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INTERNATIONAL Programs



**COOPERATIVE AGREEMENT
DPE-0502-A-00-7066-00
SEMI-ANNUAL REPORT
October 1, 1991 - March 31, 1992**

April 30, 1992



**of the Population
Reference
Bureau, Inc.**

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* These appendices are attached; the others are available on request from Barbara Crane, R&D/POP/P&E, or Nancy Yinger, PRB.

I. BACKGROUND AND HIGHLIGHTS

A. Background

On September 4, 1990, The Population Reference Bureau, Inc., (PRB) signed an amended Cooperative Agreement (DPE-0502-A-00-7066-00) with the Agency for International Development (A.I.D.). The Cooperative Agreement was established in 1983 and renewed in 1987; this amendment expanded the scope of work and extended its duration to 1994. The purpose of the Cooperative Agreement is to disseminate information on major population variables and their relevance to policy in developing countries. Understanding population trends and their implications is essential to building public support for population activities as well as to designing, implementing and evaluating population policies and programs. The audiences include opinion leaders, public officials, and the media in developing countries as well as donors and the development community in developed countries.

In order to support an expanded program of activities, the amendment increased the budget from approximately \$93,000 per year in 1987 to \$584,000 for the first year of the expanded agreement, with an additional \$240,000 allowed for add-ons from missions or regional bureaus, and approximately five percent increases for years 2-4. Over the life of the project, the budget was increased by \$3.6 million. The expanded activities include production of a variety of policy-relevant population publications and other materials, additional outreach activities including a media program, distribution of existing and new PRB materials, and ad hoc requests.

B. Highlights

This report describes activities during October 1, 1991 - March 31, 1992. It was a highly productive period and Section II below details PRB's progress in accomplishing the activities outlined in the Second-Year Workplan. Among the major accomplishments, PRB

- Produced four new or revised booklets: *The Africa Demographic and Health Surveys Chartbook* (in English and French), *Adolescent Women in Sub-Saharan Africa: A Chartbook on Marriage and Childbearing* (in English and French), *Family Planning Saves Lives, Second Edition*, (in English, French, and Spanish) and the updated Spanish-language *Demographic Handbook*;
- Drafted two new booklet manuscripts: *Fertility and Family Planning in Latin America: Challenges for the 1990s* and *The UN Long-Range Projections: What They Tell Us*. Both these booklets will be available by the end of June.
- Initiated a major information packet on successful family planning programs by preparing a detailed dissemination plan and selection criteria for the case studies, contacting A.I.D. missions and bureaus, CAs, and development groups here and

overseas for suggestions, drafting half-a-dozen case studies. This activity will continue throughout the summer.

- Distributed over 33,700 booklets and other materials to our mailing list and in response to requests.
- Expanded our media efforts by 1) entering into an agreement with Inter Press wire service for bi-weekly articles and continuing to work with the Press Foundation of Asia; 2) sending a questionnaire to all the LDC media on our mailing list to solicit their interest in receiving newspapers; 3) producing and distributing a *Journalists' Resource Manual to U.S.-based press*, and 4) answering more than 60 media inquiries.

II. ACTIVITIES

A. Publications

1. Special analyses:

a. The first activity under this category is production of a set of regional chartbooks summarizing major demographic trends, particularly those highlighted by the Demographic and Health Surveys (DHS). The *Africa Demographic and Health Surveys Chartbook*, produced in French and English out of central funds, was completed during this reporting period. The LAC chartbook has been expanded to draw from other data sources in addition to DHS. It is being produced in Spanish out of central funds and in English through an add-on from the LAC Bureau. The booklet text is in the last revision stages and will go into production by the end of April. The final product is expected by the end of May.

b. The second activity under this category was the development of a chartbook focusing on adolescent fertility trends in Africa, *Adolescent Women in Sub-Saharan Africa: A Chartbook on Marriage and Childbearing*. The booklet, completed in March, was produced in collaboration with the Demographic and Health Surveys Project for The First Inter-African Conference on Adolescent Health held in Nairobi, Kenya, March 24-27, 1992, as well as for distribution to PRB's African mailing list. Krista Stewart (R&D/POP/P&E) gave a presentation using a set of slides based on the booklet's graphics during the first paper session of the conference and distributed the booklet to conference participants.

c. The third activity, a packet on successful family planning programs, is well underway. The packet will eventually include 30-35 leaflets describing successful family planning programs as well as an overview highlighting common threads. Selected leaflets will be packaged to suit particular needs, e.g., workshops on particular themes such as a community-based distribution.

