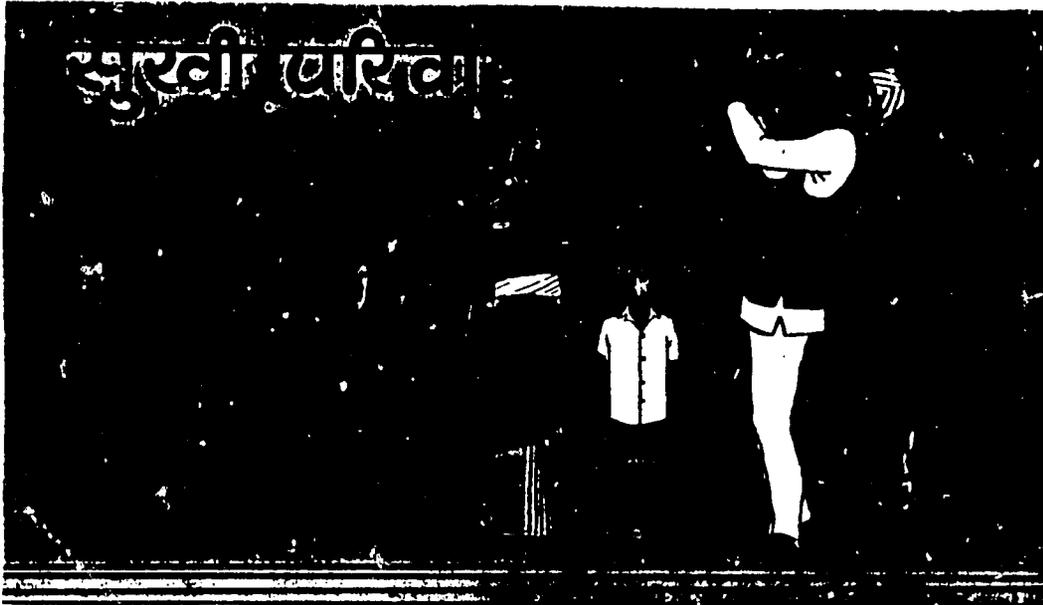
७. बच्चाहरूलाई जीवन जलका साथै दुध र अन्न नखाने कुराहरू पनि खाई दिनुहोस्। जीवन जलका एउटा पुर्यामा परमा मधे मान्नुहोस्। जसले गर्दा बच्चाहरूलाई जन्मकै बेला पसाना लागे पनि तपाईं-लाई अरुमाग पनेतेन।



ने पति मा वि.क. सो.ब.म. मु.भा.ब. महाविद्यालय एन.ए.ए.ए. ५, ७, ९, १०, ११, १२, १३, १४, १५, १६, १७, १८, १९, २०, २१, २२, २३, २४, २५, २६, २७, २८, २९, ३०, ३१, ३२, ३३, ३४, ३५, ३६, ३७, ३८, ३९, ४०, ४१, ४२, ४३, ४४, ४५, ४६, ४७, ४८, ४९, ५०, ५१, ५२, ५३, ५४, ५५, ५६, ५७, ५८, ५९, ६०, ६१, ६२, ६३, ६४, ६५, ६६, ६७, ६८, ६९, ७०, ७१, ७२, ७३, ७४, ७५, ७६, ७७, ७८, ७९, ८०, ८१, ८२, ८३, ८४, ८५, ८६, ८७, ८८, ८९, ९०, ९१, ९२, ९३, ९४, ९५, ९६, ९७, ९८, ९९, १००

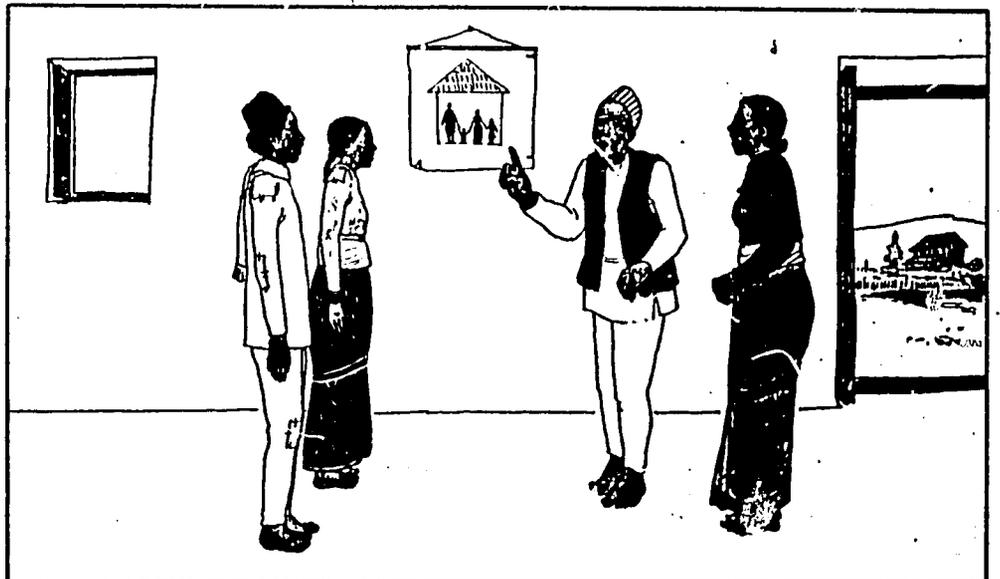


# सुखी परिवार



राम र सुन्तमीले परिवार नियोजनमा काम गर्ने मान्छेको सन्न्हाह अनुसार तीन वर्षपछि मात्र अर्को बच्चा जन्माए। तर इयाम र मैनाको हरेक वर्ष बच्चा जन्मिएपछि हुनाले पुरी बच्चा भए र इयामको घरमा शान्ति भएन।

Nepal:  
Family  
planning  
motivational  
booklet,  
"Happy  
Family,"  
for use by  
low-literate  
married  
couples



रामले इयामलाई तस्वीर देखाउँदै आफूले इयाहान सन्ने जति मात्र सन्तान पाउनलाई परिवार नियोजनको भण्डारमा जाने सन्न्हाह दिए।

of print materials, and one training session in July 1985 for six Regional Training Officers and FP Officers in the use of visual aids and design of motivational activities.

Scott Wittet of PIACT helped establish the evaluation procedure for this project. Although the number of health workers and clients interviewed was small and the selection not sufficiently random to draw scientifically valid conclusions, the results were encouraging. The main findings were:

- All clients in the booklet areas had received booklets and 93% reported that they had been adequately counselled;
- Health personnel using the booklets scored much better in mentioning the key points for each method than health personnel without booklets;
- No difference in knowledge levels was reported between clients given booklets and clients not receiving booklets, except among pill clients in the Hill area where those clients who had received booklets about the pill scored twice as high as those who had not;
- Health workers reported that the booklets made their work easier and they wanted to continue using them; and
- Male clients who had received condom booklets had shown them to an average of 7.5 other people.

Scott Wittet and Margot L. Zimmerman of PIACT were active in these endeavors. During FY1986 they made four TA visits to Nepal. During FY1986 JHU/PCS encouraged UNFPA and USAID/Kathmandu to identify a funding source to reprint the materials produced in this project which are in great demand. Supplies are already exhausted.

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Project Summary

PROJECT TITLE/NUMBER: Film Spots for Cinema Halls (AS-NEP-02)  
PROJECT GRANTEE: Communication Management Advertising Training, Inc. (COMMAT)  
PROJECT DURATION: December 1, 1984 - May 31, 1986 (completed)  
PROJECT BUDGET: \$29,314  
CUMULATIVE EXPENDITURES: \$20,730.77

The purpose of this project was to increase awareness about family planning benefits among the young urban population.

The primary activity involved developing and producing video spots which are 2-4 minutes long to be converted into 35mm film spots and shown in cinema houses before a feature film. The spots would include tags identifying local



Nepal: Stills from four film tags depicting traditional folk media, communicating messages on family planning (AS-NEP-02).



## Pakistan (TA)

During FY1986, JHU/PCS provided technical assistance to the Government of Pakistan at the request of USAID/Islamabad in assessing previous mass media materials and drawing up specifications for an expanded mass media communication campaign. In February 1986, JHU/PCS consultant Daniel Lissance of Manoff International Inc. (MII) visited Pakistan. He prepared an assessment of previous mass media activities and recommended extensive market research and competitive procurement of an advertising agency for future work. In May and June 1986, Richard K. Manoff, President of MII, and Ivan Lancaric, an MII staff member, visited Pakistan with Dr. Phyllis Piotrow, Principal Investigator, JHU/PCS. As requested by the AID Mission and the Government of Pakistan, they developed specifications for selection of both an advertising agency and a market research firm to plan and develop a long term mass media communication effort. These activities would be funded from a bilateral agreement to be conducted between the US and Pakistan governments.

## Philippines (CP Development,TA)

In October 1985, JHU/PCS Senior Program Officer Jose G. Rimon II, and Regional Communication Advisor for Asia Dr. Fred W. Reed, visited the Philippines for three weeks in order to identify private-sector IEC activities for possible funding. As a result, three fully-written projects were developed with the Population Center Foundation (PCF). In June 1986, Rimon returned for a 3-day visit to discuss with the Mission and the Philippine Commission on Population (POPCOM) approval in principle of the three project proposals.

The first project, "Motivating Males for FP through Male Farmer Organizations," involves increasing male motivation for family planning in the Philippines by addressing rural men using farmer leaders who are members of the Agrarian Reform Beneficiaries Association.

The second project, "Mass Media Campaign to Combat Teenage Pregnancies," involves conducting a multi-media IEC campaign addressing the risks and problems associated with adolescent pregnancy in the Philippines. The media campaign is linked to a telephone counselling system and young adult centers which provide counselling services.

The third project entitled "Intensifying FP Demand in the Industrial Sector" involves designing and developing a FP/IEC campaign aimed at a captive audience using volunteer worker motivators and "point-of-sale" IEC materials.

## Thailand (TA)

In October 1985, JHU/PCS staff Jose G. Rimon and Dr. Fred Reed visited Thailand to discuss the Thai Association for Voluntary Sterilization (TAVS) request for assistance from JHU/PCS. In the course of this visit, Mr. Rimon and Dr. Reed also assessed the capabilities of local agencies to provide IEC training for visiting Indian professionals. Due to ongoing FP/IEC efforts which have successfully increased the number of FP acceptors in Thailand (from 59 percent of the population in 1981 to 65 percent in 1984), Mr. Rimon and Dr. Reed recommended that JHU/PCS share with TAVS the prototype voluntary surgical contraception IEC materials collected by the Media/Materials Collection; the type of financial and technical assistance requested did not seem necessary.

## NEAR EAST

### Overview

JHU/PCS activities in the Near East during 1986 were limited for several reasons. In North Africa--Egypt, Tunisia, Morocco--bilateral programs are underway and there have been no Mission requests for IEC assistance specifically in family planning. Also, in Egypt, a major coordinated health and child-spacing initiative is being undertaken through competitive procurement. In Jordan, where JHU/PCS completed a project in 1985 with the Jordan Family Planning and Protection Association (JFPPA), the association is focussing on training and improving clinic management. Another IEC project may be developed in the future. Turkey was the major focus for JHU/PCS activities in the area.

### Regional Strategy

The JHU/PCS strategy in the Near East is:

- To distribute materials, as feasible, in Arabic designed to publicize the availability of family planning services and to provide accurate information on correct usage of available methods with their health and other benefits and potential side effects;
- To promote links between family planning IEC professionals and broadcasters and print journalists in order to increase and improve coverage of population/family planning issues; and
- To encourage usage of private-sector IEC resources, especially advertising agencies.

### Turkey (CP Development,NA)

In February 1986, JHU/PCS Senior Program Officer, Mona Grieser, visited Turkey at the invitation of the Director of MCH and FP services of the Ministry of Health and Family Planning to prepare a needs assessment of the FP/IEC situation in Turkey. During the visit, contact was made with principal organizations concerned in the delivery and/or promotion of FP services. Mrs. Grieser was invited to return to Turkey at a later date to design possible JHU/PCS-funded initiatives. This later visit will take place in November 1986 following visits to Turkey by key AID/Washington personnel who are devising an overall Turkey FP strategy. Future JHU/PCS involvement may include assistance in a FP campaign mandated by the Government of Turkey and support for various private sector activities.

### III. MEDIA/MATERIALS COLLECTION

The JHU/PCS Media/Materials Collection (M/MC) serves as an international resource of sample IEC materials and reference items collected from around the world, especially from developing countries, indigenous family planning associations and international organizations involved in family planning IEC programs. The materials are then distributed to similar organizations around the world, as well as to USAID Missions, AID/Washington and JHU/PCS staff and consultants. 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, an increasingly important task as the number of visitors seeking an overview of FP/IEC and/or JHU/PCS activities increases;
- 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; and
- Development of slide presentations on family planning communication themes.

#### Equipment

During FY1986 the M/MC acquired a multistandard videocassette recorder/player and monitor. This much-awaited piece of equipment is now the most utilized item in the collection. With the increasing use of video in developing countries and the resulting growth of the M/MC's video collection almost three-fold in the past year, the VCR is used several times daily by staff and visitors.

#### Acquisition

Acquisition activities were increased in Year Four, with M/MC staff aggressively seeking out and obtaining new items for the collection. The total number of materials is close to 6800, up almost 50 percent from the total at the end of Year Three. The staff of four is supplemented by a part time cataloguer whose task is to catalog the entire collection on computer. In addition, a part-time clerk performs filing and copying functions. Once the entire collection is computerized, in 1987, computer access and more efficient searching for items will be possible. The collection includes samples from over 80 countries, representing various types of IEC strategies and materials.

Table 9. ITEMS IN THE JHU/PCS MEDIA/MATERIALS COLLECTION

<u>Type of Material</u>	<u>End of Year 3</u>	<u>End of Year 4</u>
Films	263	270
Video Tapes	45	120
Audio Tapes	68	250
Slide Sets	48	60
Photographs	825	1000
Pamphlets	1150	2690
Posters	460	715
3-D Items	315	611
Reference	<u>390</u>	<u>1000</u>
Total	3,564	6,716

The M/MC continues to stock multiple copies of over 30 booklets and reference materials on family planning communication. These are distributed free of charge to family planning organizations in developing countries. Multiple copies of pamphlets and posters produced by JHU/PCS projects in Bolivia, Costa Rica, Honduras, Jordan, Mexico, Nepal and Nigeria are also made available as are JHU/PCS slide sets and composite video and audio tapes to qualified LDC organizations.

Requests for Sample Materials

In Year Four, the M/MC received an average of 54 requests monthly for examples of IEC materials. This represents a significant increase from Year One (6/month), Year Two (20/month) and Year 3 (35/month). Nearly 650 requests were processed during Year 4 (Table 10). Requests arrive directly from the field, from USAID Missions, through JHU/PCS staff visits in-country, through other international organizations, or as a spinoff from the periodic distribution of samples through the PCS Packet Series.

Table 10. REQUEST FOR SAMPLE MATERIALS BY REGION -- FY 1985-1986

<u>Region</u>	<u>Number/Year 3</u>	<u>% of total</u>	<u>Number/Year 4</u>	<u>% of Total</u>
Africa	124	30%	178	28%
Asia	44	10%	82	13%
LA/C	78	19%	103	16%
Near East	18	4%	20	3%
Int'l*	<u>156</u>	<u>37%</u>	<u>263</u>	<u>40%</u>
Total	420	100%	646	100%

\*Many of the requests listed in this category are in response to inquiries from USAID/Washington and AID missions, international health organizations such as

Red Cross, US Mexican and Asian refugee organizations, cooperating agencies, and Boards of Health for US cities.

The following are illustrative of requests filled by the M/MC during FY1986:

- Peru -- The organization Peru Mujer, a group promoting women's needs, was planning to train fieldworkers to teach family planning. These trainees had little knowledge about family planning and the request forwarded to the M/MC was for Spanish-language overviews of family planning methods. Peru Mujer was provided with 12 different sample pamphlets in Spanish and a question-and-answer format booklet.
- Somalia -- A JHU/PCS consultant to Somalia requested information on family planning communication and sample family planning campaign materials from Africa for assistance in developing a FP/IEC curriculum. She received slides of African posters, basic reference materials on FP/IEC, sample African pamphlets, and samples of pamphlets produced through JHU/PCS-funded projects in Nigeria.
- India -- Sample radio and television scripts were sent to the Family Planning Foundation in New Delhi in response to a request for help in developing radio and television family planning messages.
- These professional journalists were in the process of producing a series of television programs on successful family planning projects and also needed background reference materials on IEC, pretesting, using radio, and principles of IEC, as well as issues of Population Reports for reference purposes.
- Jordan -- An official of the Ministry of Health in Amman requested JHU/PCS publications and other IEC materials to add to a resource library. In response, the M/MC mailed the JHU/PCS film list, packets, slide set on Arab materials in the collection, POPLINE printout, and selected POPLINE articles and Population Reports.
- International -- The Pathfinder Fund, working on developing a family planning teaching kit for fieldworkers in Bangladesh, approached the M/MC for assistance. A packet of sample pamphlets from India, Bangladesh, and several African countries was sent, all good examples of using the print media to teach basic family planning to fieldworkers. Also sent were background articles for reference purposes.

The staff has greatly streamlined the request process and is able to handle up to 80 requests monthly with an average turnaround time of about one week. Computerized cataloging of the materials and involvement of all staff members



in the request process have helped to refine the system. The new "subject boxes" of articles on IEC topics relevant to JHU/PCS work have proven to be extremely useful to staff and visitors.

PCS Packet Series

Periodic and regular distribution of examples of IEC materials on different family planning communication themes is accomplished through the PCS Packet Series. Six Packets have been produced to date (see Table 11).

Table 11. PCS PACKETS PRODUCED FY 1983 - FY 1986

<u>Packet</u>	<u>Title</u>	<u>Year Produced</u>
1	"Print Materials for Nonreaders"	FY 1983
2	"Male Responsibility for Family Planning"	FY 1984
3	"Basic Processes and Principles for Population/Family Planning Communication"	FY 1984
4	"Packages for Contraceptive Products"	FY 1985
5	"Reaching Young People"	FY 1985
6	"Working With the Media"	FY 1986

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During Year 4 Spanish and French translations of Packet 5 were completed and distributed as well.

Production of Packet 6, "Working with the Media," was completed in September 1986 after several months of delay due to technical problems. Twenty pages long, in newspaper format, it provides 19 samples of print, radio, and television coverage of family planning topics and 18 hints for working with the media. Mailing to English-speaking countries is complete. Spanish and French translations were initiated in August 1986.

The Packets Task Group, made up of M/MC and JHU/PCS staff members, the USAID/Washington Project Monitor and representatives from AED and PIACT, advises JHU/PCS on topic selection and offers guidance through each step of Packet development. During Year 4, the Task Group discussed progress on Packet 6 and ideas for future packets.

All packets are distributed in English, French and Spanish. Examples of some of the materials included in the Packet Series are illustrated on the following pages. Table 12 shows regions to which the packets are mailed, with the largest percentage (27 percent) being mailed to Africa. About 1,000 copies of each Packet are distributed initially. Those working in the IEC field have shown great interest in these Packets.

Table 12. DISTRIBUTION OF JHU/PCS PACKET SERIES

<u>Region</u>	<u>Number of Recipients*</u> Year 3	<u>Percent</u>
Africa	322	30
Latin America/Caribbean	219	21
Asia	218	20
Near East	54	5
Other	<u>255</u>	<u>24</u>
Total	1,068	100%

<u>Region</u>	<u>Number of Recipients*</u> Year 4	<u>Percent</u>
Africa	406	27
Latin America/Caribbean	315	21
Asia	235	16
Near East	50	3
Other	<u>499</u>	<u>33</u>
Total	1,505	100%

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\*This figure represents the number of recipients, not the number of copies sent; many receive additional copies of the Packet, often in more than one language.

In order to evaluate the usefulness and effectiveness of the Packet Series, two questionnaires were developed in Year Four. One was directed to USAID personnel, the other to family planning IEC personnel. English versions were mailed in July 1986 and to date about 70 responses have been received. The overwhelming majority of respondees has had favorable comments about the Packet Series and many have indicated that the sample materials provided in the Packets have been utilized in-country. French and Spanish versions of the questionnaire will be mailed in FY1987.

#### Film Distribution

During Year Four, JHU/PCS distributed a total of 324 films as gifts to non-profit agencies in developing countries. The majority of films was provided to Latin America and the Caribbean (61 percent), 35 percent to Africa, 2 percent to Asia, 1 percent to the Near East, and the remainder to AID/Washington. The reason for the large percentage sent to Latin America and the Caribbean is that the majority of Airlie films were made in that region and are available in Spanish. An additional 159 films were sold or rented; fees from sales and rentals totaled \$16,425.00. Table 13 shows the regional distribution of film gifts. Appendix E provides a more detailed listing of gifts and loans and Appendix F lists film sales and rentals.

Table 13. JHU/PCS DISTRIBUTION OF AIRLIE FILMS

<u>Films Provided as Gifts</u>				
<u>Region</u>	<u>Year</u> <u>3</u>	<u>Percent</u>	<u>Year</u> <u>4</u>	<u>Percent</u>
Africa	49	19	113	35
Latin America/ Caribbean	182	71	200	61
Asia	20	8	6	2
Near East	0	0	4	1
Other (AID/Washington)	<u>5</u>	<u>2</u>	<u>1</u>	<u>1</u>
Total	256	100%	324	100%

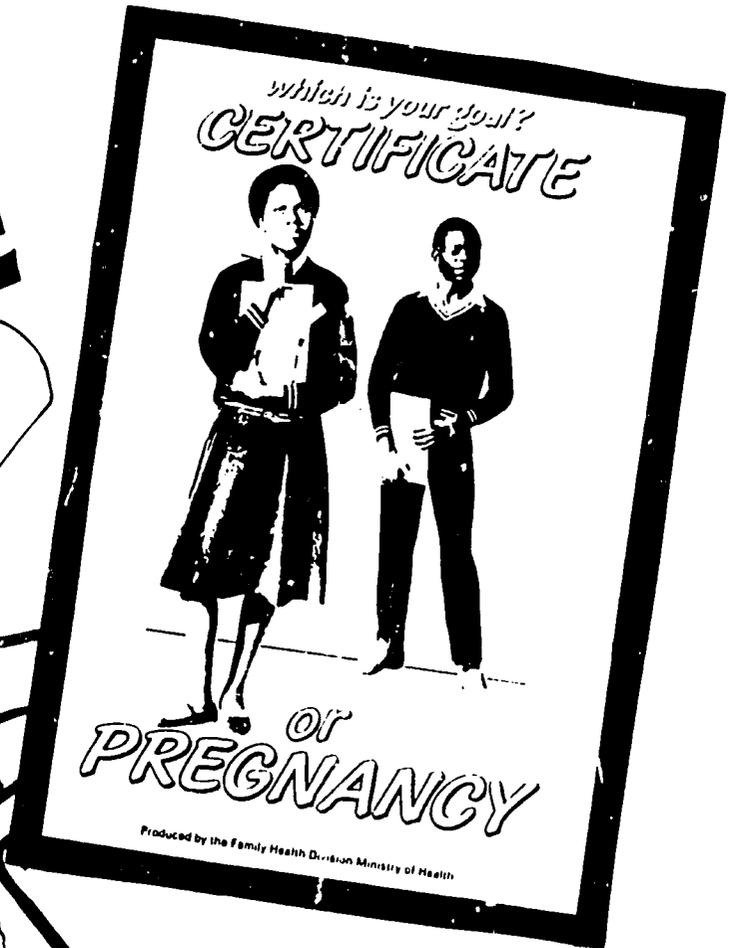
<u>Loans</u>		
	<u>Year 3</u>	<u>Year 4</u>
Total	6 films	15 films

<u>Sales and Rentals</u>		
	<u>Year 3</u>	<u>Year 4</u>
Total	86 films	144 films
Fees obtained from film sales and rentals	\$10,865	\$16,425

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Table 14 provides an analysis of the most frequently requested Airlie films during FY1986. The most popular films fall into several broad categories: films aimed at men ("Choice Not Chance"); films which provide programmatic ideas for family planning administrators ("Communicating Family Planning: Speak, They Are Listening," "Cheerful Revolution," and "Lessons for the Future"); and films for young people on delaying the first pregnancy ("Two Roads" and "Time of Your Life"). Two frequently requested films on methods for users and potential users ("A Method for John and Mary" and "Women and the Pill") are available in Spanish only. The top request in Portuguese ("The Social Debt") was filmed in Brazil.

