

AGENCY FOR INTERNATIONAL DEVELOPMENT

PROJECT DATA SHEET

1. TRANSACTION CODE 60130  
Amendment Number  
 A - Add  
 C - Change  
 D - Delete

DOCUMENT CODE 3

2. COUNTRY/ENTITY Worldwide

3. PROJECT NUMBER 931-1018

4. BUREAU/OFFICE S&T/H  10

5. PROJECT TITLE (maximum 40 characters) Communication for Child Survival

6. PROJECT ASSISTANCE COMPLETION DATE (FACD)  
 MM DD YY  
09 30 93

7. ESTIMATED DATE OF OBLIGATION  
 (Under "B" below, enter 1, 2, 3, or 4)  
 A. Initial FY 78 B. Quarter   
 C. Final FY 90

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

A. FUNDING SOURCE	FIRST FY <u>78</u>			LIFE OF PROJECT		
	B. FX	C. L/C	D. Total	E. FX	F. L/C	G. Total
AID Appropriated Total	1205		1205	24,500		24,500
(Grant)	( 1205 )	( )	( 1205 )	( 24,500 )	( )	( 24,500 )
(Loan)	( )	( )	( )	( )	( )	( )
Other						
U.S.						
Host Country						
Other Donor(s)						
<b>TOTALS</b>	1205		1205	24,500		24,500

9. SCHEDULE OF AID FUNDING (\$000)

A. APPROPRIATION	B. PRIMARY PURPOSE CODE	C. PRIMARY TECH CODE		D. OBLIGATIONS TO DATE		E. AMOUNT APPROVED THIS ACTION		F. LIFE OF PROJECT	
		1. Grant	2. Loan	1. Grant	2. Loan	1. Grant	2. Loan	1. Grant	2. Loan
(1) EH	600	690		2049		-0-		2049	
(2) HEA	600	690		2662		2,500		11000	
(3) FN	600	690		700		-0-		1951	
(4) CS	600	690		2000		2,500		9500	
<b>TOTALS</b>				7411		5,000		24500	

10. SECONDARY TECHNICAL CODES (maximum 8 codes of 3 positions each) 560

11. SECONDARY PURPOSE CODE

12. SPECIAL CONCERNS CODES (maximum 7 codes of 4 positions each)  
 A. Code  
 B. Amount

13. PROJECT PURPOSE (maximum 400 characters)  
 To develop and demonstrate more effective means for using mass media in support of desired changes in health practices in rural areas of developing countries.

14. SCHEDULED EVALUATIONS  
 Interim MM YY 09 84 Final MM YY 09 88

15. SOURCE/ORIGIN OF GOODS AND SERVICES  
 000  941  Local  Other (Specify)

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

17. APPROVED BY Kenneth J. Bart, M.D.  
 Agency Director for Health

Date Signed MM DD YY  
03/08/88

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

PROJECT AUTHORIZATION AMENDMENT NO. 5

Name of Country: Worldwide

Project Title: Communication for Child Survival

Project Number: 931-1018

1. Pursuant to Section 104 (Health) and 105 (Education) of the Foreign Assistance Act of 1961, as amended, the centrally-funded project, Communication for Child Survival was authorized June 27, 1978. The authorization was amended on March 3, 1982, September 22, 1982, August 13, 1985, and March 28, 1986. The authorization is hereby amended as follows:

- (a) Authorize the addition of \$5,000,000 of grant funds available under Section 104(c) Health and Section 104(c)(2) Child Survival:
- (b) Funds authorized under Section 104(c) and Section 104(c)(2) may be used without regard to authorized dollar limits for each appropriation so long as the total authorization of \$20,500,000 for the health and child survival accounts is not exceeded. The amount to be provided from each account shall be determined in the annual OYB/allotment process.
- (c) The authorized level of \$2,049,000 under the Education and Human Resources account remains unchanged; and the authorized level of \$1,951,000 under the Agriculture, Rural Development and Nutrition account remains unchanged.

The life of project funding overall, therefore, is increased from \$19,500,000 to \$24,500,000.

2. The authorization cited above remains in force except as hereby amended.



N. C. Brady  
Senior Assistant Administrator  
Bureau for Science and Technology

3/17/88  
(Date)

Clearance:

S&T/H:RClay	draft	date	2/11/88
S&T/H:GPettigrew	draft	date	2/11/88
S&T/H:AVandusen	A	date	3/8/88
S&T/H:KBart	KS	date	3/8/88
S&T/ED:CBlock	INFO	date	3/8/88
S&T/PO:KMilow	LMA	date	3/10/88
DAA/S&T:BLangmaid		date	

AGENCY FOR INTERNATIONAL DEVELOPMENT  
WASHINGTON, D C 20523

MAR 8 1988

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

FROM: S&T/H, Kenneth J. Bart, M.D. *KJB*

SUBJECT: Increase to Life of Project Funding of Communication for  
Child Survival (931-1018)

Problem: Your approval is needed to increase the Life of Project funding amount by \$5,000,000 from \$19,500,000 to \$24,500,000. The Project Assistance Completion Date will remain unchanged.

Discussion: The HealthCom project provides significant support to the Agency's child survival field programs through developing and implementing more effective means for using communication and social marketing in support of desired changes in health practices in developing countries. Project activities have included support of national child survival programs in several countries; helping to apply communication strategies based upon social marketing concepts to improve behavior regarding diarrheal disease control, immunization, and other child survival interventions; institutionalizing its methodology within the Ministries of Health in numerous countries; and playing a significant role in helping to shape MOHs communication strategy on oral rehydration therapy (ORT) and immunization.

Due to increased activities in the project, additional funds are being requested. The project purpose has not changed, but the additional funds will permit the Agency to concentrate efforts in 5 additional countries. In addition to the health account which includes child survival funds, this FY 78 project, originally called "Mass Media and Health Practices," is also funded from the Education and Human Resources and Agriculture, Rural Development and Nutrition accounts. Under a separate action, a procurement nationality source waiver was approved on January 15, 1988 to permit the procurement of services from 941, Selected Free World countries.

An Advice of Program Change is being prepared.

Recommendation: That you approve this request by signing the attached project authorization amendment to authorize increasing the life of project funding to \$24,500,000 from the centrally-funded health account.

Attachment: PAF amendment