During this reporting period, letters were sent to CAs, other U.S.-based development groups, LDC institutions and R&D/POP to request their input on successful programs. We received responses from about 80 people. We are currently assessing all the suggestions using selection criteria that were developed during this reporting period.

Drafts for six leaflets have been written and we will continue to write drafts and send them to appropriate groups for review. This activity will take a lot of staff time over the next six months, including researching, writing and producing the complete set of leaflets in English, French and Spanish; writing and producing the overview in those three languages; and promoting the packet.

d. Finally, during this reporting period a supplementary booklet was added to the workplan. Entitled *The UN Long-Range Population Projections: What They Tell Us*, the booklet will make the new UN projections more accessible: it contains a brief history of projections, how the underlying assumptions vary in different scenarios and how to reasonably interpret and use the data. The United Nations issues long-range projections only once every ten years and the series issued in early 1992 is interesting not only as an update but also because the UN has offered a wider range of scenarios. A first draft of the booklet has been completed and we expect it to be finished by the end of June. It will be produced in English, French and Spanish and distributed to the educators, media and population/family planning specialists on our mailing list.

2. World Population Data Sheet: Research for the *1992 World Population Data Sheet* is nearing completion and it will go into production in mid-April. As soon as the English manuscript version is completed, it will be sent to a French translator to initiate work on the French version.

3. Revisions and reprints: The revised *Family Planning Saves Lives, Second Edition* (FPSL II), was printed in three languages during this reporting period, and in January, it was distributed to our mailing lists in all the countries which had not received the first edition of FPSL. We also made it available to USAID missions and offered to send it to the mailing list in countries that had received the first version if population officers felt it would be useful to do so (Ecuador and Guatemala are examples of countries that have received both versions).

The 1980 PRB Spanish-language *Demographic Handbook* was revised and printed during this reporting period as well.

4. Slide shows: During this reporting period, PRB developed the script for a slide show to go along with FPSL II. The slide show will include the booklet's graphics, word slides and photographs to highlight key messages. The slide show is essentially complete; we just need to get some additional photographs to regionalize the language versions. The English, French and Spanish versions should be ready for dissemination early in the next reporting period.

We also produced slides to go along with the *Adolescent Women in Sub-Saharan Africa: A Chartbook on Marriage and Childbearing*. During the next reporting, we will develop a script and put together a slide show to go along with this booklet. A cable has gone out to A.I.D. Missions to estimate demand for these slide shows.

B. Distribution, promotion and tracking

1. **Distribution:** The list was thoroughly proofread and has been extensively used during the last six months to distribute PRB materials. We distributed 6,732 of copies of *Family Planning Saves Lives, Second Edition* (FPSL II) in January 1992, and in March, 3,560 copies of the *Africa Demographic and Health Surveys Chartbook* and 3,890 copies of the *Adolescent Women in Sub-Saharan Africa: A Chartbook on Marriage and Childbearing*. (These two booklets were mailed together to all recipients except the media. The adolescent chartbook was sent to the media to coincide with the Nairobi conference; the Africa chartbook will be sent to the media in late April). See Appendix A for the distribution plans for the latter two booklets.

The mailing list was also shared with other institutions in two ways. First, we sent copies of the list to the following institutions: IPPF/WHO, The Evaluation Project - CPC, the World Bank, the Center for Communications Programs of the Johns Hopkins University, the Center for Population Options, the Centro de Estudios de Población y Paternidad Responsable (CEPAR) in Ecuador, and The Population Council. Second, we used the LDC media list to distribute two non-PRB publications: *Population and Water Resources*, from the National Audubon Society, and *Child Survival: The Role of Family Planning*, from Family Health International in English, French, and Spanish.

Besides the use of our mailing list described above, distribution in response to requests continued at a very good pace. We distributed approximately 18,400 booklets, posters, data sheets, PRB *Bulletins*, and other materials. Requests came from different collaborating agencies (CAs) who already know of our materials and in response to promotional mailings, order forms, and questionnaires. Appendix B shows the number of materials distributed by country, type of publication, and the mailing cost.