Which is your goal?  
**CERTIFICATE**



The Media/Materials Collection has nearly 6800 samples of family planning materials. The booklets (upper right and lower left) were adapted in Botswana in English and local language versions.

Table 14. FILMS MOST FREQUENTLY DISTRIBUTED AS GIFTS AND LOANS  
(not including multiple copies)

<u>English</u>	Choice Not Chance	(13)
	Communicating FP: Speak...	(13)
	Cheerful Revolution	(12)
	Indonesia: FP First	(9)
	Lessons for the Future	(7)
	Social Marketing	(7)
	The Time of Your Life	(7)
	Two Roads	(7)
We Go Where They Are	(6)	
<u>Spanish</u>	A Method for John and Mary	(11)
	Sowing the Seeds of Health	(9)
	Women and the Pill	(7)
	Lessons for the Future	(6)
	Cheerful Revolution	(6)
<u>French</u>	A Question of Choice	(9)
	Lessons for the Future	(7)
	Cheerful Revolution	(6)

#### Slide Presentations

The M/MC has continued to build and organize its slide collection. Slides from country projects and meetings and workshops along with photos of sample IEC materials from the Collection have proven useful in making presentations on family planning IEC. New slide sets have been developed on topics such as message development. The slides are inexpensively reproduced and greatly facilitate the dissemination of examples of IEC materials. JHU/PCS consultants and staff have also used slides from the Collection in training workshops.

#### Visitors and Tours

During Year Four the Media/Materials Collection hosted approximately 355 individuals who were oriented to JHU/PCS activities and had the opportunity to see a wide range of innovative materials. The M/MC is probably the largest collection of family planning IEC materials anywhere in the world. These materials are organized and displayed in such a way as to encourage browsing and facilitate discussion.

#### Training Activities

The M/MC staff was asked to share its expertise in collecting and organizing IEC materials in Year Four with several groups of visitors. A group of Somali visitors involved in developing a resource center spent three days with M/MC staff members learning how to acquire, store, and organize sample materials. Such expertise was also shared with two other US-based groups.

#### IV. ACTIVITIES OF US CONTRACTORS

JHU/PCS has maintained 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 of these organizations is experienced in different aspects of population/family planning communication programs and is respected worldwide. The Academy for Educational Development has particular expertise in development communication, in the organization and planning of training workshops, use of mass media for health programs, and educational broadcasting. PIACT is well known for its pioneering work in the development of print materials for 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 short-term contract was used with Manoff International Inc. (MII) for specialized work in Pakistan.

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 Table 15 by country and type of activity. Both AED and PIACT remained significantly involved in the implementation of JHU/PCS projects. AED and PIACT staff members jointly assisted the Senegal Family Health and Population Project (SFHPP) in conducting an IEC needs assessment, the findings of which were presented during a workshop for policymakers hosted by the SFHPP.

AED staff were heavily involved in the monitoring of country projects. In Honduras, staff assisted the Ministry of Health, the Honduran Institute of Social Security and ASHONPLAFA in strategy planning and materials development. URTNA project activities in Dakar and Nairobi included the review and processing of two mini-grant proposals, arrangements for radio interviews in Nigeria, Senegal, Ghana and the U.S. and arrangements for videotaping the Ghana Population Conference. AED staff provided technical assistance to USAID and family planning organizations in Kenya for activities such as assisting URTNA/PEC in recruiting African consultant services and reviewing the Voice of Kenya's progress on developing a social drama. AED conducted a family planning IEC workshop in Senegal and, in conjunction with JHU/PCS staff member Maxwell Senior, designed and conducted the IEC training-of-trainers workshop for the Centre for African Family Studies (CAFS). Additionally, AED staff organized a study tour to Mexico for radio and television producers and health representatives from Senegal and the Ivory Coast to explore TELEVISA's experience using soap operas to convey social messages. The move of Margaret Parlato, who lives in Washington, from Senior Program Officer at JHU/PCS to a senior position at AED has strengthened links between the two organizations and facilitated collaboration. AED is expected to play a key role in the ongoing monitoring, development and initiation of these and other related projects designed to teach effective message design and broadcasting.

PIACT, as well, provided extensive assistance to JHU/PCS projects. Staff provided technical assistance to ABEPF in Brazil by designing print materials for users and service providers and by training the IEC team to conduct pretests of print materials and develop user-oriented booklets. In Nigeria, a PIACT associate provided expertise in project development, implementation and monitoring in ten states, concentrating on such activities as materials development, production of

FP radio and television spots, planning of communication workshops and development of clinic monitoring/data collection strategies. In addition, PIACT staff members presented papers at the ICOMP, NCIH and APHA conferences based on materials development and communication management insights gained from working with JHU/PCS projects.

Manoff International Inc. (MII) served as a short-term (six-month) contractor to assist the Government of Pakistan in assessing an ongoing mass media communication campaign and in planning for future mass media activities. Daniel Lissance visited Pakistan for two weeks in February 1986 and provided a critique of the campaign then underway promoting smaller families. In May and June 1986 Richard Manoff, President of MII and Ivan Lancaric, MII staff member, visited Pakistan with Dr. Phyllis Piotrow, PCS Principal Investigator, to draw up specifications for selection of an advertising agency and market research firm. These tasks were completed and documented in full in the subsequent trip report. As no further visits were requested, the subcontract with MII expired September 30, 1986.

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

Expenditures (including accruals) by each contractor for the 12-month period October 1, 1985 - September 30, 1986 were:

AED:	\$230,505
PIACT:	\$142,355
MII:	\$26,612

TABLE 15. SUMMARY OF US CONTRACTOR ACTIVITIES -- YEAR FOUR

Academy for Educational Development (AED):

<u>Region/ Country</u>	<u>Needs Assessment</u>	<u>Country Projects</u>	<u>Technical Assistance</u>	<u>Films &amp; Materials</u>	<u>Meetings &amp; Workshops</u>
<b>AFRICA</b>					
Regional					Lediard worked with Senior and Coleman to conduct 2 week TOT IEC workshop for CAFS senior staff and resource persons. July 21-August 1, 1986
Regional			Lediard spent 1 week August 1986 in Kenya to work with CAFS communication trainer, Macharia Kiruhi, to begin planning CAFS IEC workshop scheduled for March 1987.		
Regional		Parlato provided TA to URTNA family health project in Nairobi and Dakar.			
Kenya			Feb.-March 1986, Lediard revised budget and scope of work of IEC component of AID Bilateral project with MOH/GOK.		
Kenya			Lediard, in August 1986, worked with NCPD on development of IEC component of the Bilateral FP services support project.		
Senegal			Margaret Parlato visited in November 1985 and April 1986 to conduct an IEC workshop with MOH and aid in IEC planning activities.		
Senegal			Parlato and Wittet (PIACT) visited in November 1985 and April 1986 to conduct an IEC workshop with the MOH and aid in IEC planning activities.		
Zaire			Parlato assisted in development of FP/IEC strategy with 8 Zairian FP organizations.		

TABLE 15. SUMMARY OF US CONTRACTOR ACTIVITIES -- YEAR FOUR

Academy for Educational Development (AED):

<u>Region/ Country</u>	<u>Needs Assessment</u>	<u>Country Projects</u>	<u>Technical Assistance</u>	<u>Films &amp; Materials</u>	<u>Meetings &amp; Workshops</u>
<b>LATIN AMERICA AND CARIBBEAN</b>					
Honduras		Vigano monitored activities of PCS projects with ASHONPLAFA, IHSS, & MOH.			
<b>ASIA</b>					
Bangladesh	Dhaka Mission requested joint JHU/PCS AED team to conduct needs assessment and make recommendations for new IEC strategies. Team was composed of Yun, Grieser and Clift of AED. (Under Healthcom project)				
Nepal			Lediard provided TA to transfer 5 selected video FP/IEC film tags to 35mm film for distribution.		
<b>NEAR EAST</b>					
None					

TABLE 15. SUMMARY OF US CONTRACTOR ACTIVITIES -- YEAR FOUR

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

<u>Region/ Country</u>	<u>Needs Assessment</u>	<u>Country Projects</u>	<u>Technical Assistance</u>	<u>Films &amp; Materials</u>	<u>Meetings &amp; Workshops</u>
AFRICA					
Regional				PIACT staff assisted in pretesting drafts of African-region print materials.	
Nigeria		Steckel assisted in monitoring project 03 in Plateau State.			Kazi facilitated 12 IEC orientation workshops in Plateau State (AF-NGA-03).
Nigeria		Kazi assisted in development of VSC booklets project (AF-NGA-04 - Oyo), in developing pre-testing booklets; developing projects in Borno, Kano, Bauchi, Kaduna; monitoring progress of Ogun activities, PPFN AF-NGA-02 and AF-NGA-03 projects.		Kazi helped develop "How to Use Female VSC Booklets" pamphlets, with the FP unit of the University of Ibadan, Oyo State.	
Senegal			Kazi and Steckel assisted in project development for AF-NGA-11 and projects in Kaduna and Niger States.		
Senegal			Wittet and Parlato (AED) visited in November 1985 and April 1986 to conduct an IEC workshop with the MOH and aid in IEC planning activities.		
Sudan			Wittet visited in February 1986 to develop guidelines to evaluate print materials.		
Sudan		Wittet visited February 1986 to monitor JHU/PCS project.			

TABLE 15. SUMMARY OF US CONTRACTOR ACTIVITIES -- YEAR FOUR

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

<u>Region/ Country</u>	<u>Needs Assessment</u>	<u>Country Projects</u>	<u>Technical Assistance</u>	<u>Films &amp; Materials</u>	<u>Meetings &amp; Workshops</u>
LATIN AMERICA AND CARIBBEAN					
Brazil		Newton and Ferraz-Tabor (C) assisted the ABEPF staff in developing pretest methodologies for each material; suggested a strategy to carry out the pretest across Brazil.			
ASIA					
None					
NEAR EAST					
None					

## V. PAPERS, PRESENTATIONS, PUBLICITY

During FY1986, JHU/PCS staff members wrote a number of articles for publication, delivered papers at seven major professional and international meetings, and appeared on several national and international radio and television shows.

In November 1985 at the annual meeting of the American Public Health Association (APHA) in Washington, D.C., Cynthia Green, then Project Director, chaired a session on information, education, and communication at which D. Lawrence Kincaid gave a paper on evaluating print materials for non-literates. Patrick Coleman, now Project Director, gave a paper with Mary Worstell of The Futures Group on the evaluation of the generic condom advertising campaign in Colombia, a campaign which improved the image of condoms among the male target audience, according to surveys and interviews before and after.

JHU/PCS staff member Wilma Lynn attended the 26th General Assembly of the Union of National Radio and Television Organizations of Africa (URTNA) in Libreville, Gabon January 27-29, 1986. JHU/PCS was the only US agency represented at the assembly which brought together heads of broadcasting organizations from 20 African nations and representatives from 14 European and Asian international and broadcasting agencies. Ms. Lynn gave a presentation regarding the collaborative efforts of URTNA and JHU/PCS to increase FP broadcasts in Africa.

In April-May, 1986, Phyllis Piotrow, Patrick Coleman and Nancy Newton of PIACT attended the biennial meeting of the International Committee on Management of Population Programs (ICOMP) in Costa Rica where Phyllis Piotrow made a presentation on IEC management. Patrick Coleman showed and discussed the Tatiana and Johnny videos, and Nancy Newton presented a paper on participatory communication in health.

Dr. Fred Reed presented the process of communication methodology at a communications management workshop for members of the Indian Ministry of Health and Family Welfare and Indian media representatives in May 1986.

PIACT staff member Scott Wittet made a presentation at the June 1986 National Council on International Health conference. He discussed the JHU/PCS experience in pretesting and evaluating print materials in Nepal.

A paper on primary health care and communication was given by Mona Grieser at the Bahai International Health Agency meeting in August 1986.

At the 1986 meeting of the APHA, held in Las Vegas, Nevada, in September 1986, JHU/PIP/PCS and its contractors were strongly represented. A total of six papers or poster sessions were presented based on PIP/PCS activities. Phyllis Piotrow described the URTNA project and the survey of African broadcasters which showed their willingness to air family planning material. Patrick Coleman showed the Tatiana and Johnny videos and discussed these highly publicized songs as a means to promote sexual responsibility. Susan Krenn presented one poster session on working with the media co-authored with Ronald Magarick, Ann Jimerson, and Moira Gallen and a second poster session on young people and family planning communication, including entertainment, co-authored with Laurie

Liskin. D. Lawrence Kincaid discussed the evaluation of print materials developed for non-literate family planning clients in Mexico and Nigeria. Carol Kazi of PIACT presented the results of family planning campaigns in multi-ethnic communities in Nigeria.

Major publications or other materials by PCS staff or about PCS activities included:

People - This development magazine published quarterly in French and English by IPPF prominently featured JHU/PCS in its issue published in early 1986. The cover story was an article by Patrick Coleman describing the Tatiana and Johnny project. A piece by Cynthia Green was the lead article in the "Making Messages Matter" section of the magazine. A photograph from Nigeria on the inside cover was related to an article about FP communication in Nigerian marketplaces written by José Rimon.

Development Communication Report - This newsletter published quarterly by AED featured an article by Patrick Coleman in its spring 1986 issue. The story highlighted the JHU/PCS experience of using youth to reach young people in Latin America with sexual responsibility messages.

ICOMP - The Biennial International Conference held in Costa Rica in May 1986 published a series of papers relating to IEC management. Among the papers published was one authored by Phyllis Piotrow, Patrick Coleman and José Rimon. The paper emphasized new directions in FP communication, building primarily on JHU/PCS experiences over the last four years.

Sex Education Coalition News - A newsletter published by the Sex Education Coalition in Washington, D.C. carried an article by Patrick Coleman in its June 1986 issue. The article focussed on integrating mass media with interpersonal communication channels for disseminating FP messages.

Population Reports - The issue "Radio-Spreading the Word on Family Planning" published by the Population Information Program of the Johns Hopkins University in September-October 1986 carried an article by Patrick Coleman and Frank Segura. The article discussed the JHU/PCS experience in Latin America of using entertainment programs to carry a sexual responsibility message to young adults.

Press, radio and television coverage of the Tatiana and Johnny project reached extraordinary levels beginning with the cover story of People, the IPPF magazine, in the spring of 1986. This publication was the source of a series of international press inquiries concerning the Tatiana and Johnny project.

The second wave of publicity came in July after The Baltimore Sun published (with photograph) a front page story about this project and general JHU/PCS activities. The story hit the wire services and was featured on network television, local television, National Public Radio, local radio stations (both in Baltimore and elsewhere in the US), international radio stations and print coverage from an editorial in The Washington Post to the American Medical News to the Baltimore business newspaper The Daily Record.

A third wave of publicity was created by AID through the presentation of a platinum record to Tatiana and Johnny by AID's Assistant Administrator Jay

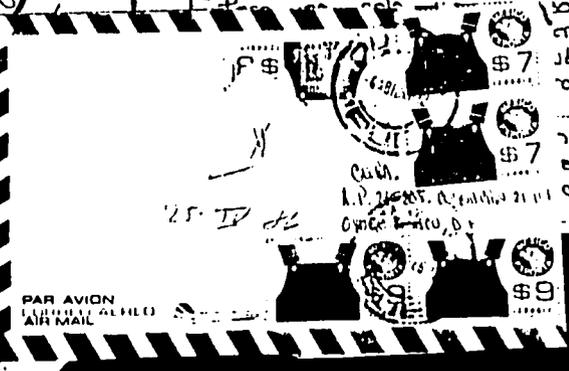


The Communication for Young People project  
 produced songs and videos and a successful  
 write-in campaign in Latin America.

Mi muy estimado...  
 Para mi en especial...  
 Bon. en pocas palabras...  
 pues...  
 del mensaje que...  
 es muy impo...  
 ya que nos ponen...  
 de las cosas que fuer...  
 sean las cosas inter...  
 mundo co-joven... no pier...  
 eben de ser.

mensaje el arreglo, la...  
 las voces y Taliana y...  
 esta muy bien...  
 Pocas canciones he escuchado como...  
 estas pues aunque las oiga una y...  
 mil veces no me enfadan sino al con...  
 trario que cuanto más las oigo, más me...  
 gustan.

esto sino toda...  
 me. Que bonita...  
 stes fueran...  
 olemas se evita...  
 a hacerse otras...  
 biera haber...  
 autografos.



Morris in August 1986. Favorable articles appeared in such diverse publications as the Wall Street Journal, Newsweek, The Physicians Weekly and People (the US entertainment magazine). More TV and radio coverage was also generated throughout not only the US but also the world as JHU/PCS was interviewed live by radio stations from Scotland to Australia, and many stops in between. The popular TV news/magazine 20/20 also began filming a sequence on the Tatiana and Johnny project which was scheduled for airing in January 1987.

The final publicity push for FY1986 came in September. JHU/PCS, FFI and Tatiana and Johnny received an award from media-mogul Ted Turner's Better World Society for promoting global communication. This prestigious award was presented during an awards ceremony for five award winners at the Waldorf Astoria in New York. Among the presenters were former President Jimmy Carter, former US Ambassador to the United Nations Andrew Young, Yoko Ono and Ted Turner. This event received nationwide publicity which was followed by more radio and TV coverage for JHU/PCS.

A chronological listing of major JHU/PCS publicity/media events includes:

- Social Marketing Update - Spring 1986
- Development Communication Report - Spring 1986
- People - May 1986
- Johns Hopkins University Dome - June 1986
- Sex Education Coalition News - June 1986
- The Baltimore Sun - July 1986
- The Washington Post - July 1986, August 1986
- Wall Street Journal - August 1986
- Washington Times - August 1986
- American Medical News - August 1986
- People Magazine - August 1986
- The Daily Record - August 1986
- Newsweek - August 1986
- Front Lines - August 1986
- Johns Hopkins Magazine - August 1986
- Physician's Weekly - September 1986
- Population Today - September 1986

The international and domestic media attention given to JHU/PCS during FY1986 can only help disseminate factual information on the importance of development communication and particularly the area of population/family planning communication. No single event, since the USA for Africa effort, has coalesced the world's media to be supportive and informative as has the Tatiana and Johnny project. JHU/PCS has become recognized as an innovative leader in family planning/population communication. The media now seek PCS opinions on relevant issues on an ongoing basis. This credibility and experience will assist JHU/PCS in its international work as good media relations are crucial to the success of family planning/population communication activities.

## VI. EVALUATION

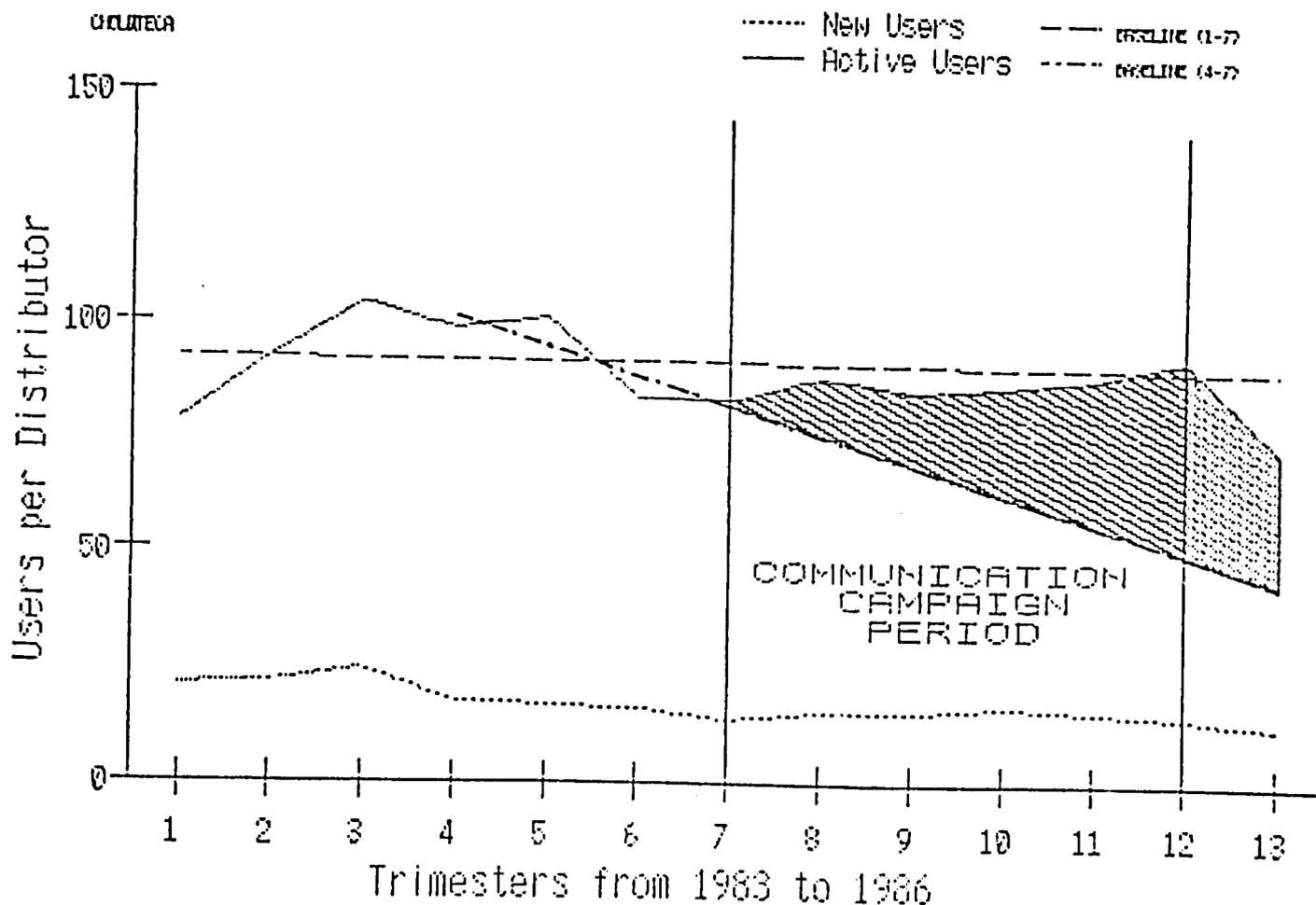
As the work of JHU/PCS attracts increasing interest and publicity, attention is focusing on more extensive and sophisticated evaluation methodologies to measure the impact of communication interventions on knowledge, attitudes, and practices of family planning. Major national and international attention focused on the Tatiana and Johnny music videos in Latin America, which were conclusively evaluated as songs by their target audience--young people--as "number one" in Mexico for three months. Yet the question still remains: What was the impact of these two songs on sexual attitudes and behavior? JHU/PCS is addressing these questions currently through a major, carefully designed evaluation undertaken in conjunction with the AID's Bureau of Policy and Program Coordination. Other PCS projects, too, most of which involve mass media and/or multiple channels of communication, are being subjected to careful evaluation not only to measure their immediate impact but also to derive lessons and guidance for future family planning IEC activities.

