

PROJECT DATA SHEET

1. TRANSACTION CODE

A = Add
 C = Change
 D = Delete

Amendment Number

1

DOCUMENT CODE

3

2. COUNTRY/ENTITY

Worldwide

3. PROJECT NUMBER

936-5113

4. BUREAU/OFFICE

S&T/Nutrition

5. PROJECT TITLE (maximum 40 characters)

Nutrition Educ. & Social Marketing

6. PROJECT ASSISTANCE COMPLETION DATE (PACD)

MM DD YY
 09 30 95

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

A. Initial FY 87

B. Quarter

C. Final FY 93

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

A. FUNDING SOURCE	FIRST FY			LIFE OF PROJECT		
	B. FX	C. L/C	D. Total	E. FX	F. L/C	G. Total
AID Appropriated Total						
(Grant)	(500)	()	()	(4000)	()	(4000)
(Loan)	()	()	()	()	()	()
Other U.S.						
1. Buy-ins	598			6500		6500
2.						
Host Country						
Other Donor(s)						
TOTALS	1098			10,500		10,500

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) FN				1500				1500	
(2) HE				2000		500		2,500	
(3)									
(4)									
TOTALS				3500		500		4,000	

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

11. SECONDARY PURPOSE CODE

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

A. Code

B. Amount

13. PROJECT PURPOSE (maximum 480 characters)

To assist developing countries to design and implement effective social marketing projects for nutrition education.

14. SCHEDULED EVALUATIONS

Interim MM YY MM YY Final MM YY
 09 89 09 93

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)

PAF is amended as follows: (1) The PACD is changed from 9/30/93 to 9/30/95 (2) The final obligation year is changed from 1991 to 1993 and (3) The authorized central LOP funding is changed from \$3,500,000 to \$4,000,000.

17. APPROVED BY

Signature

Carolyn I. Coleman

Carolyn I. Coleman

Title

Acting Director, S&T/N

Date Signed

MM DD YY
 07 16 91

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

MM DD YY

Agency for International Development
Washington, D.C. 20523

JUL 16 1987

ACTION MEMORANDUM FOR THE ACTING AGENCY DIRECTOR FOR FOOD AND AGRICULTURE, BUREAU FOR SCIENCE AND TECHNOLOGY

FROM: S&T/N, Carolyn I. Coleman *CLC*

SUBJECT: Project Authorization Amendment for the Nutrition Education and Social Marketing Field Support (936-5113) Project

PROBLEM: The centrally-funded Nutrition Education and Social Marketing Field Support (936-5113) project was authorized on May 5, 1987. Your authorization is requested to amend the project as follows:

- a. extend the final year of obligation year from FY 1991 to FY 1993;
- b. extend the Project Assistance Completion Date (PACD) from September 30, 1993 to September 30, 1995; and
- c. increase the current authorized life of project funding from \$3,500,000 to \$4,000,000 from the ARDN and HE accounts.

DISCUSSION: The mid-term evaluation of the subject project was completed on December 26, 1990. The evaluation found that the project has generated sufficient interest and activity to justify continuing its activities. During the first three years the project carried out assessments/reconnaissance visits to 12 countries and conducted approximately 30 separate "hands-on" skills training in nutrition social marketing. The evaluation recommended that the project be extended since the project needs additional time (1) to focus on activities which have just been operationalized from pilot activities in a small number of regions to expanded areas of various countries such as Burkina Faso, Mali and Niger; and (2) to undertake synthesis of the state-of-the-art methodology of nutrition social marketing. This extension will allow us to perfect the specific and distinct features essential for successful nutrition social marketing as compared to population and health social marketing.

The evaluation also recommended that the focus of the project be redirected from seeking further regional advisors. Instead the project should try to hire personnel from the host country or expatriate U.S. citizens to manage activities in project countries such as Burkina Faso, Mali and Niger.

The current final year of obligation for the project is FY 1991. The project is very near its core current ceiling. Additional funding authority is required to continue the project. Attached is budget for the two year extension period. The FY 1992 CP has \$350,000 for this project and we have programmed \$450,000 in the FY 1993 ABS.

RECOMMENDATION: That you sign the attached Project Authorization Amendment Number one.

Clearances:	S&T/N:CI Coleman	<u>Call</u>	Date	<u>7/16/91</u>
	S&T/N:E Chung	<u>EC</u>	Date	<u>7/14/91</u>
	S&T/PO: D Sheldon	<u>DS</u>	Date	<u>7/12/91</u>
	GC/LE: G Winter	<u>GW</u>	Date	<u>7/16/91</u>

Attachments:

Project Data Sheet
Project Authorization Amendment No. 1

PROJECT AUTHORIZATION AMENDMENT NUMBER ONE

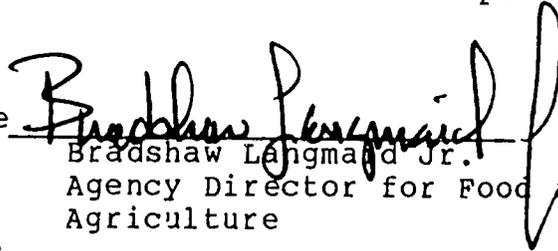
Name of Project: Nutrition Education and Social Marketing Field Support
Number of Project: 936-5113
Country: Worldwide

1. Pursuant to Sections 103 and 104 of the Foreign Assistance Act of 1961, as amended, the Nutrition Education and Social Marketing Field Support project was authorized on May 5, 1987. That authorization is hereby amended as follows:

- a. The final obligation year is changed from FY 1991 to FY 1993.
- b. The PACD is changed from September 30, 1993 to September 30, 1995.
- c. The authorized centrally-funded life of project funding is increased from \$3,500,000 to \$4,000,000.

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

Signature


Bradshaw Langmaid Jr.
Agency Director for Food and Agriculture

Date: _____

Clearances: S&T/N:CIColeman 2/6 Date 7/10
S&T/PO:DSheldon _____ Date _____
GC/LE:GWinter 2/10 Date 7/10

Nutrition Education and Social Marketing Field Support
936-5113

Budget for Two Year Extension

	<u>FY92</u>	<u>FY93</u>
Technical Assistance	270,000	300,000
Training	30,000	30,000
Subcontracts	50,000	50,000
Evaluation		<u>70,000</u>
Total	350,000	450,000

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