Quantitative impact evaluations are now complete or nearly complete for 11 PCS projects covering a wide range of activities. They include four primarily radio projects (Costa Rica 01, Colombia 01, Honduras 03, and Mexico 01, all complete); two film/video projects (Liberia 01 and Kenya 01, both complete); two pictorial booklet projects (Nepal 01, complete and Nigeria 02, almost complete); one television project (Enugu State, Nigeria 07, well underway); and two multiple media projects (Tatiana and Johnny Mexico 02 and Kwara State Nigeria 01, all well underway). For each project there are findings and results specific to that project and geographic area. At the same time, some general points are beginning to emerge from the PCS experience that may be widely applicable. In addition, plans are being made to evaluate five other projects as work is completed or as local conditions permit. Extensive evaluation is planned for multimedia projects in Plateau State, Nigeria, (NGA-03) and Bolivia. In Brazil and the Sudan, evaluation will focus on print materials and seek to assess their impact on health providers as well as on users and potential users. In Nepal, short films were produced for use in cinemas; their impact on the attitudes and behavior of cinema-goers will be evaluated through interviews with those attending and a coupon service referral system. Table 16 indicates both the status of project evaluation and the methodology used.

With respect to the radio or primarily radio projects in Costa Rica, Colombia, Honduras, and Mexico, the overriding conclusion is that radio has great potential, is much under-utilized, and should be used more to spread information and influence knowledge, attitudes, and behavior on family planning. The Costa Rica project, completed at the end of FY1985, involved technical assistance and financial support to the women's radio program "Dialogo." As a result, the number of broadcasts doubled; letters of response increased by more than 50 percent; technical quality improved; responsiveness to audience feedback increased; and the program won a national prize. "Dialogo" did not become financially self-sufficient, however.

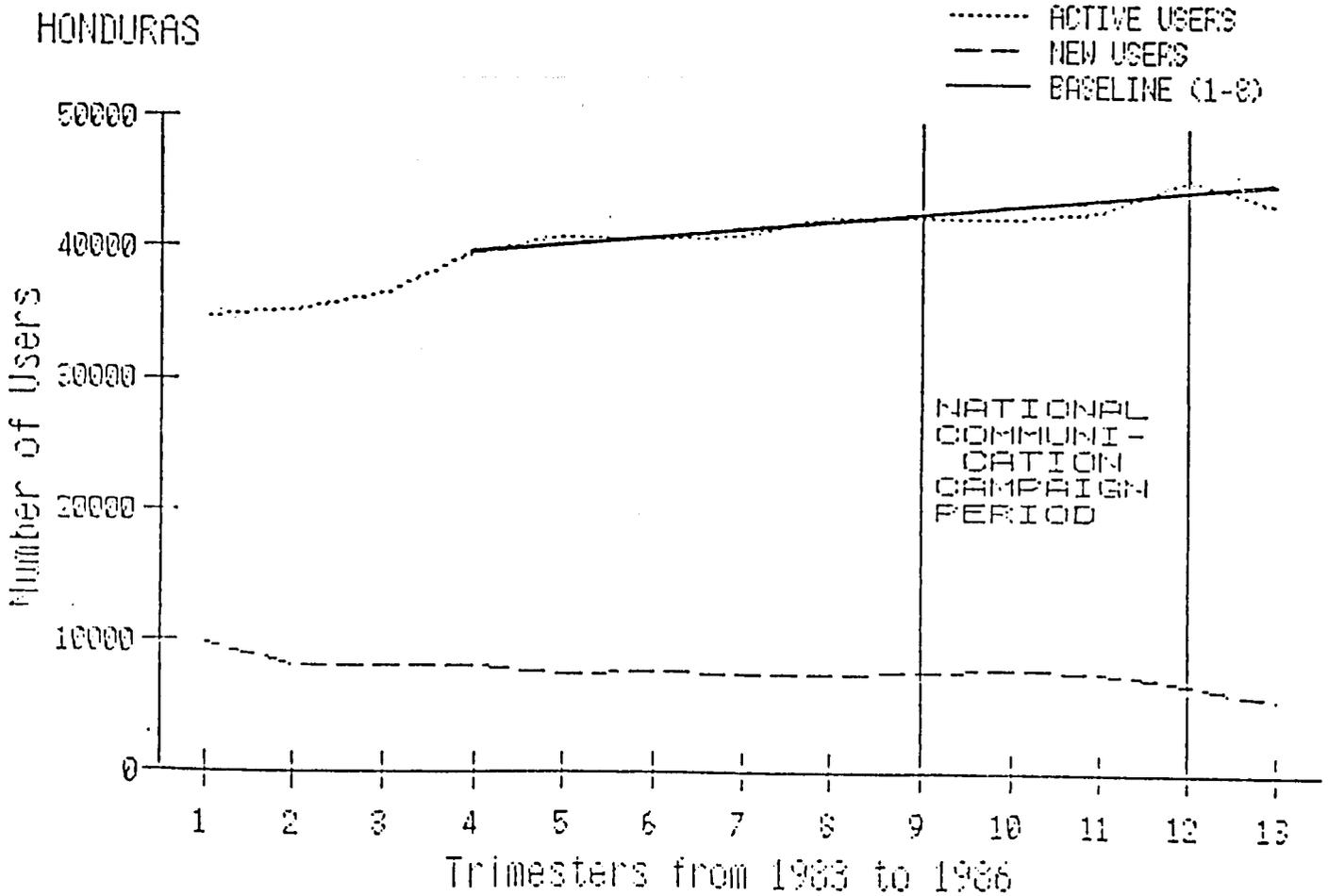
The Colombia project, a generic condom promotion campaign, utilized radio with point-of-purchase publicity to try to improve the image of condoms and increase use. Surveys showed that in various ways men's attitudes toward condoms became more favorable; the percentage of men unwilling to use condoms with their wives decreased from 77 to 54 percent; and the number of men reporting condom purchases jumped from 25 to 39 percent among the panels

EVALUATION OF HONDURAS RADIO SPOTS -  
 ASHONFLAFA by D.L. Kincaid



Total New and Active Family Planning Users per Distributor in the Community-Based Distribution System in Chalateca Province from 1983 to the First Trimester of 1986\*

EVALUATION OF HONDURAS RADIO SPOTS -  
 ASHONPLAFA by D.L. Kincaid



Total New and Active Family Planning Users in the National Community-Based Distribution System from 1983 to the First Trimester of 1986\*

\*Baseline is calculated as a linear projection of the five trimesters (4-8) immediately preceding the national level mass communication campaign.

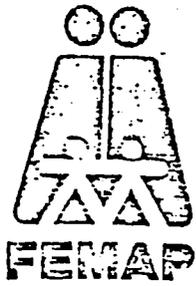
queried. Pharmacists reported "less timidity" in clients buying condoms and more purchases. The radio spots were cancelled initially by apprehensive officials until the project staff could demonstrate from audience research that the public did not object.

The Honduras project, implemented by the family planning association, ASHONPLAFA, utilized mainly radio to reinforce the work of community-based distributors. Among the results were: almost 90 percent of those surveyed could identify and complete the slogans used most often in the radio spots; more than 70 percent who had heard the spots could directly identify the CBD source of family planning supplies that was announced; all the CBD distributors stated that the messages were very useful; and 75 percent of the CBD distributors said the number of their acceptors had increased. An analysis of service statistics both in Choluteca province and nationally by D. Lawrence Kincaid suggested that the main impact of the radio spots was in encouraging current users not to discontinue use rather than in stimulating new users (see graphs on preceding pages). The result overall was an 11 percent increase in the total number of active users during the campaign.

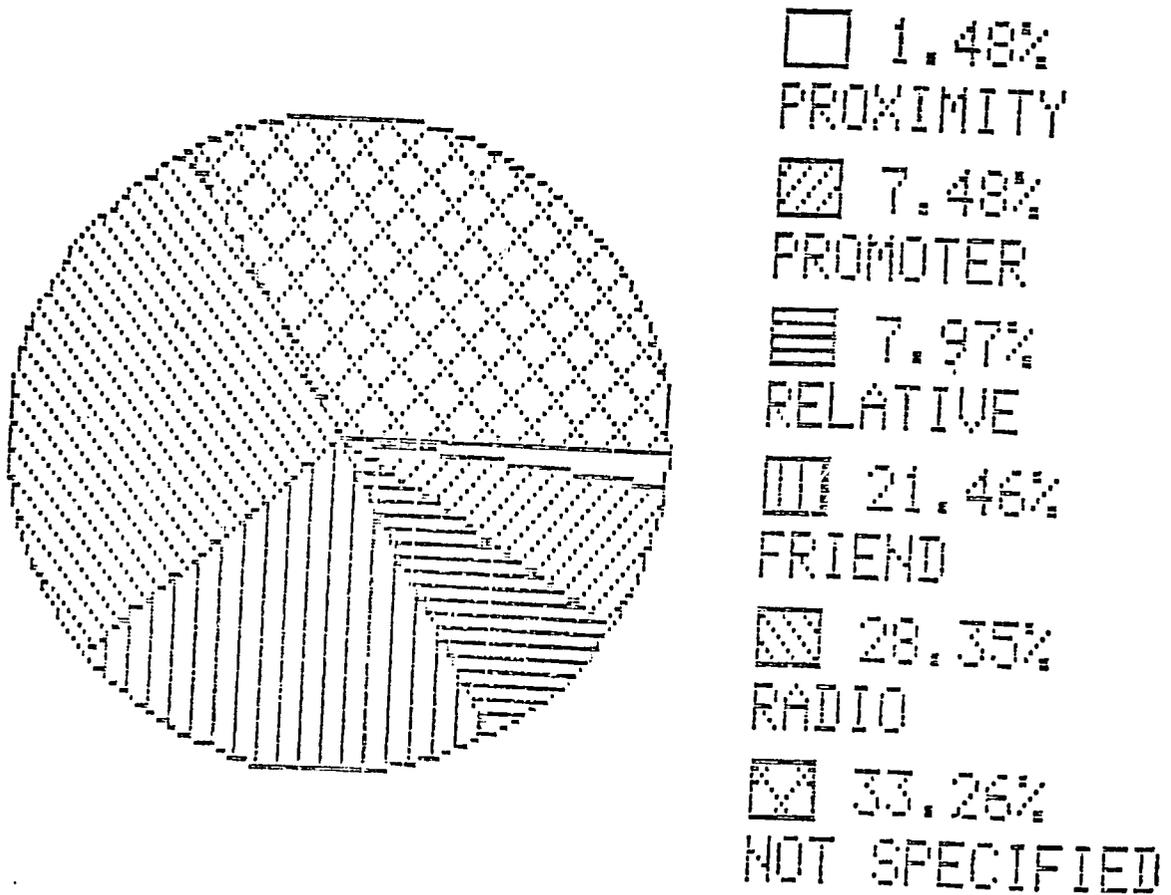
The FEMAP project in Mexico included a large radio component that was evaluated in depth in Ciudad Juarez. Eighty-four percent of those surveyed reported hearing the radio messages; 51 percent knew where clinics were located; 28 percent heard about the FEMAP clinic from the radio broadcasts; and half could complete one of the radio slogans used. Knowledge about oral contraceptives and sterilization increased substantially. Current use of all methods increased from 27 to 39 percent as measured by pre and post tests. These gains are shown in the two following charts prepared by the FEMAP research staff. There was no opposition or criticism of the radio spots.

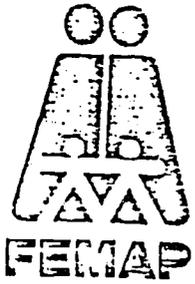
The two film/video projects that were evaluated in Liberia and Kenya clearly demonstrated the need for more visual materials in Africa and the importance of careful pretesting with a variety of groups before airing. The Liberia film, "A Future for Our Children," based on the Liberia RAPID presentation, was shown nationally several times. Of those queried, 98 percent liked the film, 54 percent said that their interest in population issues had increased as a result, and 93 percent said they would alter their own family planning practices as a result of seeing the film. Closer analysis suggested that the film was effective in reinforcing existing views but did not convince those with opposing views to change them. The process of producing a video and transferring it onto film proved cost-effective and technically feasible.

In Kenya, a 25 minute drama and several short comedies were produced by Stellagraphics and evaluated by RETCO Incorporated in two interrelated projects. Pretesting with village audiences and government officials indicated the videos were interesting and acceptable to all but a small minority. Portions of the drama were adapted with World Bank funding for a Ministry of Health television series. When the first episode was aired, realistically showing one young girl refusing a young man's advances and another girl becoming pregnant, considerable controversy developed. Even though this scene had been singled out as a "favorite scene" in the pretesting, the series was taken off the air, at least temporarily. (It is now allowed to be shown to select groups.) While the video clearly stimulated widespread discussion, one concern was that different generations were embarrassed to watch this type of drama together. Because the video was shown early in the evening, the audiences could not be segmented. It

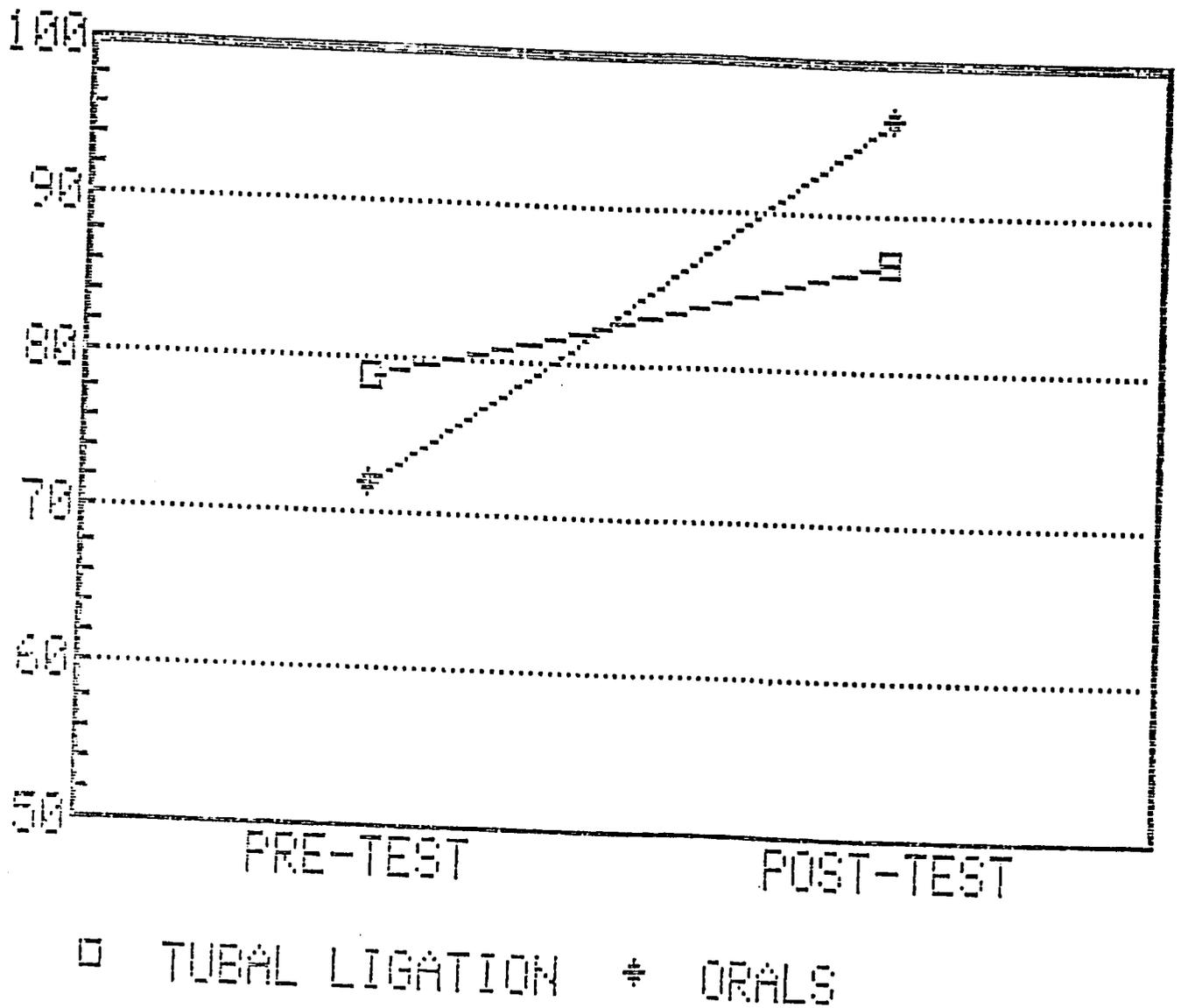


# KNOWLEDGE OF CLINIC/MEDIA MEDIA





# KNOWLEDGE BY METHOD



is clear, however, that younger people need to discuss these issues more with their parents and older relatives. In the future, pretesting will need to consider inter-generational groups, families watching television together, and possibly very high level officials to avoid such objections.

Pictorial booklets were evaluated in Nepal, in Nigeria and, to a lesser degree, in Mexico among potential clients and health personnel. While the impact was less dramatic than with radio or video, interviews with experimental and control groups in both Nepal and Nigeria showed that clients and health workers found the booklets useful and wanted copies. The data from Nepal were not statistically significant because the numbers queried were small and the groups not randomly selected, but they suggested a large increase in knowledge among the poorest groups using the booklets, and more comprehensive counselling by health providers when booklets were used (see following table). More than half the men showed their condom booklets to others. Even with booklets, some answers suggested a great need for better information among potential users. The evaluation was conducted by Scott Wittet of PIACT. The Mexico project is still being reviewed.

As part of the AF-NGA-02 project, 110,000 pill, IUCD and condom booklets in Yoruba were distributed to Yoruba-speaking areas of Nigeria. Two objectives of an evaluation conducted on these booklets were to verify whether health workers would properly use the booklet as a counselling supplement, and whether counselled women would refuse to take the booklets home for fear that their husbands would not approve. Data revealed that 85 percent of the clients said that health motivators fully explained the booklet to them. Those clients who had received instruction from a health worker using one of the methods booklets scored an average of eight percent higher on method-use comprehension than did clients receiving instruction on one of the methods without the aid of the booklets. Of the clients who were counselled with the booklet, 88 percent kept the booklet when advised to do so by the health worker. Of those who kept the booklet, almost 60 percent used the booklet several times on their own, and 78 percent showed the booklet to their husbands. Dr. Larry Kincaid of SUNY/Albany assisted PPFN in the survey.

A television project developed in Nigeria was informally evaluated. Although no formal summative evaluation has yet been conducted on the 07 Nigerian Television Authority/Enugu television project, a monitoring system has been implemented at a clinic which is advertised during "In a Lighter Mood," a very popular TV variety show that incorporates FP/health messages in its format. The University of Nigeria Teaching Hospital (UNTH) FP clinic has developed a stamp to place on new FP acceptor records which queries the source of information or referral of the client: "Where did you hear about FP?" For the first three months of the TV broadcast, 57 percent of new acceptors at the UNTH/FP clinic stated they heard of the FP services from television compared to 23 percent who were referred to the FP clinic by health workers. The project has been extended through the first half of FY1987. The monitoring system will be refined to pinpoint what source specifically motivated people to come to the clinic.

Two multiple media projects have been evaluated: the Tatiana and Johnny songs (Mexico 02) and the Kwara State campaign. The two songs, Cuando Estemos Juntos (When We're Together) and Detente (Wait), popularized by the Latin American singers Tatiana and Johnny received tremendous publicity.

EVALUATION OF NEPAL BOOKLETS ON ORAL CONTRACEPTIVES (OC)  
AND CONDOMS USED IN HILL AND TERAI AREAS, NEPAL  
by Scott Wittet, PIACT

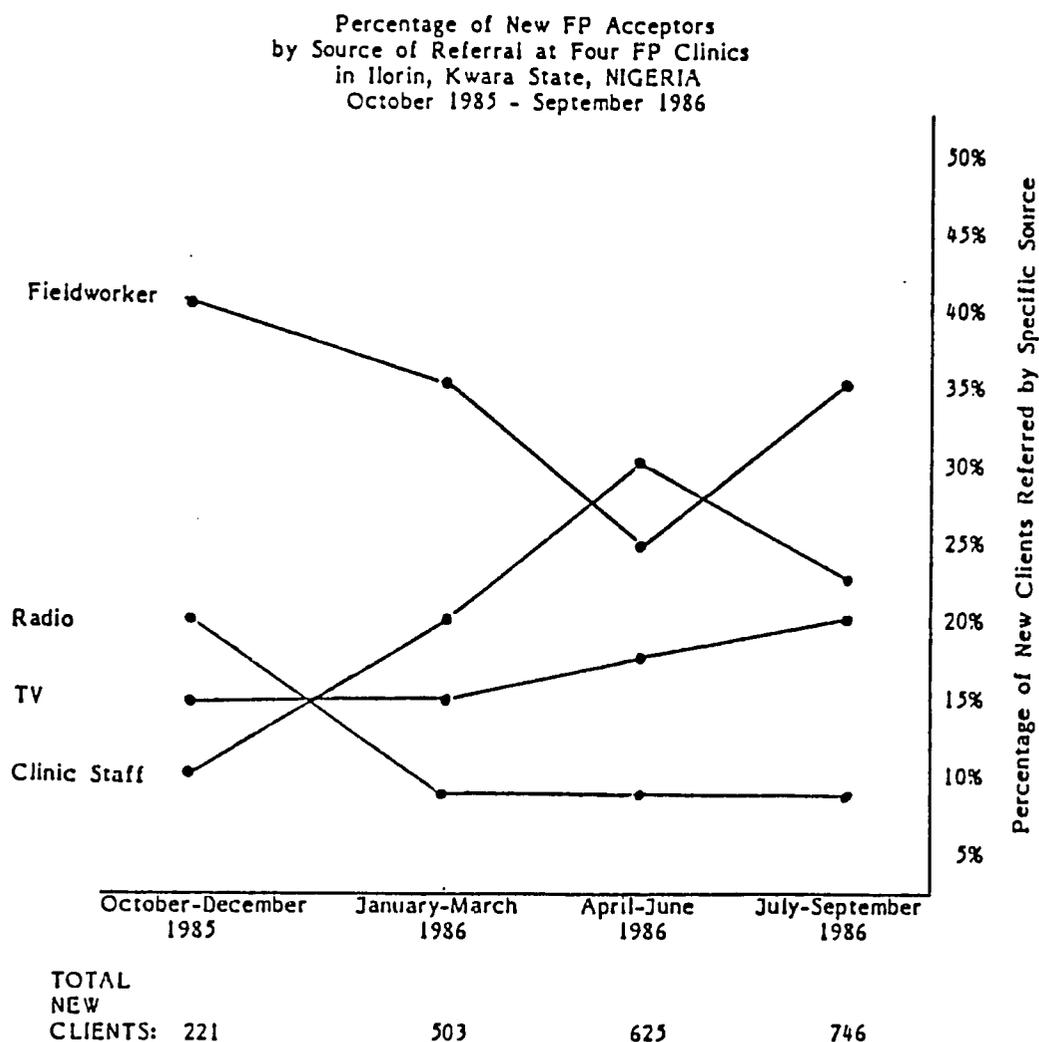
<u>HEALTH WORKERS</u> (Use of Booklets)		
<u>Percentage Able to Give Key Information to Clients</u>		
	<u>by using Booklets</u>	<u>by not using</u>
In Hill area:		
About OC	85	29
About Condoms	78	39
In Terai area:		
About OC	96	66
About Condoms	97	45
(N=9-13; Key information = 16 OC messages; 12 Condom messages)		

<u>CLIENTS</u> (General Description)	
Had copy of booklet	94%
Looked at booklet again	83%
Showed booklet to others	42%
Men showed condom booklets	52%
Women showed OC booklets	20%
Showed booklet to neighbors/ friends	30%
Showed booklet to spouse	5%
Showed booklet to relatives	2%
(N=63)	

<u>CLIENTS</u> (Use of Booklets)		
<u>Percentage Giving Correct Answers</u>		
	<u>with Booklet</u>	<u>without Booklets</u>
In Hill area:		
About OC	55	21
About Condoms	63	68
In Terai area:		
About OC	80	81
About Condoms	86	89
(N=10-19; Correct answers to 15 OC questions; 9 Condom questions)		

"Cuando" was at the top of the Mexican hit parade for three months and both songs scored highly in a half dozen other Latin American countries. The message of sexual responsibility was well-understood, commented upon and generally praised on television, in the press, in popular magazines, and among young people. In Peru, Mexico, and elsewhere, thousands of young people wrote letters to radio stations and counselling centers to support the message of the songs. Some centers reported an increase of 200-2,000 percent in young people seeking advice. To measure more precisely the impact of the multimedia project, a contract has been negotiated with a Mexican firm with special expertise in evaluating communication and mass media. The evaluation will include six focus groups with young people, a random survey of the potential audience, content analysis of mail received, a review of appropriate clinic records, and interviews with media "gatekeepers." Overall the project demonstrated very dramatically the power of music and entertainment to reach young people and the value of a high quality product in order to compete with other, not always constructive, messages aimed at young people.

In the Kwara State multi-media project, sources of referral were documented for one year following the official launching of the FP campaign in June 1985. The campaign involved broadcasts of TV and radio spots, and the outreach of a fieldworker. Although data are presently being collected from clinics throughout the state, the impact of the IEC campaign in the capital city of Ilorin on new acceptors and their sources of referral is impressive, as the following graph illustrates:



The number of new clients attending these four clinics in Ilorin increased in each subsequent quarter following the July 1985 IEC campaign launching. The largest percentage of new clients each quarter named "fieldworker" or "clinic worker" as their primary source of referral to FP services. The proportion of new clients who named "television" as their primary source of referral in general steadily increased in all four quarters. These data indicate that the campaign seems to contribute to the overall number of persons going to the clinic for the first time. Interpersonal/motivational activities by clinic staff and an outreach fieldworker played a substantial role in referring people to FP clinics. The data also indicate that an increasing number of people were being alerted about FP/health services through television. This information is important for use in future IEC policy decisions and allocation of resources. Monitoring data for FY1987 will be collected and a final project evaluation will be conducted to determine a more detailed causal relationship between activities of the project and the increase in the source of referral of new acceptors. Comparisons will also be made as to what source of referral was predominant in rural areas.

Five years of experience in evaluation of communication projects suggests several important conclusions for future work:

1. Evaluation needs to be carefully considered and clearly written into each project from the start. In practice, all future projects will be reviewed by the two major evaluation consultants before they are approved and initiated. This will sensitize both PCS staff and staff of the grantee agencies to evaluation requirements from the start.
2. Evaluation consultants will be integrated more into project monitoring. Efforts will be made to schedule at least three visits for technical assistance in evaluation for each major project. D. Lawrence Kincaid of SUNY, Albany, and Carl Kendall, now at JHU, will each spend about 25 percent of their time annually on JHU/PCS evaluations. Other Hopkins experts will be utilized as their time and skills permit. Where feasible, links will be made with other Cooperating Agencies whose staff have experience in evaluation of communication activities, for example, Population Council staff in Colombia and Jane Bertrand from Tulane University in Zaire.
3. Evaluation methodologies, surveys, questionnaires, and points to observe will be standardized to the greatest extent possible so that evaluations of similar interventions, such as pictorial booklets or popular songs for young people, can be compared cross-nationally. Lessons learned will then have wider application.
4. More attention will be given to carefully implementing research design, use of microcomputers, standard or easily convertible software packages, and sharing of datatapes with US researchers so that data can be more fully analyzed. More manipulation and probing can yield additional information and guidance. LDC researchers will also need more technical assistance to benefit from these evaluations. In Mexico, Nigeria, and Honduras, for example, evaluation of print materials and some radio messages has been only partially completed because of problems in the research design and data analysis.

Table 16. Evaluation Methodologies for JHU/PCS Country Projects

Region/ Country	Project No.	Recipient	Main Outputs	Service Statistics pre/post	Experimental with Control Groups		Selected Ex- posed Groups, Question- naires, FGDs	Semi-spontan- eous Response (letters, re- ferral)	Mini KAP pre/post	Data Analysis Underway	Evaluation Complete
					Sales Data	Health Workers					
<u>AFRICA</u>											
Regional	AF-SEN-01	URTNA	Radio	(initially, output only)							
Burkina	AF-BKF-01	MSWNN	Multimedias	x <sup>a</sup>							
Kenya	AF-KEN-01	Stella- graphics	Video				x				x
Kenya	AF-KEN-02	RETCO, Ltd.	Evaluation of video				x				x
Liberia	AF-LIB-01	MEDEX	RAPID film				x				x
Mali	AF-MAI-01	AMPPF	Multimedia	x							
Nigeria	AF-NGA-01	Kwara State MOH	Multimedia	x					x	x	
Nigeria	AF-NGA-02	PPFN	Booklets			x	x				x
Nigeria	AF-NGA-03	PPFN (Plateau)	Multimedia	x					x		
Nigeria	AF-NGA-04	Univ. Coll. Hosp./Ibadan	VSC booklets	x		x	x				
Nigeria	AF-NGA-06	Imo State MOH	Multimedia	x					x		
Nigeria	AF-NGA-07	NTA/Enugu	TV magazine format	x				x		x	
Sudan	AF-SUD-01	Univ. of Khartoum	Booklets			x	x				

<sup>a</sup> Referral

Table 16. Evaluation Methodologies for JHU/PCS Country Projects

Region/ Country	Project No.	Recipient	Main Outputs	Service Statistics pre/post	Sales Data	Experimental with Control Groups		Selected Ex- posed Groups, Question- naires, FGDs	Semi-spontane- ous Response (letters, re- ferral)	Mini KAP pre/post	Data Analysis Underway	Evaluation Complete
						Clients	Health Workers					
<u>LATIN AMERICA</u>												
Bolivia	LA-BOL-01	COF	Multimedia	x					x		x	
Brazil	LA-BRA-01	ABEPF	Multimedia	x <sup>b</sup>					x			
Colombia	LA-COL-01	PROFAMILIA	Radio	.	x				x		x	x
Costa Rica	LA-COS-01	COF	Radio						x			x
Honduras	LA-HON-01	MOH	Multimedia	x					x			
Honduras	LA-HON-02	IHSS	Print				x				x	
Honduras	LA-HON-03	ASHONPLAFA	Radio	x					x			x
Mexico	LA-MEX-01	FEMAP	Radio/print	x		x	x				x	x
Mexico	LA-MEX-02	FFI	Songs	x <sup>b</sup>	x				x		x	
Mexico	LA-MEX-03	AMIDEM	Training materials				x					
<u>ASIA</u>												
Nepal	AS-NEP-01	FP/MCH	Booklets			x	x					x
Nepal	AS-NEP-03	DORC	(Management)									
Nepal	AS-NEP-02	COMMAT	Films						x			
<u>NEAR EAST</u>												
Jordan	NE-JOR-01	JFPPA	Print-output only									x

<sup>b</sup> Selected centers

## VII. 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, Linda L. Donhauser, oversees fiscal and contractual management of the project. The six 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. Materials collection and dissemination are handled by the Media/Materials Collection staff.

### Staffing

A major management change took place in January 1986 when Patrick L. Coleman replaced Cynthia P. Green as Project Director. In May, Jose G. Rimon II replaced Ronald H. Magarick as Deputy Project Director. Both Coleman and Rimon have extensive IEC background and considerable field experience. Green and Magarick, who resigned to pursue other opportunities, have remained in close touch and may work with JHU/PCS in future activities.

Coleman was replaced as the major field officer for Latin America by Francisco J.P. Segura, a former executive with RCA, who has extensive experience in entertainment and mass media in Latin America. Rimon was replaced as coordinator for Asia and Nigeria by Dr. Sung Hee Yun, a former World Bank IEC specialist. To strengthen further the expanding JHU/PCS field operations in Nigeria, a fourth Program Officer position was created to assist in the Anglophone Africa Region. An editorial position was opened by the promotion of one of the two Francophone secretaries and, a clerk/typist position was not refilled when a staff member left in FY1985. Therefore, the number of staff remains the same as in FY1985--approximately 30 full-time equivalents. (See Appendix A for a list of JHU/PCS personnel as of September 30, 1986 and Appendix B for background information on JHU/PCS professional staff.)

### Audits

According to the terms of the Cooperative Agreement, JHU will ensure that an audit is conducted on all subrecipient records in which expenditures total \$35,000 and above. JHU has contracted with Peat, Marwick, Mitchell and Co. (PMM) to perform these services. During the period October 1, 1985 through September 30, 1986, audits were performed on the following organizations:

<u>Organization</u>	<u>Country</u>	<u>PCS Project No.</u>	<u>Audit Cost</u>
Union des Radiodiffusions et Televisions Nationales d'Afrique (URTNA)	Senegal	AF-SEN-01	\$ 6,100
Planned Parenthood Federation of Nigeria (PPFN)	Nigeria	AF-NGA-02	3,700

<u>Organization</u>	<u>Country</u>	<u>PCS Project No.</u>	<u>Audit Cost</u>
Planned Parenthood Federation of Nigeria (PPFN)	Nigeria	AF-NGA-03	4,200
Centro de Orientacion Familiar (COF)	Bolivia	LA-BOL-01	3,000
Stellagraphics	Kenya	AF-KEN-01	4,500
Kwara State MOH	Nigeria	AF-NGA-01	5,400*
Associação Brasileira de Entidades de Planejamiento Familiar (ABEPF)	Brazil	LA-BRA-01	5,300
Total Audit Cost			\$32,200

Final or draft reports have been received for all of the above projects except AF-NGA-01. No major problems were found. Copies of the reports are available to AID upon request.

\* Audit cost estimated, not yet final.

## VIII. ISSUES AND CHALLENGES

In the ebb and flow of priority issues in the field of social development, communication has been both in the forefront and the background. Recent years have witnessed a resurgence of communication as a priority in complementing other aspects of development such as service delivery, personnel training, and logistics management. Communication links the multiple activities of development, both internally and externally, for each agency and individual involved in bringing social change to a particular segment of the population. It is used to strengthen the knowledge of service providers and to inform them of program directions as well as to give the target audience knowledge about a health/family planning issue that is (hopefully) relevant to their lives, so that individuals and couples can make an informed choice with regard to their fertility and desired family size.

In order for communication to be effective, several overall tenets should be followed to ensure the maximization of scarce financial and human resources:

- Communication is a process, not a product or an event. For communication to work it should be viewed as a combination of art and science. It is scientific in the sense that it follows a logical process, needs to be repetitive and is continuous over time. Short cuts, through omission of pretests, for example, often cause long-term problems by transmitting improper or erroneous messages, sometimes even to the wrong audience. It is not realistic to expect large-scale behavioral changes after one communication activity or campaign. Different messages through various media are needed to produce the desired changes, and this takes time. The art of communication is interpreting data and feedback from the field and designing messages that are appropriate for dissemination through selected media to reach a particular target audience. This requires communicators to be imaginative and creative in using baseline data acquired through scientific means. The key steps in the communication processes followed by JHU/PCS, AED, PIACT and professional social communicators are: 1) analysis, 2) design, 3) development, pretesting and revision; 4) implementation, monitoring and assessment; 5) review and re-planning; and 6) continuity over time.
- Involve professional communicators. In the early days of development communication, IEC units were set up to coordinate, develop and manage FP/IEC activities. Institutions promoting social change felt the content of development was so specific that IEC campaigns could not be trusted in the hands of "outsiders." The contraceptive social marketing (CSM) programs were the first programs to involve professional communicators by hiring advertising agencies to market contraceptive products. However, a resistance still exists in most governmental and some private agencies to work with commercial communicators. A large body of expertise is available to social communicators from the commercial field. The challenge resides in raising the expertise and confidence levels of social communicators so they do not feel threatened by "Madison Avenue" or "Hollywood" types but feel secure enough to use the commercial experts for specific tasks guided by the social communicator.

- Use of entertainment to educate. New technologies make global communication quicker and more pervasive daily. Even the most remote parts of the world are exposed to outside communication through solar-powered batteries for television and radio sets. Throughout the world people are exposed to different cultural and social values through media programming from external sources, and the majority of the world's media programming is entertainment oriented. Social messages are competing with commercial messages on a daily basis. FP/IEC needs to upgrade the quality of its messages so the audience is at least receptive. JHU/PCS believes that the use of entertainment to reach audiences needs to be an active component of any FP/IEC program. The "lesson to be learned" is that a social message inside an entertaining program has a better chance of being received and understood by a member of the target audience than a message in which the audience is lectured to and told to do something for its own good. A good social-entertainment program is often quite cost-effective as programmers may broadcast it free of charge and sometimes even underwrite production costs. The challenge is to use existing entertainment programs in a thought-provoking manner so that the target audiences become "educated" while enjoying themselves.

JHU/PCS has spent the last four years advocating the principles stated above. The three issues are interrelated and form the basis for future PCS activities. The communication field is moving in new directions. Development communication needs to keep abreast of technological and procedural advances. JHU/PCS is in the unique position of having established close ties with institutions and their IEC staff in over 35 developing countries. The challenge is to provide guidance in broadening the scope of experience of IEC colleagues to reinforce their FP/IEC activities so as to be even more scientific and artistic. Through understanding the communication process, involving professional communicators, and using entertainment, the quality of population/FP communication activities will be enriched. Strong IEC activities can substantially strengthen existing family planning programs so the basic human right to determine the number and spacing of children can be exercised by more couples and individuals every day.

## IX. FINANCIAL REPORT

Vouchered expenditures for the period of October 1, 1985 through September 30, 1986 were \$3,629,123, and cumulative vouchered expenditures for the period of October 1, 1982 through September 30, 1986 were \$9,349,362 as indicated in Appendix H, Summary of Vouchered Expenditures and quarterly Financial Status Reports. The total amount of funds obligated by AID as of September 30, 1986 was \$9,863,845, of which JHU has in hand vouchered expenditures for all but \$514,483. The total approved budget for the project is \$9,895,000. AID has advised JHU, however, that the project is fully obligated. Thus, \$31,155 will not be funded.

The expenditures reported in the quarterly Financial Status Reports (Appendix H1-H4) do not include accrued expenditures. A separate accounting has been prepared which includes accrued expenditures for U.S. contractors and international country project subagreements. Including accrued expenditures in the amount of \$162,793, a figure which is still incomplete because of delayed reporting from the field, total expenditures for the period October 1, 1985 through September 30, 1986 were \$3,791,916, and cumulative expenditures for the period October 1, 1982 through September 30, 1986 were \$9,512,155.

Appendix I, Statement of Account, indicates expenditures compared to budget for Year Four of the project. The project was \$32,854 over budget for the year. Appendix J, Cumulative Expenditures, reflects the cumulative expenditures including estimated accruals Years 1, 2, 3, and 4 of the project as of September 30, 1986 in the amount of \$9,512,155. Thus, of the funds obligated to the project by USAID as of September 30, 1986 in the amount of \$9,863,845, JHU has expended all but \$351,690, including estimated accruals.

Although the cumulative expenditures for Country Projects (including accruals) are stated in Appendix J as \$1,469,265, a total of \$2,448,978 has been obligated by JHU in subagreements as of September 30, 1986. Thus, \$979,713 remains obligated in subagreements. Because the balance of funds under this cooperative agreement is only \$351,690, subagreements will be funded under the newly awarded cooperative agreement as appropriate when this cooperative agreement is fully expended.

Significant changes were made to the budget as a result of the provision of funds from several AID regional bureaus. Some of these funds were technically buy-ins; some were Operating Year Budget (OYB) transfers. A Statement of Account for each buy-in received to date is included in Appendices K1, K2, K3, K4, K5, K6, and K7. The remaining balance of each buy-in will be expended under the newly awarded cooperative agreement. Including those received in prior years, buy-in funds have been provided from the following regions:

Amendment No. 2 (Dated 09/14/83)	Africa	\$ 500,000
Amendment No. 4 (Dated 05/29/84)	Latin America	300,000
	Asia (India)	350,000
Amendment No. 6 (Dated 05/07/85)	Latin America (Mexico)	280,000
Amendment No. 7 (Dated 07/29/85)	Africa (Nigeria)	1,000,000
	Asia	125,000
Amendment No. 8 (Dated 05/23/86)	REDSO/ESA (CAFS)	160,000
		<hr/>
Total Buy-ins		<u>\$2,715,000</u>

In accordance with Standard Provision No. 13A, paragraph C, of the cooperative agreement, Appendix L, lists the non-expendable equipment purchases during the period of October 1, 1982 through September 30, 1986 having an acquisition cost of \$1,000 or more.

September 30, 1986

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

<u>Name</u>	<u>Title</u>	<u>Percent of Time Allocated to PCS</u>	<u>Function</u>
Phyllis T. Piotrow	Director, PIP and Principal Investigator, PCS Project	50%	Program guidance and communication expertise
Patrick L. Coleman	Project Director	100%	Program management and coordination
José G. Rimon, II	Deputy Project Director	100%	Programming and supervision of field operations
Mona Y. Grieser	Senior Program Officer	100%	Programs in Near East and Francophone Africa
Wilma H. Lynn	Senior Program Officer	100%	Programs in Anglophone East and Southern African countries
Margaret B. Parlato	Senior Program Officer	80%	Programs in Francophone Africa and Haiti; Africa regional broadcasters' project
Frank J.P. Segura	Senior Program Officer	100%	Latin American programs (excluding Haiti)
Maxwell S. Senior	Senior Program Officer	100%	Programs in Africa; training
Sung Hee Yun	Senior Program Officer	100%	Programs in Asia and Nigeria
Fred W. Reed	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 and Nigeria
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
Kim E. Winnard	Program Officer	100%	Backstopping for programs in Nigeria and Asia
J. Eric Davis	Field Support/Travel Coordinator	100%	Coordination of overseas travel, briefings and reports
Rita C. Meyer	Editor	75%	Edit PCS field reports and publications
Ann B. Jimerson	Media/Materials Coordinator	100%	Media/Materials Collection
Susan Leibtag	Librarian	50%	Media/Materials Collection
Cynthia M. Bell	Media/Materials Specialist	100%	Media/Materials Collection
Cynthia B. Shaw	Media/Materials Assistant	100%	Media/Materials Collection
Linda L. Donhauser	Financial Manager	100%	Administration
Vera E. Ford	PCS Administrator	100%	Administration
Susan H. Dugan	Senior Contract Specialist	100%	Grants management
Karen M. Coker	Budget Assistant	100%	Administration
Katherine M. Reiter	Secretary to Project Director	100%	Administrative support
Carolyn Brown	Secretary to Deputy Project Director	100%	Clerical support

<u>Name</u>	<u>Title</u>	<u>Percent of Time Allocated to PCS</u>	<u>Function</u>
Vacant	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
Laurie T. Burke	Secretary/Francophone Africa and Near East	100%	Clerical support
Miriam H. Lobbok	Assistant Professor, Department of Population Dynamics	5%	Project development, evaluation
Walter W. Stender	Associate Director, PIP	7%	Distribution of films and audio-visual materials
Starr Mickle	Secretary to Principal Investigator	25%	Clerical support
Rodolfo Aparentado	Mail Clerk	17%	Mailing
Vacant	Mail Clerk	25%	Mail sorting and distribution

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

Phyllis T. Piotrow, Ph.D. (Political Science and Population Dynamics) -- Director, Population Information Program (PIP) and Principal Investigator, Population Communication Services project. Dr. Piotrow has worked in international population, 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 (excluding Haiti) for three years before replacing Cynthia P. Green as Project Director.

José 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. He has taught courses on development communication and worked as short-term consultant to international/regional organizations. He served as Senior Program Officer for Asia and Nigeria before replacing Ronald H. Magarick as Deputy Project Director.

Linda L. Donhauser -- Financial Manager. Mrs. Donhauser has 18 years experience in financial and personnel management. This is her 22nd year at Johns Hopkins, of which the last five have been with PIP. She manages the financial and administrative support functions for both the PIP Contract and the PCS Cooperative Agreement.

#### 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.

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

Fred W. Reed, Ph.D. (Sociology) -- Regional Communication Advisor (Asia) providing technical assistance to USAID/New Delhi and to other Asian programs. Dr. Reed worked in development communication for more than 20 years and has extensive field experience in Asia, Near East, and Africa. (Dr. Reed resigned as of September, 1986 at conclusion of his tour of duty)

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 throughout Latin America over the past 12 years, particularly in broadcast materials development and marketing in Mexico. Mr. Segura developed and administered the Communication for Young People project for Latin America.

Maxwell S. Senior, Ed.D. (Educational Media/Technology) -- Senior Program Officer for several African countries. Dr. Senior is a development communication specialist with broad experience in a variety of media, including radio, TV and print materials. He has more than 13 years experience in communication training, program management and evaluation, and broadcasting.

Sung Hee Yun, Ph.D., M.P.H. (Public Health/Population Communications) -- Senior Program Officer for Nigeria and Asia. Dr. Yun has had 22 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.

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.

Susan C. Krenn, B.A. (Modern Languages) -- Program Officer for Anglophone Africa and Nigeria. 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.

Kim E. Winnard, M.A. (International Development) -- Program Officer for Nigeria and Asia. Mr. Winnard has extensive experience in the United States and the Philippines as an illustrator and manager of development communication and extension projects.

J. Eric Davis -- Field Support Assistant. Mr. Davis coordinates all travel arrangements for project staff and consultants, in addition to providing administrative support to the Deputy Project Director.

Rita C. Meyer, B.A. (English) -- Editor. Ms. Meyer edits and coordinates PCS field reports, articles and scripts. In addition to experience as a writer and editor for New York-based magazines and journals, primarily in the non-profit (social work education) sector, she has a strong background in the visual arts (painting and drawing).

#### Media/Materials Collection

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

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.

Cynthia M. Bell, B.S. (Business Administration) -- Media/Materials Specialist. Ms. Bell manages the administrative activity of the Media/Materials Collection which includes handling of requests, coordination and supervision of record keeping, duplication of audio-visual materials and distribution of the Packet series. Her previous family planning experience has been as a Media/Materials Assistant with PCS.

#### Administration

Vera E. Ford, B.S. (Business Administration) -- Administrative Assistant. Ms. Ford has 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.

Susan H. Dugan, B.A. (Spanish) -- Senior Contract Specialist. Ms. Dugan has nine years experience in financial and administrative operations, including budget preparation and analysis. Her previous positions have included the management of a Federal Public Service Employment grant and a NASA contract.

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

## INTERNATIONAL TRAVEL SCHEDULE--JHU/PCS PROJECT YEAR FOUR

1985

October	November	December
<p><b>Coleman, Patrick</b> **Mexico: 10/29-11/1</p> <p><b>Langlois, Philippe (C)</b> **Burkina Faso: 10/4-11/11</p> <p><b>Lynn, Wilma</b> W-Italy: 10/1-3 **Kenya: 10/4-16 **Zimbabwe: 10/16-21 **Kenya: 10/21-23</p> <p><b>Parlato, Margaret</b> W-France: 10/6-7 **Kenya: 10/8-18</p> <p><b>Payne, Alice</b> **Honduras: 10/1-3</p> <p><b>Read, Fred</b> **Philippines: 10/1-10 **Thailand: 10/10-16 **Indonesia: 10/16-21 **Bangladesh: 10/21-25</p> <p><b>Rimon, Jose</b> **Philippines: 10/1-10 **Thailand: 10/10-16</p> <p><b>Schubert, Joan</b> **Burkina Faso: 10/9-11/11</p> <p><b>Senior, Maxwell</b> **Ghana: 10/26-11/9</p> <p><b>Wittet, Scott (PIACT)</b> **Nepal: 10/1-9</p>	<p><b>Coleman, Patrick</b> **Mexico: 11/1</p> <p><b>Ferraz-Tabor, Lucia (PIACT)</b> **Brazil: 11/10-28</p> <p><b>Jimerson, Ann</b> **Bolivia: 11/23-12/6</p> <p><b>Kazi, Carol (PIACT)</b> **Nigeria: 11/8-12/7</p> <p><b>Langlois, Philippe (C)</b> **Burkina Faso: 11/1-18</p> <p><b>Newton, Nancy (PIACT)</b> **Brazil: 11/10-28</p> <p><b>Oguin, Palmira (CONAPO)</b> **JHU/PCS: 11/10-13</p> <p><b>Parlato, Margaret</b> **Ghana: 11/1-9 **Senegal: 11/9/15</p> <p><b>Payne, Alice</b> **Bolivia: 11/23-12/6</p> <p><b>Rimon, Jose</b> **Nigeria: 11/8-12/7</p> <p><b>Saavedra, Guillermo (CONAPO)</b> **JHU/PCS: 11/10-13</p> <p><b>Senior, Maxwell</b> **Ghana: 11/1-9 **Kenya: 11/10-11 **Sudan: 11/11-15 **Kenya: 11/15-17 **Somalia: 11/17-28 **Kenya: 11/28-30</p> <p><b>Winnard, Kim</b> **Nigeria: 11/8-12/7</p>	<p><b>Coleman, Patrick</b> **Mexico: 12/4-10 **El Salvador: 12/13-18</p> <p><b>Jimerson, Ann</b> **Bolivia: 12/1-6</p> <p><b>Kazi, Carol (PIACT)</b> **Nigeria: 12/1-7</p> <p><b>Payne, Alice</b> **Bolivia: 12/1-6</p> <p><b>Rimon, Jose</b> **Nigeria: 12/1-7</p> <p><b>Winnard, Kim</b> **Nigeria: 12/1-7</p>

\*\* = Approved by AID Mission

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

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## INTERNATIONAL TRAVEL SCHEDULE FOR JHU/PCS STAFF, CONTRACTORS AND CONSULTANTS

1986

January	February	March
<p><b>Coleman, Patrick</b>  **Honduras: 1/6-11  **Mexico: 1/11-19  D-Miami: 1/20-24</p> <p><b>Grieser, Mona</b>  W-Switzerland: 1/29-31</p> <p><b>Lynn, Wilma</b>  **Zimbabwe: 1/4-20  **Kenya: 1/20-25  W-Gabon: 1/26-30</p> <p><b>Payne, Alice</b>  D-Miami: 1/20-22</p> <p><b>Reed, Fred</b>  **USA: 1/1-15</p> <p><b>Schubert, Joan</b>  **Mali: 1/17-2/1</p> <p><b>Segura, Frank (FFI)</b>  **Miami: 1/20-23</p> <p><b>Senior, Maxwell</b>  **Kenya: 1/20-25  **Liberia: 1/26-2/2</p>	<p><b>Brown, Judith (C)</b>  **Mali: 2/15-3/6</p> <p><b>Grieser, Mona</b>  **Turkey: 1/31-2/25</p> <p><b>Lediard, Mark (AED)</b>  **Mexico: 2/15-22  **Kenya: 2/27-3/10</p> <p><b>Liasance, Dan (Manoff)</b>  **Pakistan: 2/16-2/28</p> <p><b>Parlato, Margaret (AED)</b>  **Mexico: 2/15-22</p> <p><b>Payne, Alice</b>  **Honduras: 2/17-3/5</p> <p><b>Schubert, Joan</b>  **Mali: 2/1  **Burkina Faso: 2/1-20</p> <p><b>Senior, Max</b>  **Ghana: 2/2-6</p> <p><b>Stanley, Joyce</b>  **Somalia: 2/21-3/10</p> <p><b>TELEVISA-JHU/PCS TOUR</b>  Mexico: 2/15-22  JHU/PCS: 2/23-24  **L. Blatoh (IVO)  **E. Messou (IVO)  **T. Amadou (IVO)  **E. Narcisse (IVO)  **K. Gabriel (IVO)  **M. Sylla (SEN)  **O. Diouf (SEN)<sup>o</sup>  **C. Diop (SEN)<sup>o</sup>  **M. NDione (SEN)  **A. Diop (SEN)  **M. Gueye (SEN)</p> <p><b>Winnard, Kim</b>  **Nigeria: 2/21-3/17</p> <p><b>Worrall, Robert (C)</b>  **Lesotho: 2/3-24</p> <p><b>Yun, Sung Hee (C)</b>  **Nigeria: 2/20-3/15</p>	<p><b>Brown, Judith (C)</b>  **Mali: 3/1-6</p> <p><b>Jimerson, Ann</b>  **Mexico: 3/29-4/12</p> <p><b>Lediard, Mark (AED)</b>  **Kenya: 3/1-10</p> <p><b>Magarick, Ron</b>  **Nigeria: 3/1-15</p> <p><b>Moutia, Guy (CAFS)</b>  **Mauritius: 3/20-27  **Kenya: 3/27-29  **Sierra Leone: 3/30-4/4</p> <p><b>Payne, Alice</b>  **Honduras: 3/1-5</p> <p><b>Segura, J.P. (FFI)</b>  **JHU/PCS: 3/22-26</p> <p><b>Senior, Max</b>  **Mauritius: 3/20-27  **Kenya: 3/27-29  **Sierra Leone: 3/30-4/4</p> <p><b>Stanley, Joyce (C)</b>  **Somalia: 3/1-10</p> <p><b>Tisa, Benedict (C)</b>  **Mali: 3/14-4/6</p> <p><b>Winnard, Kim</b>  **Nigeria: 3/1-16  **Gambia: 3/16-22</p> <p><b>Yun, Sung Hee (C)</b>  **Nigeria: 3/1-15</p>

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<sup>o</sup> = Not funded by JHU/PCS

## INTERNATIONAL TRAVEL SCHEDULE FOR JHU/PCS STAFF, CONTRACTORS AND CONSULTANTS

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1986

April	May	June
Coleman, Patrick **Mexico: 4/28-5/1	Chagas Leite, Denise (ABPPF) **Costa Rica: 5/1-5	Deolalikar, B.R. (C) **Indonesia: 6/18-7/8
Ferraz-Tabor, Lucia (PIACT) **Brazil: 4/29-5/2	Coleman, Patrick **Costa Rica: 5/1-4	Grieser, Mona **India: 6/1-21
Jimerson, Ann **Mexico: 4/1-12	Ferraz-Tabor, Lucia (PIACT) **Brazil: 5/1-2	Griffin, Robert (C) **Indonesia: 6/22-7/11
Lynn, Wilma **Ghana: 4/3-25	Flores, Lenin (C) **Bolivia: 5/3-18 W-to JHU/PCS: 5/19-21	Haaland, Ane (URC) **Somalia: 6/1
Mensah-Kumah, Opia (C) W-To JHU/PCS: 4/20-25	Haaland, Ane (URC) **Somalia: 5/9-6/1	Kazi, Carol (PIACT) **Nigeria: 6/1-7
Moutia, Guy (CAFS) **Sierra Leone: 4/1-4 W-To JHU/PCS: 4/20-25	Jimerson, Ann **Mexico: 5/19-27	Kincaid, Larry (C) **Honduras: 6/16-27
Parlato, Margaret (AED) **Senegal: 4/20-5/9	Lancaric, Ivan (MMI) **Pakistan: 5/25-6/6	Kiruhi, Felix (CAFS) W-to JHU/PCS: 6/15-20
Piotrow, Phyllis **Costa Rica: 4/30-5/5	Kazi, Carol (PIACT) **Nigeria: 5/24-6/7	Lancaric, Ivan (MII) **Pakistan: 6/1-6
Reed, Fred W-To JHU/PCS: 4/14-18 **India: 4/25-8/29	Kincaid, Lawrence (C) **El Salvador: 5/4-17	Muchnik, Sonia (PIACT) **Nigeria: 6/1-21
Schubert, Joan W-London: 4/14-15 **Abidjan: 4/16-19 **Togo: 4/19-30	Manoff, Richard (MII) **Pakistan: 5/25-30	Payne, Alice **Honduras: 6/22-29
Senior, Maxwell **Sierra Leone: 4/1-4 **Ghana: 4/4-11	Mensah-Kumah, Opia (C) **Rwanda: 5/6-13	Reed, Fred **Indonesia: 6/19-7/8
Stanley, Joyce (URC) **Somalia: 4/20-5/18	Moutia, Guy (CAFS) **Rwanda: 5/6-13	Rimon, Jose **Indonesia: 6/29-7/23
Tinarow, Godfrey (ZNFPA) W-To JHU/PCS: 4/14-16	Newton, Nancy (PIACT) **Costa Rica: 5/1-5	Segura, Frank W-Miami: 6/23 **Mexico: 6/24-29
Tisa, Benedict (C) **Mali: 4/1-4	Parlato, Margaret (AED) **Senegal: 5/1-9	Villarreal, Rogelio (FFI) **Peru: 6/1-3 **Bolivia: 6/3-4 **Honduras: 6/9-11 **Guatemala: 6/11-14 **Santo Domingo: 6/16-18 W-to JHU/PCS: 6/18-22
Wadack, London (Plateau-NGA) **To JHU/PCS: 4/27-30	Payne, Alice **Trinidad: 5/19-22 **Barbados: 5/22-23	Winnard, Kim **Nigeria: 6/1-11
Wittet, Scott (PIACT) **Senegal: 4/20-5/9	Piotrow, Phyllis **Costa Rica: 5/1-5 **Pakistan: 5/25-30	
	Seavedra, Guillermo (CONAPO) **Costa Rica: 5/1-5	
	Stanley, Joyce (URC) **Somalia: 5/1-18	
	Villarreal, Rogelio (FFI) **El Salvador: 5/22-23 **Panama: 5/24-27 **Ecuador: 5/27-30 **Peru: 5/30-6/3	
	Wadack, London (Plateau-NGA) **Costa Rica: 5/1-5	
	Winnard, Kim **Nigeria: 5/28-6/11	
	Wittet, Scott (PIACT) **Senegal: 5/1-9	

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## INTERNATIONAL TRAVEL SCHEDULE FOR JHU/PCS STAFF, CONTRACTORS AND CONSULTANTS

1986

July	August	September
Coleman, Patrick **Zimbabwe: 7/7-12 **Kenya: 7/13-26 W-U.K.: 7/27-29	Coleman, Patrick D-Miami: 8/13-18 **Guatemala: 8/18-21	Coleman, Patrick D-New York: 9/8-9 D-APHA: 9/28-10/2
Deolalikar, B.R. (C) **Indonesia: 7/1-23	Flores, Lenin (C) **Peru: 8/30-9/6	Flores, Lenin (C) **Peru: 9/1-6 **Peru: 9/29-10/3
Griffin, Robert (C) **Indonesia: 7/1-11	Haaland, Ane (URC) **Somalia: 8/1-17	Kazi, Carol (PIACT) **Nigeria: 9/1-13
Haaland, Ane (URC) **Somalia: 7/24-8/17	Kazi, Carol (PIACT) **Nigeria: 8/18-9/8	Grieser, Mona **Bangladesh: 9/5-26
Lediard, Mark (AED) **Kenya: 7/13-8/10	Langlois, Phillippe (C) W-to JHU/PCS: 8/11-12 **Burkina Faso: 8/13-9/3	Jimerson, Ann **Brazil: 9/15-19
Mensah-Kumah, Opia (C) **Kenya: 7/24-8/1	Lediard, Mark (AED) **Kenya: 8/1-10	Krenn, Susan **Nigeria: 9/5-20 D-APHA: 9/28-10/2
Reed, Fred **Indonesia: 7/1-8	Lynn, Wilma **Lesotho: 8/12-28 **Zimbabwe: 8/28-9/12	Langlois, Philippe (C) **Burkina Faso: 9/1-3 **Mali: 9/3-28 W-to JHU/PCS: 9/29-10/2
Rimon, Jose **Indonesia: 7/1-23 **Philippines: 7/24-25	Mensah-Kumah, Opia (C) **Kenya: 8/1	Parlato, Margaret (AED) **Kenya: 9/7-13 **Zaire: 9/13-10/4
Senior, Max **Kenya: 7/14-8/2	Ramos, Flavia (URC) **Somalia: 8/8-20	Payne, Alice **Brazil: 9/15-19
Stanley, Joyce (URC) **Somalia: 7/20-8/3	Rimon, Jose **Indonesia: 8/22-30	Piotrow, Phyllis D-New York: 9/9 D-APHA: 9/28-10/1
	Schubert, Joan **Ivory Coast: 8/15-8/30 **Mali: 8/30-9/5	Saffitz, Gary (C) **Indonesia: 9/8-21
	Segura, Frank D-Miami: 8/13-18 **Guatemala: 8/18-21 **Mexico: 8/21-22	Schubert, Joan **Mali: 9/1-5
	Stanley, Joyce (URC) **Somalia: 8/1-3	Winnard, Kim **Nigeria: 9/1-27
	Winnard, Kim **Nigeria: 8/29-9/27	Yun, Sung Hee **Bangladesh: 9/5-25

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FILM GIFTS AND LOANS -- OCTOBER 1985

<u>NAME AND ADDRESS</u> <u>FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD</u> <u>OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>UNIT</u> <u>PRICE</u>	<u>TOTAL</u> <u>COST</u>	<u>TRANS</u> <u>TYPE</u>
Dr. Rene Vargas Jefe de la Unidad de Planificacion Ministerio de Salud Publica y Asistencia Social Guatemala, Guatemala	\$4.34/Parcel Post	Somebody's Already Doing It	Spanish	1	190.00	\$1,650	GIFT
		Breast Self-Examination	"	1	70.00		
		Laparoscopic Equipment Care	"	1	160.00		
		A Question of Choice	"	1	150.00		
		Lessons for the Future	"	1	135.00		
		A Method for John and Mary	"	1	100.00		
		Women and the Pill	"	1	85.00		
		To Change Your Life	"	1	155.00		
		The Cheerful Revolution	"	1	160.00		
		Sowing the Seeds of Health	"	1	145.00		
		Technique of Laparoscopy	"	1	115.00		
		You We Go Where They Are	"	1	100.00		
				1	85.00		
Mario Alarcon Health Education Division Social Security Institute Quito, Ecuador	\$3.15/Parcel Post	Somebody's Already Doing It	Spanish	1	190.00	\$1,275	GIFT
		Breast Self-Examination	"	1	70.00		
		Talk About Nutrition	"	1	80.00		
		A Question of Choice	"	1	150.00		
		Two Roads	"	1	140.00		
		A Method for John and Mary	"	1	100.00		
		Women and the Pill	"	1	85.00		
		To Change Your Life	"	1	155.00		
		The Cheerful Revolution	"	1	160.00		
		Sowing the Seeds of Health	"	1	145.00		
Meg Perkins Family Planning Division The Pathfinder Fund 1330 Boylston Street Chestnut Hill, MA 02167	\$1.24	Sowing the Seeds of Health	Spanish	1			LOAN
		The City: Implications for the Future	"	1			
		We Go Where They Are	"	1			

FILM GIFTS AND LOANS -- OCTOBER 1985

<u>NAME AND ADDRESS FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>UNIT PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
Meg Perkins Family Planning Division The Pathfinder Fund Chestnut Hill, MA 02167	\$1.97/UPS	Communicating Family Planning: Speak, They Are Listening Indonesia: Family Planning First	English "	1			LOA.

FILM GIFTS AND LOANS -- NOVEMBER 1985

Mpolai Moteetee Ministry of Health Maseru LESOTHO	\$2.26/Parcel Post	The Cheerful Revolution Choice Not Chance Indonesia: Family Planning First Lessons for the Future	English English English English	1 1 1 1	160.00 80.00 150.00 120.00	\$510.00	GIFT
Rev. Rupo L. Laurencio Family Planning Organization of the Philippines Ramon, Isabela PHILIPPINES	\$47.70/Air Parcel Post	A Question of Choice The Cheerful Revolution	English English	1 1	150.00 160.00	\$310.00	GIFT
M. Louis-Odon Rabarijaona Mouvement de Promotion Familiale Antananarivo MADAGASCAR	\$1.82/Parcel Post	A Question of Choice Lessons for the Future	French French	1 1	150.00 120.00	\$270.00	GIFT
Fumukins Gamosi Union Nationale de Travailleurs Kinshasa 1 ZAIRE	\$42.70/Air Parcel Post	A Question of Choice Lessons for the Future	French French	1 1	150.00 120.00	\$270.00	GIFT
Beth Cohen Los Angeles Regional Family Planning Council, Inc. Los Angeles, CA 90010	\$3.40/UPS	A Talk About Vasectomy A Method for John and Mary	Spanish Spanish	1 1			LOAN

FILM GIFTS AND LOANS -- DECEMBER 1985

<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>
Mme. Chirwisa Chirhamolekwa Departement de la Sante Publique Projet des Services des Naissances Desirables Kinshasa ZAIRE	\$2.84/Parcel Post	The Cheerful Revolution	French	1	160	\$980	GIFT
		The City: Implications for the Future	French	1	130		
		Laparoscopic Equipment Care	French	1	160		
		Lessons for the Future	French	1	120		
		A Question of Choice	French	1	150		
		Social Marketing	French	1	145		
		Technique of Laparoscopy	French	1	115		
Marc Okunnu Planned Parenthood Federation of Nigeria Lagos NIGERIA	\$3.12/Parcel Post	The Cheerful Revolution	English	1	160	\$1,285	GIFT
		Choice Not Chance	English	1	80		
		Communicating Family Planning: Speak They are Listening	English	1	190		
		A Question of Choice	English	1	150		
		Social Marketing	English	1	145		
		The Time of Your Life	English	1	85		
		To the People	English	1	150		
		Two Roads	English	1	140		
		You	English	1	100		
		We Go Where They Are	English	1	85		
Dr. Raul Leal Alonso Universidad Autonoma de Chihuahua Facultad de Medicina Chihuahua MEXICO	\$35.25/Air Parcel Post	The City: Implications for the Future	Spanish	1	130	\$610	GIFT
		A Question of Choice	Spanish	1	150		
		Two Roads	Spanish	1	140		
		Communicating Family Planning: Speak They are Listening	English	1	190		

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FILM GIFTS AND LOANS -- JANUARY 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>
Mr. Anselmo Bernal S&T/POP/Room 806 SA-18 Office of Population U.S.A.I.D. Washington, DC 20523	\$1.57/Parcel Post	Indonesia: Family Planning First	English	1	\$140	\$140	GIFT
Rev. Rufo L. Laurencio Family Planning Organization of the Philippines Ramon, Isabela PHILIPPINES	\$42.70/Air Parcel Post	Communicating Family Planning: Speak--They are Listening You	English English	1 1	190 100	290	GIFT
Henry Hsin-chung Lee Library of Chinese Army Medical Service School Taipei, Taiwan REPUBLIC OF CHINA	\$47.70/Air Parcel Post	A Question of Choice The Cheerful Revolution	English Chinese	1 1	150 160	310	GIFT
Luis Llano Centro de Orientacion Familiar La Paz BOLIVIA	\$9.56/Parcel Post	Breast Self-Examination Two Roads Lessons for the Future A Method for John and Mary Women and the Pill To Change Your Life Sowing the Seeds of Health We Go Where They Are	Spanish " " " " " " "	2 2 2 2 2 2 2 2	140 280 270 200 170 310 290 200	1,860	GIFT

FILM GIFTS AND LOANS -- JANUARY 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>
Guillermo Saavedra CONAPO Mexico City MEXICO	\$8.92/Parcel Post	A Talk About Vasectomy	Spanish	1	\$ 80	\$960	GIFT
		Two Roads	"	1	140		
		Lessons for the Future	"	1	135		
		A Method for John and Mary	"	1	100		
		Mexico in the Year 2000	"	1	120		
		Women and the Pill	"	1	85		
		To Change Your Life	"	1	155		
		Sowing the Seeds of Health	"	1	145		
Gloria Nichtawitz Population Division USAID/Peru PERU (To be used by 16 private family planning agencies)	\$9.56/Parcel Post	A Talk About Vasectomy	Spanish	1	80	1,845	GIFT
		The City: Implications for the Future	"	1	130		
		A Question of Choice	"	1	150		
		Laparoscopic Equipment Care	"	1	160		
		Two Roads	"	1	140		
		Lessons for the Future	"	1	135		
		Social Marketing	"	1	145		
		Technique of Laparoscopy	"	1	115		
		A Method for John and Mary	"	1	100		
		Mexico in the Year 2000	"	1	120		
		Women and the Pill	"	1	85		
		To Change Your Life	"	1	155		
		Sowing the Seeds of Health	"	1	145		
		We Go Where They Are	"	1	85		
		You	"	1	100		

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FILM GIFTS AND LOANS -- FEBRUARY 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>
Chirwisa Chirhamolekwa	\$2.89/Parcel	Lessons for the Future	French	1	\$120		GIFT
Departement de la Sante Publique	Post	Social Marketing	"	1	145		
Projet des Services des Naissances		A Question of Choice	"	1	150		
Desirables		The Cheerful Revolution	"	1	160		
Kinshasa		The City: Implications for	"	1	130		
ZAIRE		the Future	"	1	160		
		Laparoscopic Equipment Care	"	1	160		
		Technique of Laparoscopy	"	1	115	\$980	
Jack Boone	Hand de-	Communicating Family Planning:					
Somalia Family Health Care	livered to	Speak they are Listening	English	1	\$ 190		GIFT
Project	M/MC	Indonesia: Family Planning	"	1	140		
Mogadishu		First	"	1	160	\$490	
SOMALIA		The Cheerful Revolution	"	1	160		

FILM GIFTS AND LOANS -- MARCH 1986

Daudi N. Nturihi	\$87.70/Air	Indonesia: Family Planning					
Family Planning Private Sector	Parcel Post	First	English	1	\$140.00		GIFT
Programme		A Question of Choice	English	1	150.00		
Nairobi		The Cheerful Revolution	English	1	160.00		
KENYA		Communicating Family Plannign	English	1	190.00	\$640.00	
Vivienne McKenzie	\$19.25/Air	Choice Not Chance	English	1	\$ 80.00		GIFT
Ministry of Youth and Community	Parcel Post	The Time of Your Life	English	1	85.00		
Development		The Moment of Truth	English	1	80.00	\$245.00	
Montego Bay							
JAMAICA							

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FILM GIFTS AND LOANS -- APRIL 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>
Una Thomas Ministry of Health, Housing and Labour Castries, Saint Lucia WEST INDIES	\$27.25/Air Parcel Post	Choice Not Chance	English	1	\$ 80.00	\$385.00	GIFT
		The Time of Your Life	"	1	85.00		
		Two Roads	"	1	140.00		
		The Moment of Truth	"	1	80.00		

FILM GIFTS AND LOANS -- MAY 1986

Godfrey Tinarow Zimbabwe National Family Planning Council Harare ZIMBABWE	\$4.46/Parcel Post	The City: Implications for the Future	English	1	\$100.00	\$965.00	GIFT
		Lessons for the Future	English	1	120.00		
		Mexico in the Year 2000	English	1	85.00		
		A Question of Choice	English	1	150.00		
		Social Marketing	English	1	145.00		
		To the People	English	1	150.00		
		We Go Where They Are	English	1	85.00		

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FILM GIFTS AND LOANS -- MAY 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>
Eugenia Monteroso AGES Guatemala City GUATEMALA	\$23.00/UPS Next Day Air	Two Roads	Spanish	3	\$140.00	\$420.00	GIFT
Eric Metzner Regional Director for Africa Family Planning International Assistance Nairobi KENYA	\$7.77/Parcel Post	The Cheerful Revolution	English	1	\$160.00		GIFT
			French	1	160.00		
		Lessons for the Future	English	1	120.00		
			French	1	120.00		
		The City: Implications for the Future	English	1	130.00		
			French	1	130.00		
		A Question of Choice	English	1	150.00		
			French	1	150.00		
		Social Marketing	English	1	145.00		
			French	1	145.00		
		Communicating Family Planning: Speak They are Listening	English	1	190.00		
		Indonesia: Family Planning First	English	1	140.00		
		The Moment of Truth	English	1	80.00		
The Time of Your Life	English	1	85.00				
To the People	English	1	150.00				
Two Roads	English	1	140.00				
You	English	1	100.00	\$2,295.00			

FILM GIFTS AND LOANS -- JUNE 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>
Ana Maria Cordero Movimiento Campesino Independiente Guatemala GUATEMALA	\$1.82/Parcel Post	A Method for John and Mary The Cheerful Revolution	Spanish Spanish	1 1	\$100.00 160.00	\$260.00	GIFT
Liz Schnee c/o Del Marva Rural Ministries P.O. Box 555 Princess Ann, MD 21853	\$1.82/Parcel Post	Sowing the Seeds of Health	Spanish English	1 1	\$145.00 145.00	\$ 50.00	LOAN
Dr. Emmanuel Nguembi Adjoint au Chef de la Region Sanitaire No. 3 Bossangoa CENTRAL AFRICAN REPUBLIC	Hand Carried	Lessons for the Future A Question of Choice The Cheerful Revolution	French French French	1 1 1	\$120.00 150.00 160.00	\$430.00	GIFT
Leslie Goodfriend Health Educator c/o Del Marva Rural Ministries P.O. Box 267 Nassawadox, VA	\$1.89/UPS	To Change Your Life Vasectomy	Spanish Spanish	1 1	\$155.00	\$ 50.00	LOAN
Aurora Guzman-Villarreal Director CEIPLAN Mexico MEXICO	\$12.35/Air Parcel Post	Mexico in the Year 2000	Spanish	1	\$120.00	\$120.00	GIFT
Martha Osei Ministry of Health Accra GHANA	\$2.48/UPS	Two Roads The Cheerful Revolution Communicating Family Planning: Speak They Are Listening Social Marketing	English English English English	1 1 1 1	\$140.00 160.00 150.00 145.00		GIFT

FILM GIFTS AND LOANS -- JUNE 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>
Mr. London Wadak Director of Programmes Plateau State Radio & TV Corporation Plateau State NIGERIA		Indonesia: Family Planning First (Video)	English	1	\$105.00		GIFT
		Choice Not Chance (Video)	English	1	82.50		
		The Cheerful Revolution (Video)	English	1	105.00	\$292.50	
Dr. Ronnie Cooper Montserrat Family Planning Association Plymouth MONTSERRAT		Choice Not Chance (Video)	English	1	\$ 45.00		GIFT
		The Moment of Truth (Video)	English	1	45.00		
		The Time of Your Life (Video)	English	1	45.00		
		Two Roads (Video)	English	1	55.00	\$190.00	

FILM GIFTS AND LOANS -- JULY 1986

Dr. Keyes MacManus AID Affairs Office U.S. Embassy/Lagos Lagos NIGERIA	DHL	Choice Not Chance	English	1	\$ 80.00		GIFT
		Communicating Family Planning: Speak They are Listening	English	1	190.00		
		Indonesia: Family Planning First	English	1	140.00		
		Social Marketing	English	1	145.00	\$555.00	
		Breast Self Examination	Spanish	1	\$ 70.00		
Gabriela Rodriguez Fundacion Mexicana para la Planeacion Familiar Mexico City MEXICO	\$4.82/Parcel Post	Lessons for the Future	Spanish	1	135.00		GIFT
		A Method for John and Mary	Spanish	1	100.00	\$305.00	

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FILM GIFTS AND LOANS -- AUGUST 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>
Martha R. Osei Health Education Division Ministry of Health Accra GHANA	\$2.13/Parcel Post	Lessons for the Future	English	1	\$120.00	\$385.00	GIFT
		The Moment of Truth	English	1	80.00		
		We Go Where They Are	English	1	85.00		
		You	English	1	100.00		
Mr. London Wadak Director of Programmes Plateau State Radio & TV Corporation Plateau State NIGERIA	Hand Delivered	Indonesia: Family Planning First	English	1	\$105.00	\$292.50	GIFT
		Choice Not Chance	English	1	82.50		
		The Cheerful Revolution	English	1	105.00		
Director of Medical Services Banjul THE GAMBIA	\$19.50/Parcel Post	Communicating Family Planning: Speak They are Listening	English	1	\$190.00	\$550.00	GIFT
		Lessons for the Future	English	1	135.00		
		The Time of Your Life	English	1	85.00		
		Two Roads	English	1	140.00		
Manitra Andriamasinora Family Planning Association of Madagascar Antananarivo MADAGASCAR	\$39.00/Parcel Post	Le Marketing Social	French	2	\$145.00	\$1,140.00	GIFT
		Une Question de Choix	French	2	150.00		
		La Revolution Joyeuse	French	2	160.00		
		Techniques Lanaroscopiques	French	2	115.00		
Jose Guillermo Saavedra CONAPO Mexico City MEXICO	\$70.62/Parcel Post	Women and the Pill	Spanish	32	\$ 85.00	\$11,180	GIFT
		Lessons for the Future	Spanish	32	135.00		
		Sowing the Seeds of Health	Spanish	32	145.00		

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FILM GIFTS AND LOANS -- AUGUST 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>	
Monica Dynowski Ministry of Health Gaborone BOTSWANA	\$22.10/Parcel Post	The Cheerful Revolution	English	1	\$160.00	\$595.00	GIFT	
		Choice Not Chance	English	1	80.00			
		Communicating Family Planning						
		Sneak They Are Listening	English	1	190.00			
		The Moment of Truth	English	1	80.00			
		The Time of Your Life	English	1	85.00			
M. Abala Bilao Division de l'Hygiene Publique et de Promotion de la Sante Kara TOGO	\$10.40/Parcel Post	Lessons for the Future	French	1	\$120.00	\$270.00	GIFT	
		A Question of Choice	French	1	150.00			
Division of Family Health Ministry of Health Nairobi KENYA	\$1.82/Parcel Post	Mexico in the Year 2000	English	1	\$ 85.00	\$230.00	GIFT	
		Social Marketing	English	1	145.00			

FILM GIFTS AND LOANS -- SEPTEMBER 1986

Victor Andres Rosales IHSS Tequigalpa HONDURAS	\$22.90/Parcel Post	Two Roads	Spanish	1	\$140.00	\$680.00	GIFT
		Lessons for the Future	Spanish	1	135.00		
		A Method for John and Mary	Spanish	1	100.00		
		The Cheerful Revolution	Spanish	1	160.00		
		Sowing the Seeds of Health	Spanish	1	145.00		
K.C. Ndawa Planned Parenthood Association of Zambia Lusaka ZAMBIA	\$19.50/Parcel Post	The Time of Your Life	English	1	\$ 85.00	\$510.00	GIFT
		Choice Not Chance	English	1	80.00		
		Two Roads	English	1	140.00		
		We Go Where They Are	English	1	85.00		
		Lessons for the Future	English	1	120.00		

FILM SALES AND RENTALS -- OCTOBER 1985

<u>NAME AND ADDRESS</u> <u>FINAL RECIPIENT OF FILM</u>	<u>COST/METHOD</u> <u>OF SHIPMENT</u>	<u>TITLE</u>	<u>LANGUAGE</u>	<u>QNTY</u>	<u>UNIT</u> <u>PRICE</u>	<u>TOTAL</u> <u>COST</u>	<u>TRANS</u> <u>TYPE</u>
OMG Booksource 6122 Reisterstown Road Baltimore, MD 21215	\$1.73/UPS	Mexico in the Year 2000 Indonesia: Family Planning First	English	1	85.00		SALE
			English	1	140.00	\$225.00	
IPAVS Program Brethren Service Center Distribution Center Route 31 & Church Street New Windsor, MD 21776	\$4.04/UPS	A Question of Choice	French	6	150.00	\$900.00	SALE
The Pathfinder Fund 1330 Boylston Street Chestnut Hill, MA 02167	\$1.97/UPS	The City: Implications for the Future	Portuguese	1	130.00	\$130.00	SALE

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FILM SALES AND RENTALS -- NOVEMBER 1985

NAME AND ADDRESS  
FINAL RECIPIENT OF FILM

COST/METHOD  
OF SHIPMENT

TITLE

LANGUAGE

QNTY

UNIT  
PRICE

TOTAL  
COST

TRANS  
TYPE

NONE

FILM SALES AND RENTALS -- DECEMBER 1985

NONE

FILM SALES AND RENTALS -- JANUARY 1986

NONE

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FILM SALES AND RENTALS -- FEBRUARY 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>UNIT PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
Dr. William Van Wie Center for Population and Family Health Columbia University 60 Haven Avenue New York, NY 10032	\$1.61/UPS	Social Marketing	English	1	\$145	\$25.00	RENTAL
AVSC Program Brethren Service Center Distribution Center Route 31 and Church Street New Windsor, MD 21776	\$3.88/UPS	A Question of Choice	English	10	\$150	\$1,500.00	SALE

FILM SALES AND RENTALS -- MARCH 1986

UCSF International Health Program 210 High Street Room 193 Santa Cruz, CA 95060 ATTN: Lori Wolfson	\$2.99/UPS	Social Marketing	English	1	\$145	\$145	SALE
Ms. Mary Ann Abeyta-Behnke c/o Ms. Cruz Population Reference Bureau 777 - 14th Street, NW Washington, DC 20005	\$1.40/UPS	The Cheerful Revolution	English	1	\$160.00	\$ 25.00	LOAN

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FILM SALES AND RENTALS -- APRIL 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>UNIT PRICE</u>	<u>TOTAL COST</u>	<u>TRANS TYPE</u>
Georgetown University Library A-VLRC Attn: Brennan 37th and "O" Streets, N.W. Washington, DC 20057	\$1.40/UPS	The Cheerful Revolution	English	1	\$160.00	\$25.00	RENTAL
Ellen Fisher Project Associate CEDPA 1717 Massachusetts Avenue, N.W. Suite 202 Washington, D.C. 20036	\$1.40/UPS	Communicating Family Planning: Speak They Are Listening	English	1	\$190.00	\$190.00	SALE

FILM SALES AND RENTALS -- MAY 1986

NONE

FILM SALES AND RENTALS -- JUNE 1986

Population Reference Bureau 777 14th Street, NW Suite 800 Washington, DC 20005	\$1.19/SP 4th Class	Mexico in the Year 2000	English	1	\$100.00	\$100.00	SALE
John Snow Inc. R & T 210 Lincoln Street Boston, MA 02111 ATTN: Jeannette May	\$1.97/UPS	Communicating Family Planning: Speak They Are Listening	English	1	\$145.00	\$145.00	SALE

FILM SALES AND RENTALS -- JULY 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>UNIT</u> <u>PRICE</u>	<u>TOTAL</u> <u>COST</u>	<u>TRANS</u> <u>TYPE</u>
Olga Aquino JHPIEGO 550 N. Broadway Baltimore, MD 21205	\$2.81/UPS	Techniques of Laparoscopy	English	9	\$ 60.00	\$540.00	SALE

FILM SALES AND RENTALS -- AUGUST 1986

International Development Procurement services 1819 H Street, N.W. Washington, DC 20006	\$1.40/UPS	A Question of Choice	French	1	\$150.00	\$150.00	SALE
Population Reference Bureau 2213 M Street, N.W. Washington, DC 20037 ATTN: Kimberly Crews	\$1.32/UPS	Mexico in the Year 2000	English	1	\$100.00	\$100.00	SALE

FILM SALES AND RENTALS -- SEPTEMBER 1986

NONE

**YEAR IV ANNUAL REPORT TO  
THE JOHNS HOPKINS UNIVERSITY  
POPULATION COMMUNICATION SERVICES**

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

**Submitted by:  
Academy for Educational Development  
October 1986**

- 162'

**Academy for Educational Development  
Population Communication Services (PCS)  
1985-86 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-00-2018-00. During Year IV (10/01/85-09/30/86), AED has completed the following Requests for Services:

Work Request	#18	Technical Assistance to ASHONPLAFA Project - Honduras (CP)
Work Request	#27	Videotape of URTNA Nairobi Workshop on Using Radio for Family Health (MW)
Work Request	#39	NCPD Work Plan Revision - Kenya (TA)
Work Request	#40	TELEVISA Study Tour Sponsored by JHU/PCS-URTNA (MW)
Work Request	#41	Senegal Support Activities (NA,MW)
Work Request	#42	Training Support to CAFS TOT Workshop (MW); AID Bilateral Project Development - Kenya (TA)
Work Request	#44	FP/IEC Workplan and Strategy - Zaire (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; and Andrea Usiak, Program Associate. Michele Lioy, Program Officer, provided additional assistance in workshop development and consultant recruitment. Administrative and clerical support was provided by the Health and Population Unit administrative staff consisting of the project assistant, executive secretary, administrative secretary, and file clerk. Other AED professional staff who worked on PCS projects in Year IV were Judy Brace, Vice President and Director of Development Information Systems; Allan Kulakow, Director of African Programs; and Oscar Vigano, Field Project Director, Water and Sanitation Project, Honduras. The following is a summary of AED's activities and accomplishments during Year III of its subagreement with JHU's Population Communication Services project.

### Needs Assessment

AED assisted in conducting one needs assessment activity during Year IV. Margaret Parlato, with Scott Wittet of PIACT, assisted the Senegal Family Health and Population Project (SFHPP) to conduct an IEC needs assessment in collaboration with the Ministry of Health and Social Development and the Office National de Radiodiffusion Television du Senegal (ORTS). They also met with numerous staff of parastatal and private organizations providing family planning services and information, and international organizations. The needs assessment findings and an outline of the IEC strategy were presented during a workshop for policy makers hosted by the Senegal Family Health and Population Project.

### Country Projects

AED staff assisted in monitoring country projects in Honduras, Mali, Senegal, and the regional URTNA project.

In Honduras, Oscar Vigano continued to monitor PCS-supported IEC projects until his departure in early January, 1986. He assisted the Ministry of Health, the Honduran Institute of Social Security, and ASHONPLAFA in strategy planning and materials devel-

opment, and chaired the Inter-Institutional Coordinating Committee of these three organizations.

Margaret Parlato monitored URTNA project activities in Dakar and Nairobi. Major activities in 1985-86 included the review and processing of mini-grant proposals from Ghana, Sierra Leone, and Zimbabwe; arrangements for radio interviews in Nigeria, Senegal, Ghana and the United States; arrangements for videotaping the Ghana Population Conference; preparation of a new project budget in January, 1986 and a budget modification in July, 1986; and recruitment of a replacement for Rachel Ogutu. A project review meeting was held with representatives from JHU, AED, and PIACT. Documents for URTNA Bulletin were collected and dispatched monthly; and assistance in building up the mailing list was provided. Three trips were made to provide technical assistance and project monitoring; one trip by Margaret Parlato to Dakar and two trips by Mark Lediard to Nairobi. Meetings were also held with Mr. Demena, the Director of URTNA PEC, in Washington, D.C.

Margaret Parlato continued to provide support to the AMPPF project in Mali. Major activities included recruitment and briefing of consultants Tisa and Brown; periodic project review meetings with Joan Schubert and Mona Grieser; preparation of project modification no. 1; and periodic contact with project officials.

Margaret Parlato provided ongoing technical assistance to the IEC activities of the AID Bilateral Family Planning project in Senegal. Major activities included coordination of two technical assistance visits by Scott Wittet (PIACT); execution of a needs assessment and development of an IEC strategy; assistance to the USAID mission in obtaining print, audiovisual materials and equipment for the program; and preparations for a message design workshop.

### Technical Assistance

AED staff provided technical assistance to USAID and family planning organizations in Kenya and Zaire during Year IV.

Mark Lediard traveled to Nairobi, Kenya twice to assist USAID/Nairobi, the National Council on Population and Development (NCPD), the Voice of Kenya, URTNA, and Stellagraphics. In February, Lediard assisted USAID and the NCPD to prepare and submit IEC budgetary and technical documents for inclusion in the annual budget for fiscal year 1986-1987. During the same visit to Kenya, he assisted URTNA/PEC in

recruiting African consultant services and deciding upon consulting funding levels and mechanisms; reviewed Stellagraphics' work on the video project and RETCO's pretest and evaluation project; and developed plans for the video presentation and field evaluation findings to the NCPD. Lediard returned to Nairobi in August to review the NCPD IEC Division's in-service training requirements and the Voice of Kenya's progress on the social drama. During this visit Lediard also worked with URTNA in developing a video demonstration program.

Margaret Parlato assisted eight Zairian family planning information and service organizations to develop a national family planning IEC workplan and strategy. She conducted a workshop with representatives from FONAMES; SANRU; PSND; Condition Feminine; OZRT, the national broadcast organization; the Bureau National d'Education a la vie; a national family planning agency; and RATELESCO, the educational radio/television arm of OZRT. The workshop participants designed a national IEC strategy and execution mechanism, drafted the Year I budget, and made staff recommendations.

### Meetings and Workshops

AED assisted in conducting two workshops in Africa, a study tour to Mexico, and produced a videotape on the URTNA Nairobi workshop.

AED organized a study tour to Mexico for radio and television producers and health representatives from Senegal and the Ivory Coast to explore Televisa's experience using soap operas to convey social messages. Working sessions were held with the Mexican Population Council, the Social Security Institute, and the Youth Orientation Center to discuss the different ways the media is used to address population issues and promote family planning.

Margaret Parlato conducted a family planning IEC workshop with Scott Wittet of PIACT for policy makers, hosted by the Senegal Family Health and Population Project (SFHPP). Representatives from the media, key government agencies and private sector organizations participated in working groups to discuss the proposed SFHPP IEC strategy. A national review committee was established to advise on and coordinate family planning mass media activities.

Mark Lediard, Michele Liroy, and Andrea Usiak designed the IEC training of trainers workshop for the Centre for African Family Studies (CAFS) with Max Senior and Macharia Kiruhi of CAFS. Lediard travelled to Nairobi to conduct the two-week work-

shop. CAFS staff and IPPF representatives participated in the workshop and developed the preliminary draft of the CAFS communication training plan.

### Films and Materials

Judy Brace and Margaret Parlato participated in the PCS Packets Task Force to discuss and review the PCS IEC packets. Margaret Parlato collected and sent family planning and family health materials on a regular basis to the URTNA Family Health and Communication Bulletin editor.

Production of a videotape documenting the URTNA workshop in Nairobi on "Using Radio in Family Planning" was completed and presented to JHU.



Program for Appropriate Technology in Health

Program for the Introduction and Adaptation of Contraceptive Technology

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ANNUAL REPORT

to

Johns Hopkins University  
Population Communication Services

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

Submitted by

PATH/PIACT

Program for Appropriate Technology in Health/  
Program for the Introduction and Adaptation of Contraceptive Technology

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October 1986

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PATH/PIACT's REPORT FOR  
POPULATION COMMUNICATION SERVICES' FISCAL YEAR 1986 ANNUAL REPORT

SUMMARY

PATH/PIACT has provided services to JHU/PCS as outlined in Cooperative Agreement No. DPE-3004-A-00-2018-00. During Year IV, PATH/PIACT received and completed the following Requests for Services (RFS):

- RFS #30: African-Region Print Materials Project, Initial Phase, Amendments 2 and 3 (Regional). (FM)
- RFS #39: Meetings with Nigerian health officials participating in JHPIEGO workshop, April 28 to May 8, 1986, Amendment 1 (Baltimore, Maryland). (MW)
- RFS #40: Print materials' development and pretesting (Brazil). (CP)
- RFS #41: Project development, implementation, and monitoring (Nigeria). (CP)
- RFS #42: Training manual/African print materials (Regional). (FM)
- RFS #43: Monitor country project and develop evaluation plan (Sudan). (CP)
- RFS #44: Senegal support activities (Senegal). (NA and NW)
- RFS #45: IEC initiatives in Northern Nigeria (Nigeria). (CP)
- RFS #46: Materials' development (Brazil). (CP)
- RFS #47: Attend ICOMP conference on management of IEC/family planning programs (Costa Rica). (MW)

- RFS #48: Technical assistance to Plateau State project; VSC booklet development with UCH/Ibadan in Nigeria. (CP)
- RFS #49: Presentation at NCIH Conference (Washington, DC). (MW)
- RFS #50: Technical assistance for development of TV episodes with NTA/Enugu (Nigeria). (CP)
- RFS #51: Development and monitoring PCS projects (Nigeria). (CP)
- RFS #52: APHA presentation (Las Vegas, Nevada). (MW)
- RFS #53: Participation in CDC Expert Meeting on IUDs (CDC-Atlanta, Georgia). (MW)

This report summarizes the assistance PATH/PIACT provided to JHU/PCS between October 1, 1985 and September 30, 1986.

### NEEDS ASSESSMENT (NA)

Along with a representative from the Academy for Educational Development (AED), a PATH/PIACT staff member conducted a joint needs assessment to develop an IEC strategy with the Ministries of Health and Social Development and the Office National de Radio Télévision Diffusion du Senegal (ORTS) (RFS #44). They recommended that:

1. a Dakar-based consultant develop message guidelines for the IEC programs;
2. a one-week workshop be organized at JHU/PCS to orient researchers in communications and market research to message development;
3. a two-week radio production workshop be conducted for radio producers from regional stations and regional IEC coordinators to produce a series of ready-to-air family planning programs;
4. technical assistance be provided to help develop an illustrated reference booklet on family planning for service providers and educators;
5. recommendations of sample audio-visual, print, and other materials for ordering be provided until the project can develop its own materials for Senegal; and
6. ongoing technical assistance be provided to the Senegal Family Health and Population Project as requested.

### COUNTRY PROJECT (CP)

PATH/PIACT staff and associates provided support to JHU/PCS in a variety of technical assistance missions to country projects in Brazil, Nigeria, and Sudan.

## Brazil

In November 1985, PATH/PIACT provided technical assistance to help the Associacao Brasileira de Entidades de Planejamento Familiar (ABEPF) (RFS #40) achieve the following objectives: (1) finalize the communication strategy for users and service providers; (2) design print materials for users and service providers based on results from the audience research; (3) train ABEPF's IEC team to conduct pretests of print materials by actually carrying out pretests with representatives of the target audiences; and (4) design an overall pretest strategy for users' and service providers' materials.

During a second visit to Brazil in April 1986 (RFS #46), a PATH/PIACT associate worked with ABEPF's IEC team to provide technical assistance in the development of their user-oriented booklets (the pill, IUD, and tubal ligation) and a manual for service providers, and in the design of a service provider training program.

## Nigeria

A PATH/PIACT associate, based in Nigeria until April 1986 and then in Washington, DC, along with other PATH/PIACT associates and staff members has provided technical assistance to JHU/PCS in project development, implementation, and monitoring in Oyo, Ogun, Borno, Bauchi, Kano, Kaduna, Anambra, Plateau, Lagos, and Niger States (RFS #41, 45, 48, 50, 51). Although, in each instance, PATH/PIACT staff were in Nigeria to accomplish project-related activities, they also assessed project needs in several new sites.

### 1. Oyo State

In Ibadan, Oyo State, PATH/PIACT trained project staff at the University College Hospital (UCH) in materials' development and provided ongoing technical assistance and monitoring of the project to develop booklets designed for non- and low-literates on female voluntary

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surgical contraception (VSC) in Yoruba, Hausa, Ibo, and English.  
(RFS #41, 48, 51)

## 2. Ogun State

PATH/PIACT staff worked with the Ministry of Health (MOH) in Ogun State to design and develop Phase II of the family planning IEC work begun in 1985 in Ogun, with financial and technical assistance from JHU/PCS (RFS #41, 51). The project for Ogun State proposes to carry out the following activities under Phase II: (1) a training of trainers (TOT) workshop for those involved in the IEC component of the Family Planning Training School; (2) 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; (5) securing airtime for radio and television spots produced under Phase I; (6) introduction of family planning motivational theater by a mobile theater group; (7) production of a family planning song on cassette by a popular Yoruba musician; and (8) design and production of fabric, used for native dress, with a family planning message and motif.

## 3. Borno State

In Borno State, PATH/PIACT initiated and developed an IEC project to support the MOH's family planning efforts (RFS #41, 45, 51). The Borno State project proposes to carry out the following activities: (1) training in materials' development for the Health Education Unit; (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 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.

#### 4. Bauchi and Kano States

During a March 1986 visit to Bauchi and Kano States, PATH/PIACT assisted JHU/PCS with two needs assessment and exploration of IEC initiatives. (RFS #45) Recommendations were that neither state is a high priority for a JHU/PCS family planning IEC project.

#### 5. Kaduna State

PATH/PIACT participated in discussions with Kaduna State MOH officials concerning family planning IEC initiatives in the state and in project planning and development. (RFS #41, 45, 51)

#### 6. Anambra State

In Anambra State, PATH/PIACT worked with representatives of NTA/Enugu and the University of Nigeria Teaching Hospital (UNTH) family planning clinic in (1) developing appropriate family planning/family health messages for the production of 13 episodes of a television series; (2) assisting with scripting of episodes; (3) pretesting the first three episodes; (4) establishing an advisory review committee; and (5) setting up orientation sessions and a monitoring system with UNTH clinic staff. (RFS #50)

#### 7. Plateau State

During a technical assistance visit to PPFN Plateau State in May 1986, PATH/PIACT assisted in (1) designing a distribution plan for the print materials produced under the project; (2) negotiating programming and airtime costs of broadcasting radio spots with Plateau Radio and Television Corporation (PRTV); (3) designing a workplan and budget for conducting family planning IEC orientation and awareness workshops on (a) the availability and proper use of print materials, (b) the radio campaign, and (c) proper use of clinic forms for data collection on source of family planning information and referral. (RFS #48)

A second visit to Plateau in August 1986 enabled PATH/PIACT to provide assistance in the implementation of the family planning IEC orientation and awareness workshops planned during the May visit (RFS #51). PATH/PIACT staff also monitored other project activities during this visit, including the radio campaign, clinic monitoring, and speakers' bureau activities.

#### 8. Lagos State

Throughout the year, project monitoring and support have been provided by PATH/PIACT to the Planned Parenthood Federation of Nigeria (PPFN) Headquarters in Lagos State for the management of the Plateau project which they oversee. (RFS #48, 51)

#### 9. Niger State

In Niger State, PATH/PIACT assisted JHU/PCS with an IEC needs assessment, project planning, and development. (RFS #51)

#### TECHNICAL ASSISTANCE (TA)

PATH/PIACT received no requests to provide technical assistance during Year IV of the project.

#### FILMS AND MATERIALS (FM)

1. African-Region Print Materials Project, Initial Phase (RFS #30, Amendments 2 and 3)

PATH/PIACT staff prepared (a) a draft client booklet on family planning methods for use by an urban audience of family planning users or prospective users who can read simple English or French; (b) a service provider booklet which gives a more detailed overview of family planning methods in a question-and-answer format; and (c) a wallchart which will be a full-color poster showing

a "generic" African couple and indicating the available family planning methods.

All draft materials are ready for pretesting and a review/pretest protocol has been prepared and validated in a francophone African country.

2. Training Manual/African Print Materials (RFS #42)

PATH/PIACT staff prepared an illustrated draft manual for training health workers in family planning using the service providers' manual from the African-region print materials. Staff have also designed a plan for pretesting the manual.

3. Several PATH/PIACT staff assisted with the development of JHU/PCS packet #6 and made suggestions for future packet topics.

4. PATH/PIACT staff travelling on both JHU/PCS and non-JHU/PCS assignments collected health and family planning materials for the Media and Materials Collection.

MEETINGS AND WORKSHOPS (MW)

1. Meetings with Nigerian health officials participating in JHPIEGO workshop, April 28 to May 8, 1986, Baltimore, Maryland (RFS #39)

PATH/PIACT staff members participated in discussions with Nigerian State Ministry of Health (MOH) officials to (a) review existing IEC strategies and activities; and (b) assist with the development of IEC plans with state representatives. Information gathered in these meetings has been used to further develop projects during ensuing trips to Nigeria.

2. Senegal support activities, April to May 1986 (RFS #44)

PATH/PIACT staff assisted with a three-day workshop for policy-makers to develop an IEC strategy and action plan for Senegalese institutions.

3. ICOMP conference on management of IEC/family planning programs, April to May 1986, Costa Rica (RFS #47)

A PATH/PIACT staff member attended the ICOMP conference to become more familiar with IEC/family planning leaders and programs around the world. She presented a paper on "Participatory Communication in Health" which was a report of a Technical Working Group (in which several PATH/PIACT staff participated) at the Aga Khan/WHO/UNICEF-sponsored conference. The theme of the conference was "Towards More Effective Use of Primary Health Care Technologies at the Family and Community Level."

4. NCIH conference, June 1986, Washington, DC (RFS #49)

The results of JHU/PCS's experience in pretesting and evaluating print materials developed with the Nepal FP/MCH project were presented at the NCIH conference by a PATH/PIACT staff member who had been involved in training Nepali counterpart staff to implement this project.

5. APHA conference, September 28 to October 2, 1986, Las Vegas, Nevada (RFS #52)

A paper co-authored by a PATH/PIACT staff member and JHU/PCS staff members on JHU/PCS's experience in Nigeria entitled "Nigeria: A Case Study of Managing Communication Programs in a Multi-Ethnic Society" was presented at the annual APHA conference.

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6. CDC Expert Meeting on IUDs, September 11, 1986, Atlanta, Georgia  
(RFS #53)

A PATH/PIACT staff member participated in the CDC Expert Meeting on IUDs to prepare formal guidelines for the use of IUDs in Third World countries. PATH/PIACT was responsible for providing information to the IUD advisory panel on important subcomponents of the general topic: (1) what providers need to know about IUDs; (2) what users and prospective users need to know about IUDs; and (3) ideas as to how this information can best be conveyed. She was asked by CDC staff to make a presentation on suggestions as to how the last-mentioned topics might be addressed.

ADVISORY GROUP (AG)

The President of PATH/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 FY 1986, he reviewed country project proposals for Nigeria and sent comments on each to JHU/PCS.

## THE JOHNS HOPKINS UNIVERSITY

PIP/POPULATION COMMUNICATION  
SERVICES PROJECT

SUMMARY OF VOUCHERED EXPENDITURES	YEAR 1	YEAR 2	YEAR 3	Y E A R 4 (BY QUARTER)				TOTAL YEAR 4	TOTAL YEARS 1-4
	09/30/92 09/30/83	10/01/83 09/30/84	10/01/84 07/30/85	10/01/85 12/31/85	01/01/86 03/31/86	04/01/86 06/30/86	07/01/86 09/30/86	10/01/85 09/30/86	09/30/82 09/30/86
SALARIES	\$262,992	\$411,107	\$598,023	\$204,920	\$187,508	\$159,531	\$218,884	\$770,843	\$2,032,965
FRINGE BENEFITS	53,626	90,424	142,821	47,784	44,576	37,926	52,025	182,311	469,182
CONSULTANTS	102,525	177,784	190,772	55,431	26,997	53,192	70,683	206,303	677,384
TRAVEL & ALLOWANCES	36,257	86,561	243,091	40,601	92,763	73,978	58,607	265,949	631,858
SUBCONTRACTS	86,088	412,833	1,533,860	466,470	333,170	262,403	288,946	1,350,989	3,383,770
OTHER DIR. COST	38,132	117,787	212,576	62,789	58,289	50,997	60,927	233,002	601,497
EQUIP. & SUPPLIES	63,447	47,455	118,020	27,936	15,687	25,837	29,013	98,473	327,395
OVERHEAD	113,950	213,786	376,274	128,760	126,865	120,343	145,285	521,253	1,225,311
<b>TOTAL</b>	<b>\$757,065</b>	<b>\$1,557,737</b>	<b>\$3,405,437</b>	<b>\$1,034,691</b>	<b>\$885,855</b>	<b>\$784,207</b>	<b>\$724,370</b>	<b>\$3,629,123</b>	<b>\$9,349,362</b>

# FINANCIAL STATUS REPORT

(Follow instructions on the back)

1. FEDERAL AGENCY AND ORGANIZATIONAL ELEMENT TO WHICH REPORT IS SUBMITTED Agency for International Development		2. FEDERAL GRANT OR OTHER IDENTIFYING NUMBER DPE-3004-A-00-2018-00		OMB Approved No. 80-RO180	PAGE OF 1 1
3. RECIPIENT ORGANIZATION (Name and complete address, including ZIP code) The Johns Hopkins University Charles & 34th Streets Baltimore, Maryland 21218		4. EMPLOYER IDENTIFICATION NUMBER 1-520595110-A5	5. RECIPIENT ACCOUNT NUMBER OR IDENTIFYING NUMBER H.52.7513/2.30	6. FINAL REPORT <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO	
7. BASIS <input checked="" type="checkbox"/> CASH <input type="checkbox"/> ACCRUAL		8. PERIOD COVERED BY THIS REPORT			
PROJECT/GRANT PERIOD (See instructions)		FROM (Month, day, year) 09/30/82		TO (Month, day, year) 09/30/87	
FROM (Month, day, year) 10/01/85		TO (Month, day, year) 12/31/85			

PROGRAMS/FUNCTIONS/ACTIVITIES ▶	STATUS OF FUNDS						TOTAL (g)
	(a) Core Funds PIN No. 936-3004	(b) Africa Bur. 698-0062.15	(c)	(d)	(e)	(f)	
a. Net outlays previously reported	\$ 5,259,437.15	\$ 460,802.65	\$	\$	\$	\$	\$ 5,720,239.80
b. Total outlays this report period	1,022,787.98	11,903.43					1,034,691.41
c. Less: Program income credits	.00	.00					.00
d. Net outlays this report period (Line b minus line c)	1,022,787.98	11,903.43					1,034,691.41
e. Net outlays to date (Line a plus line d)	6,282,225.13	472,706.08					6,754,931.21
f. Less: Non-Federal share of outlays	.00	.00					.00
g. Total Federal share of outlays (Line e minus line f)	6,282,225.13	472,706.08					6,754,931.21
h. Total unliquidated obligations	.00	.00					.00
i. Less: Non-Federal share of unliquidated obligations shown on line h	.00	.00					.00
j. Federal share of unliquidated obligations	.00	.00					.00
k. Total Federal share of outlays and unliquidated obligations	6,282,225.13	472,706.08					6,754,931.21
l. Total cumulative amount of Federal funds authorized	8,361,845.00	500,000.00					8,861,845.00
m. Unobligated balance of Federal funds	2,079,619.87	27,293.92					2,106,913.79

11. INDIRECT EXPENSE	a. TYPE OF RATE (Place "X" in appropriate box) <input checked="" type="checkbox"/> PROVISIONAL <input type="checkbox"/> PREDETERMINED <input type="checkbox"/> FINAL <input type="checkbox"/> FIXED			
	b. RATE 59%, 50%, 30%, 24%, 23%, 20%	c. BASE \$3,366,805.69	d. TOTAL AMOUNT \$832,819.03	e. FEDERAL SHARE \$832,819.03

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

SIGNATURE OF AUTHORIZED CERTIFYING OFFICIAL  
*Kenneth W. Hoffmeyer*  
TYPED OR PRINTED NAME AND TITLE  
Kenneth W. Hoffmeyer  
Director of Cost Analysis

DATE REPORT SUBMITTED  
2/7/86  
TELEPHONE (Area code, number and extension)  
301/328-4608

269-102 KWH:gzi:abr

STANDARD FORM 269 (7-76)  
Prescribed by Office of Management and Budget  
Cir. No. A-110

# FINANCIAL STATUS REPORT

(Follow instructions on the back)

1. FEDERAL AGENCY AND ORGANIZATIONAL ELEMENT TO WHICH REPORT IS SUBMITTED Agency for International Development	2. FEDERAL GRANT OR OTHER IDENTIFYING NUMBER DPE-3004-A-00-2018-00	OMB Approved No. 80-RO180	PAGE OF 1 1 PAGES
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3. RECIPIENT ORGANIZATION (Name and complete address, including ZIP code) The Johns Hopkins University Charles & 34th Streets Baltimore, Maryland 21218	4. EMPLOYER IDENTIFICATION NUMBER 1-520595110-A5	5. RECIPIENT ACCOUNT NUMBER OR IDENTIFYING NUMBER H.52.7513/2.30	6. FINAL REPORT <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO	7. BASIS <input checked="" type="checkbox"/> CASH <input type="checkbox"/> ACCRUAL
	8. PROJECT/GRANT PERIOD (See instructions)		9. PERIOD COVERED BY THIS REPORT	
	FROM (Month, day, year) 09/30/82	TO (Month, day, year) 09/30/87	FROM (Month, day, year) 01/01/86	TO (Month, day, year) 03/31/86

PROGRAMS/FUNCTIONS/ACTIVITIES ▶	STATUS OF FUNDS						TOTAL (g)
	(a) Core Funds PIN #936-3004	(b) Africa Bur. 698-0062.15	(c)	(d)	(e)	(f)	
Net outlays previously reported	\$ 6,282,225.13	\$ 472,706.08	\$	\$	\$	\$	\$ 6,754,931.21
Total outlays this report period	855,922.95	29,932.06					885,855.01
Less: Program income credits	.00	.00					.00
Net outlays this report period (Line b minus line c)	855,922.95	29,932.06					885,855.01
Net outlays to date (Line a plus line d)	7,138,148.08	502,638.14					7,640,786.22
Less: Non-Federal share of outlays	.00	.00					.00
Total Federal share of outlays (Line e minus line f)	7,138,148.08	502,638.14					7,640,786.22
Total unliquidated obligations	.00	.00					.00
Less: Non-Federal share of unliquidated obligations shown on line h	.00	.00					.00
Federal share of unliquidated obligations	.00	.00					.00
Total Federal share of outlays and unliquidated obligations	7,138,148.08	502,638.14					7,640,786.22
Total cumulative amount of Federal funds authorized	8,361,845.00	500,000.00					8,861,845.00
1. Unobligated balance of Federal funds	1,223,696.92	(2,638.14)					1,221,058.78

1. INDIRECT EXPENSE	a. TYPE OF RATE (Place "X" in appropriate box) <input checked="" type="checkbox"/> PROVISIONAL <input type="checkbox"/> PREDETERMINED <input type="checkbox"/> FINAL <input type="checkbox"/> FIXED	13. CERTIFICATION I certify to the best of my knowledge and belief that this report is correct and complete and that all outlays and unliquidated obligations are for the purposes set forth in the award documents.		SIGNATURE OF AUTHORIZED CERTIFYING OFFICIAL <i>Kenneth W. Hoffmeyer</i>	DATE REPORT SUBMITTED 5/5/86
	b. RATE 59%, 50%, c. BASE 30%, 24%, 23%, 20%	d. TOTAL AMOUNT \$3,955,727.03	e. FEDERAL SHARE \$959,682.46		

Appendix H3

# FINANCIAL STATUS REPORT

(Follow instructions on the back)

1. FEDERAL AGENCY AND ORGANIZATIONAL ELEMENT TO WHICH REPORT IS SUBMITTED Agency for International Development	2. FEDERAL GRANT OR OTHER IDENTIFYING NUMBER DPE-3004-A-00-2018-00	OMB Approved No. 80-RO180	PAGE OF 1   1 PAGES
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3. RECIPIENT ORGANIZATION (Name and complete address, including ZIP code) The Johns Hopkins University Charles & 34th Streets Baltimore, Maryland 21218	4. EMPLOYER IDENTIFICATION NUMBER 1-520595110-A5	5. RECIPIENT ACCOUNT NUMBER OR IDENTIFYING NUMBER H.52.7513/2.30	6. FINAL REPORT <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO	7. BASIS <input checked="" type="checkbox"/> CASH <input type="checkbox"/> ACCRUAL
8. PROJECT/GRANT PERIOD (See instructions) FROM (Month, day, year) 09/30/82 TO (Month, day, year) 09/30/87		9. PERIOD COVERED BY THIS REPORT FROM (Month, day, year) 04/01/86 TO (Month, day, year) 06/30/86 1st Closing		

PROGRAMS/FUNCTIONS/ACTIVITIES ▶	STATUS OF FUNDS						TOTAL (g)
	(a) Core Funds PIN #936-3004	(b) Africa Bur. PIN #698.0662.15	(c)	(d)	(e)	(f)	
Net outlays previously reported	\$ 7,138,148.08	\$ 502,638.14	\$	\$	\$	\$	\$ 7,640,786.22
Total outlays this report period	784,208.30	.00					784,208.30
Less: Program income credits	.00	.00					.00
Net outlays this report period (Line b minus line c)	784,208.30	.00					784,208.30
Net outlays to date (Line a plus line d)	7,922,356.38	502,638.14					8,424,994.52
Less: Non-Federal share of outlays	.00	.00					.00
Total Federal share of outlays (Line e minus line f)	7,922,356.38	502,638.14					8,424,994.52
Total unliquidated obligations	.00	.00					.00
Less: Non-Federal share of unliquidated obligations shown on line h	.00	.00					.00
Federal share of unliquidated obligations	.00	.00					.00
Total Federal share of outlays and unliquidated obligations	7,922,356.38	502,638.14					8,424,994.52
Total cumulative amount of Federal funds authorized	9,363,845.00	500,000.00					9,863,845.00
1. Unobligated balance of Federal funds	1,441,488.62	(2,638.14)					1,438,850.48

10. DIRECT EXPENSE	11. TYPE OF RATE (Place "X" in appropriate box) <input type="checkbox"/> PROVISIONAL <input type="checkbox"/> PREDETERMINED <input type="checkbox"/> FINAL <input type="checkbox"/> FIXED			
	b. RATE 59%, 50%, 30%, 24%, 23%, 20%	c. BASE \$4,190,825.74	d. TOTAL AMOUNT \$1,080,025.07	e. FEDERAL SHARE \$1,080,025.07

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

SIGNATURE OF AUTHORIZED CERTIFYING OFFICIAL  
*Kenneth W. Hoffmeyer*  
TYPED OR PRINTED NAME AND TITLE  
Kenneth W. Hoffmeyer  
Director of Cost Analysis

DATE REPORT SUBMITTED  
8/12/86  
TELEPHONE (Area code, number and extension)  
301/338-4608

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

KHH:gzi:abr

STANDARD FORM 269 (7-76)  
Prescribed by Office of Management and Budget  
GPO No. A-110

# FINANCIAL STATUS REPORT

(Follow instructions on the back)

1. FEDERAL AGENCY AND ORGANIZATIONAL ELEMENT TO WHICH REPORT IS SUBMITTED Agency for International Development		2. FEDERAL GRANT OR OTHER IDENTIFYING NUMBER DPE-3004-A-00-2018-00		OMB Approved No. 80-RO180		PAGE OF 1   1 PAGES	
3. RECIPIENT ORGANIZATION (Name and complete address, including ZIP code) The Johns Hopkins University Charles & 34th Streets Baltimore, Maryland 21218		4. EMPLOYER IDENTIFICATION NUMBER 1-520595110-A5		5. RECIPIENT ACCOUNT NUMBER OR IDENTIFYING NUMBER H.52.7513/2.30		6. FINAL REPORT <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO	
7. BASIS <input checked="" type="checkbox"/> CASH <input type="checkbox"/> ACCRUAL		8. PROJECT/GRANT PERIOD (See instructions) FROM (Month, day, year) 09/30/82 TO (Month, day, year) 09/30/87		9. PERIOD COVERED BY THIS REPORT FROM (Month, day, year) 06/30/86 TO (Month, day, year) 09/30/86		10. Closing	

PROGRAMS/FUNCTIONS/ACTIVITIES ▶	STATUS OF FUNDS						TOTAL (g)
	(a) Core Funds PIN #936-3004	(b) Africa Bur. PIN #698.0662.15	(c)	(d)	(e)	(f)	
a. Net outlays previously reported	\$ 7,922,356.38	\$ 502,638.14	\$	\$	\$	\$	\$ 8,424,994.52
b. Total outlays this report period	924,367.52	.00					924,367.52
c. Less: Program income credits	.00	.00					.00
d. Net outlays this report period (Line b minus line c)	924,367.52	.00					924,367.52
e. Net outlays to date (Line a plus line d)	8,846,723.90	502,638.14					9,349,362.04
f. Less: Non-Federal share of outlays	.00	.00					.00
g. Total Federal share of outlays (Line e minus line f)	8,846,723.90	502,638.14					9,349,362.04
h. Total unliquidated obligations	.00	.00					.00
i. Less: Non-Federal share of unliquidated obligations shown on line h	.00	.00					.00
j. Federal share of unliquidated obligations	.00	.00					.00
k. Total Federal share of outlays and unliquidated obligations	8,846,723.90	502,638.14					9,349,362.04
l. Total cumulative amount of Federal funds authorized	9,363,845.00	500,000.00					9,863,845.00
m. Unobligated balance of Federal funds	517,121.10	(2,638.14)					514,482.96

11. INDIRECT EXPENSE	a. TYPE OF RATE (Place "X" in appropriate box) <input type="checkbox"/> PROVISIONAL <input type="checkbox"/> PREDETERMINED <input type="checkbox"/> FINAL <input type="checkbox"/> FIXED		13. CERTIFICATION I certify to the best of my knowledge and belief that this report is correct and complete and that all outlays and unliquidated obligations are for the purposes set forth in the award documents.		SIGNATURE OF AUTHORIZED CERTIFYING OFFICIAL 	DATE REPORT SUBMITTED 11/11/86
	b. RATE 59%; 50%; 30%; 24%; 23%; 20%	c. BASE \$4,676,827.61	d. TOTAL AMOUNT \$1,225,307.42	e. FEDERAL SHARE \$1,225,307.42		
12. REMARKS: Attach any explanations deemed necessary or information required by Federal sponsoring agency in compliance with governing legislation.						

269-102 KWH:qz1:abr

STANDARD FORM 269 (7-76)  
Prescribed by Office of Management and Budget

Appendix H5

## THE JOHNS HOPKINS UNIVERSITY

PIP/POPULATION COMMUNICATION SERVICES PROJECT			
STATEMENT OF ACCOUNT (Including Accruals)	ACTUAL EXPENDITURES FR: 10/01/85 TO: 09/30/86	BUDGET FR: 10/01/85 TO: 09/30/86	DEVIATION
SALARIES & WAGES	\$770,843	\$643,050	(\$127,793)
FRINGE BENEFITS	182,311	153,350	(28,961)
CONSULTANTS	206,303	179,130	(27,173)
TRAVEL & ALLOWANCES	265,949	305,630	39,681
EQUIPMENT AND SUPPLIES	98,473	92,920	(5,553)
SUBCONTRACTS			
COUNTRY PROJECTS	872,822	762,173	(110,649)
AED	385,449	440,581	55,132
PIACT	185,080	288,322	103,242
PATHFINDER	2,369	15,000	12,631
AUDITS	41,700	77,700	36,000
MANOFF	26,612	40,000	13,388
OTHER	(253)	0	253
SUBTOTAL	1,513,779	1,623,776	109,997
OTHER DIRECT COSTS	233,002	272,491	39,489
INDIRECT COSTS	521,256	488,715	(32,541)
TOTAL	\$3,791,916	\$3,759,062	(\$32,854)

## NOTES:

- (1) REPORT INCLUDES REGIONAL BUY-IN FUNDS.
- (2) INCLUDES ACCRUED EXPENDITURES AS FOLLOWS: COUNTRY PROJECTS \$63,242; AED \$55,319; PIACT \$33,232; AND AUDITS \$11,000.
- (3) EXPENDITURES FOR CONSULTANTS INCLUDE BOTH FEES FOR SERVICES AND TRAVEL ALLOWANCES.
- (4) EXPENDITURES FOR OTHER DIRECT COSTS INCLUDE \$7,660 FILM REVENUE (OTHER DIRECT COST).

## THE JOHNS HOPKINS UNIVERSITY

PIP/POPULATION COMMUNICATION SERVICES PROJECT					
CUMULATIVE EXPENDITURES (Including Accruals)	ACTUAL VOUCHERED EXPENDITURES			EXPENDITURES INCLUDING ACCRUAL	TOTAL EXPENDITURES
	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	FR: 10/01/82 TO: 09/30/86
SALARIES & WAGES	\$262,992	\$411,106	\$588,023	770,843	\$2,032,964
FRINGE BENEFITS	53,625	90,423	142,821	182,311	469,180
CONSULTANTS	102,325	177,784	190,772	206,303	\$677,384
TRAVEL AND ALLOWANCES	36,257	86,561	243,091	265,949	\$631,858
EQUIPMENT AND SUPPLIES	63,447	47,457	118,020	98,473	327,397
SUBCONTRACTS					
COUNTRY PROJECTS	0	46,562	867,207	872,822	1,786,591
AED	60,957	191,860	443,786	385,449	1,082,052
PIACT	14,601	137,391	189,915	185,080	526,987
NPN	10,530	37,020	16,384	0	63,934
AUDITS	0	0	14,500	41,700	56,200
MANOFF	0	0	0	26,612	26,612
PATHFINDERS	0	0	0	2,369	2,369
OTHER	0	0	2,069	(253)	1,816
SUBTOTAL	86,088	412,833	1,533,861	1,513,779	3,546,561
OTHER DIRECT COST	38,132	117,787	212,576	233,002	601,497
INDIRECT COST	113,999	213,786	376,273	521,256	1,225,314
TOTAL	\$757,065	\$1,557,737	\$3,405,437	\$3,791,916	\$9,512,155
OBLIGATED AS OF 09/30/86					\$9,863,845
BALANCE OF FUNDS AS OF 09/30/86					\$351,690

## NOTES:

- (1) REPORT INCLUDES REGIONAL BUY-IN FUNDS.
- (2) INCLUDES ACCRUED EXPENDITURES AS FOLLOWS: COUNTRY PROJECTS \$63,242; AED \$55,319; PIACT \$33,232; AND AUDITS \$11,000.
- (3) EXPENDITURES FOR CONSULTANTS INCLUDE BOTH FEES FOR SERVICES AND TRAVEL AND ALLOWANCES.
- (4) EXPENDITURES FOR OTHER DIRECT COST INCLUDES \$7,660 FILM REVENUE CREDIT. (OTHER DIRECT COST).

## THE JOHNS HOPKINS UNIVERSITY

PIP/POPULATION COMMUNICATION SERVICES PROJECT				
	YEAR 2 EXPENDITURES	YEAR 3 EXPENDITURES	YEAR 4 EXPENDITURES	TOTAL EXPENDITURES
AFRICA BUY-IN (\$500,000) (AMENDMENT NO. 2 DATED 9/14/83)	FR: 10/01/83 TO: 09/30/84	FR: 10/01/84 TO: 09/30/85	FR: 10/01/85 TO: 09/30/86	
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 COSTS	42,467	3,956	25	46,448
SUBTOTAL	195,257	202,730	36,765	434,752
IDC	37,497	25,319	5,069	67,885
TOTAL	232,754	228,049	41,834	502,637

NOTE: EXPENDITURES REPORTED IN YEAR 4 WERE INCURRED DURING FY 84-85, BUT NOT CHARGED UNTIL FY 85-86.  
OVEREXPENDITURE OF \$2,637 COVERED THROUGH PCS PROJECT CORE FUNDS.

1986

## THE JOHNS HOPKINS UNIVERSITY

PIP/POPULATION COMMUNICATION SERVICES PROJECT				
	YEAR 3	YEAR 4	REMAINING	TOTAL
LATIN AMERICA BUY-IN (\$300,000)	EXPENDITURES	EXPENDITURES	BALANCE	BUDGET
(AMENDMENT NO. 4 DATED 5/29/84)	FR: 10/01/84 TO: 09/30/85	FR: 10/01/85 TO: 09/30/86		
SALARIES & WAGES	7,133	8,220	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 COSTS	100	7,854	0	7,954
SUBTOTAL	62,135	216,149	8,430	286,714
IGC	2,712	10,374	0	13,286
TOTAL	65,047	226,523	8,430	300,000

NOTE: REMAINING FUNDS WILL BE COVERED UNDER OLD COOPERATIVE AGREEMENT NO. 092 3004-A 00 2010 EFFECTIVE THROUGH SEPTEMBER 30, 1997.

THE JOHNS HOPKINS UNIVERSITY  
STATEMENT OF ACCOUNT

PIP/POPULATION COMMUNICATION					
SERVICES PROJECT	YEAR 2 EXPENDITURES	YEAR 3 EXPENDITURES	YEAR 4 EXPENDITURES	(3) FUNDS REMAINING	TOTAL BUDGET
ASIA (INDIA) BUY-IN (\$350,000) (AMENDMENT NO. 4 DATED 5/29/84)	FR: 10/01/82 TO: 09/30/83	FR: 10/01/84 TO: 09/30/85	FR: 10/1/85 TO: 09/30/86		
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 COSTS	0	1,873	4,215	0	6,088
SUBTOTAL	8,345	121,323	137,574	5,562	272,804
IDC	2,003	32,028	41,496	1,669	77,197
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 \$350,000 CEILING.
- (2) EXPENDITURES REPORTED IN YEAR 4 INCLUDE FINAL COSTS TO TERMINATE INITIAL TWO-YEAR ASSIGNMENT UNDER AMENDMENT NO. 4.
- (3) THE FUNDS REMAINING WILL BE APPLIED TO THE PCS CORE TO DEFRAY EXPENSES INCURRED BUT NOT CHARGED.

THE JOHNS HOPKINS UNIVERSITY  
STATEMENT OF ACCOUNT

-----				
PIP/POPULATION COMMUNICATION				
SERVICES PROJECT				
	YEAR 3	YEAR 4		
	EXPENDITURES	EXPENDITURES		
LATIN AMERICA BUY-IN (\$280,000)	FR: 10/01/84	FR: 10/01/85	REMAINING	TOTAL
(AMENDMENT NO. 6 DATED 5/7/85)	TO: 09/30/85	TO: 09/30/86	BALANCE	BUDGET
=====				
SALARIES & WAGES	\$1,941	\$6,112	\$1,944	\$9,997
FRINGE BENEFITS	456	1,466	486	2,408
CONSULTANTS	0	0	4,000	4,000
TRAVEL AND ALLOWANCES	1,573	2,127	5,703	9,403
EQUIPMENT & SUPPLIES	0	0	0	0
SUBCONTRACTS				
COUNTRY PROJECTS	0	44,624	196,376	241,000
AED	0	0		0
PIACT	0	0		0
SUBTOTAL	0	44,624	196,376	241,000
OTHER DIRECT COST	243	250	3,891	4,384
-----				
SUBTOTAL	4,213	54,579	212,400	271,192
-----				
IDC	1,011	2,986	4,811	8,808
-----				
TOTAL	\$5,224	\$57,565	\$217,211	\$280,000
=====				

NOTE: REMAINING FUNDS WILL BE EXPENDED UNDER OLD COOPERATIVE  
AGREEMENT NO: DPE-3004-A-00-2018 EFFECTIVE THROUGH  
SEPTEMBER 30, 1987.

THE JOHNS HOPKINS UNIVERSITY  
STATEMENT OF ACCOUNT

-----  
PIP/POPULATION COMMUNICAATION  
SERVICES PROJECT

	YEAR 4 EXPENDITURES	REMAINING BALANCE	TOTAL BUDGET
AFRICA NIGERIA (\$1 MIL) (AMENDMENT NO. 7 DATED 7/29/85)	FR: 10/01/85 TO: 09/30/86		
=====			
SALARIES & WAGES	\$60,755	\$89,924	\$144,679
FRINGE BENEFITS	14,581	20,981	35,562
CONSULTANTS	10,765	17,121	27,886
TRAVEL AND ALLOWANCES	36,288	76,016	112,304
EQUIPMENT & SUPPLIES	0	0	0
SUBCONTRACTS			
COUNTRY PROJECTS	249,453	249,013	498,466
AED	0	0	0
PIACT	52,745	0	52,745
SUBTOTAL	302,198	249,013	551,211
OTHER DIRECT COST	2,933	16,900	19,833
-----			
SUBTOTAL	427,520	463,955	891,475
-----			
IDC	37,596	70,929	108,525
-----			
TOTAL	\$465,116	\$534,884	\$1,000,000
=====			

NOTE: REMAINING FUNDS WILL BE EXPENDED UNDER NEW COOPERATIVE AGREEMENT  
NO: DPE-3004-A-00-6057-00 EFFECTIVE SEPTEMBER 1, 1986.

THE JOHNS HOPKINS UNIVERSITY  
STATEMENT OF ACCOUNT

PIP/POPULATION COMMUNICATION SERVICES PROJECT			
	YEAR 4 EXPENDITURES	REMAINING BALANCE	TOTAL BUDGET
ASIA BUY-IN (\$125,000) (AMENDMENT NO. 7 DATED 7/29/85)	FR. 10/01/85 TO: 09/30/86		
SALARIES & WAGES	\$5,416	\$0	\$5,416
FRINGE BENEFITS	1,300	0	1,300
CONSULTANTS	32,367	0	32,367
TRAVEL AND ALLOWANCES	12,558	0	12,558
EQUIPMENT & SUPPLIES	0	0	0
SUBCONTRACTS			
COUNTRY PROJECTS	26,612	29,626	56,238
ACD	0	0	0
PIACT	0	0	0
SUBTOTAL	26,612	29,626	56,238
OTHER DIRECT COST	1,253	0	1,253
SUBTOTAL	79,506	29,626	109,132
IDC	15,868	0	15,868
TOTAL	\$95,374	\$29,626	\$125,000

NOTE: REMAINING FUNDS WILL BE EXPENDED UNDER NEW COOPERATIVE AGREEMENT  
NO. DPE-3004-A-00-6057-00 EFFECTIVE SEPTEMBER 1, 1986.

THE JOHNS HOPKINS UNIVERSITY  
STATEMENT OF ACCOUNT

PIP/POPULATION COMMUNICATION  
SERVICES PROJECT

YEAR 4

EXPENDITURES

CAF5 BUY-IN (\$100,000)

FR: 10/01/85

REMAINING

TOTAL

AMENDMENT NO. 8 DATED 5/23/86

TO: 09/30/86

BALANCE

BUDGET

SALARIES & WAGES	\$15,460	\$13,817	\$29,277
FRINGE BENEFITS	3,710	3,454	7,164
CONSULTANTS	12,236	4,500	16,736
TRAVEL AND ALLOWANCES	30,894	11,291	42,185
EQUIPMENT & SUPPLIES	0	0	0
SUBCONTRACTS			
COUNTRY PROJECTS	0	0	0
AED	30,270	0	30,270
PIACT	0	0	0
SUBTOTAL	30,270	0	30,270
OTHER DIRECT COST	2,562	1,081	3,643
SUBTOTAL	95,132	34,143	129,275
IDC	19,459	11,266	30,725
TOTAL	\$114,591	\$45,409	\$160,000

NOTE: FUNDS REMAINING WILL BE EXPENDED UNDER THE NEW COOPERATIVE AGREEMENT  
NO. DPE 3004-A-00-6057-00 EFFECTIVE SEPTEMBER 1, 1986.

1986

## REPORT ON CAFS BUY-IN ACTIVITIES AND EXPENDITURES

FY1986

In May 1986, JHU/PCS received funding from REDSO/ESA in the amount of \$160,000 to provide TA to strengthen CAFS institutional capabilities to offer FP Communication Training. As a result, activities were undertaken during the fourth project year at a cost of \$114,591.

Four major activities have been accomplished.

1. A communication trainer was added to CAFS.
2. The FP communication training needs assessment was conducted in six sub-Saharan African countries during the first quarter of 1986. The countries are Kenya, Ghana, Sierra Leone, Mauritius, Senegal and Rwanda.
3. A Training-of-Trainers (TOT) Workshop was conducted July 21 -August 1, 1986 for CAFS senior staff and for other resource persons in order to improve their communication training skills.
4. The core curriculum has been developed for the four communication courses scheduled to be undertaken under the buy-in agreement and the training design, timetables, methodologies, and supporting materials for the first Anglophone course scheduled for March 9 -April 3, 1986, have also been completed.

Other activities include a) identifying appropriate training institutions for CAFS communication staff to attend for advance short-term training. CAFS Deputy Director is scheduled to attend JHU/PCS communication course scheduled for January 1987 and two staff members are scheduled for training in July 1987 at Development Training and Communication Planning in Thailand; b) JHU/PCS is assisting CAFS in determining appropriate word processing and audio visual equipment in order to improve CAFS training and communication capabilities. A budget and specifications have been developed for some of these equipment. AED is working jointly with JHU/PCS in providing TA to the CAFS project.

TA visits CAFS during FY1986 were:

- Two TA visits during November 1985 by JHU/PCS Senior Program Officer, Maxwell Senior, to plan the FP Communication Training Needs Assessment with CAFS Communication Trainers.
- TA visit by Senior in January 1986 to finalize NA planning and develop questionnaire.
- TA visit by Senior in July 1986 to be resource person at TOT two-week workshop.
- TA visit by Mark Lediard in July 1986 to be resource person at TOT two-week workshop.

- TA visit by Patrick L. Coleman in July 1986 as resource person at the TOT two-week workshop.
- TA visit by Opia-Mensah Kumah in July 1986 as resource person at the TOT two-week workshop.

Two CAFS Communication Trainers visited JHU/PCS in Baltimore for one week each to take part in the planning of the FP Communication Training Needs Assessment and the July 1986 two-week workshop. Appendix K7 indicates expenditures compared to budget by line item.

JHU/PCS Non-Expendable Purchases  
(\$1,000 or more)  
October 1, 1982 - September 30, 1986

<u>VENDOR</u>	<u>DESCRIPTIONS</u>	<u>NUMBER OF ITEMS</u>	<u>DATE PURCHASED</u>	<u>COST</u>	<u>P.O. NUMBERS</u>
CPT Corp.	Shared Resource connexion system	1	8/07/85	15,251.55	7508-09877-4
CPT Corp.	8535 Word Processor	1	4/14/83	10,990.00	7304-72419-3
CPT Corp.	8535 Word Processor	1	4/14/83	8,990.00	7304-72419-3
CPT Corp.	8535 Word Processor	1	7/14/83	8,990.00	7307-71422-5
CPT Corp.	8535 Word Processor	1	1/24/85	5,390.00	7501-04206-8
CPT Corp.	8535 Word Processor	1	2/22/85	5,390.00	1607-26599-3
Lawrence Mark Co.	8535 Word Processor	1	7/21/86	4,400.00	7607-26599-3
CPT Corp.	Sheet Feeder	1	4/14/83	1,350.00	7304-72419-3
CPT Corp.	Rotary VIII Printer	1	4/14/83	2,000.00	7304-72419-3
CPT Corp.	Rotary VIII Printer	1	6/21/85	1,600.00	7406-71444-9
CPT Corp.	Rotary VIII Printer	1	2/06/85	1,700.00	7501-04206-8
Xerox Corp.	Xerox 1055	1	11/7/85	10,700.00	7511-09815-9
Xerox Corp.	Xerox 1025	1	11/7/85	2,495.00	7511-09815-9
IBM Corp.	IBM PC Color Display Monitor with Disk Drives	1	5/24/84	2,319.00	7405-72449-8
IBM Corp.	IBM Color Printer and Adapter	1	5/24/84	1,467.50	7405-72449-8
Logical Choice	IBM PC Monochrome Monitor with Disk Drives	1	4/22/85	1,700.70	7504-76540-0
IBM Corp.	IBM PC Monochrome Monitor with Disk Drives	1	11/6/84	1,832.00	8411-04273-5
MD Office Systems	Hewlett Packard Laser Jet Printer and Adapter	1	4/09/85	2,626.00	8504-76513-5
IBM Corp.	IBM PC Color Display Monitor with Disk Drives	1	5/24/84	2,319.00	7405-72449-8
Professional Products	Videocassette Player/Recorder (VO-5630) with Sony TV Tuner (TU-1110)	1	1/10/86	2,751.00	8601-09968-5
Multiplex Display	Poster Display with 20 Panels	1	4/22/85	1,640.00	7504-76523-6
				=====	
TOTAL				95,901.75	