MAILINGS	
Mass mailings	14,182
Requests	19,547

COSTS	
Postage, UPS, Couriers	\$854
Global Mail	\$32,241

A new inventory system is being designed so that mailing costs can be assigned to different types of mailing. The new system will be in use during the next reporting period.

2. Promotion: Part of our distribution strategy is to make sure that A.I.D. missions and bureaus as well as other population and development groups in the U.S. are aware of our materials. This is one of our principal mechanisms for expanding distribution to a wide range of policy audiences. Accordingly, we sent out between 400 and 600 "promotional" copies of our new publications to CAs, other U.S.-based private voluntary organizations (PVOs), and A.I.D. missions. During this reporting period, we sent copies of *Family Planning Saves Lives, Second Edition*, *Africa Demographic and Health Surveys Chartbook*, and *Adolescent Women in Sub-Saharan Africa: A Chartbook on Marriage and Childbearing*.

We also sent copies of the Spanish-language *Demographic Handbook* to Latin American and Caribbean (LAC) missions; copies of *African Population Images* and Tom Goliber's *Bulletin* (both in French) to Francophone missions to remind them about these French-language materials, and contacted the mission in Mozambique to see if they could use the remaining stock of Portuguese FPSL I (they requested 450 copies).

We promote our materials at conferences in two ways: displays and letters to conference organizers. During this reporting period we displayed materials at two conferences (see section II.D.2). We also sent out approximately 26 letters to conference organizers letting them know about the availability of PRB materials (see Appendix C).

3. Tracking: PRB tracks the use of its materials in several ways. First, the international publications order form contains a question on the intended use to find out how individual requesters plan to use the materials. Analysis of the forms returned to date shows that the vast majority of recipients plan to use the materials for training or for their library collections. (See Appendix D.)

Second, groups requesting bulk copies of materials (15 copies or more of one publication) receive a questionnaire that asks them to describe their dissemination plans, including audience and proposed use. (See Appendix E.) To date, development agencies both in the U.S. and in LDCs have returned 22 bulk-distributor questionnaires. The responses indicate that the materials are predominantly used for staff education and workshops.

Third, we include a bounceback questionnaire with each of our publications to track the recipients' impressions of the booklets and the way they intend to use them as well as to provide an easy way for recipients to order more copies. We plan to assess the questionnaires for any given material about six months after its distribution. Since all our mass mailings during this reporting period have been since January 1992, this report does not include any bounceback analyses. However, we have been receiving a steady stream of questionnaires for FPSL II (about 200 to date). Responses indicate that the recipients are finding it a useful document. Nearly all these questionnaires request additional copies. We have also received a large number of letters about all our publications. (See Appendix F for some examples.)

C. Media

The goal for the second year media efforts is to extend PRB's solid support for domestic media covering global and LDC population issues to the LDC media by developing a series of regular, monthly or quarterly activities. By the end of year two we will have two systems in place: 1) regular articles for two LDC wire services and 2) ongoing dissemination of newspacks to about 160 interested LDC journalists. These and our other domestic and ad hoc media activities are described in more detail below.

1. Demographic articles for LDC media: The Cooperative Agreement provides articles to two LDC wire services. During this reporting period, PRB continued its relationship with the Press Foundation of Asia's wire service, Depthnews. We send them one article per quarter on population topics with an Asian focus.

In February, PRB entered into an agreement to provide the Inter Press Service (IPS) Third World News Agency with two articles per month. IPS, founded in 1964 to provide links between Latin American and European journalists, is today an international network which translates materials into 13 languages, reaches 87 countries and includes 900 newspapers and other subscribers. It is the world's sixth largest news agency network and puts a priority on providing its subscribers with news about the Third World. IPS collaborates with national and regional news services and carries out special communications development projects with United Nations support.

The following articles were written by PRB staff for wire services (copies are available upon request):

Depthnews:

"Population-Environment Links Studied," December 1991.

"Family Planning Programme Rankings," March 1992.

Inter Press:

"Sadik Interview," February 1992.

"UN Population Projections," March 1992.

"Sharing the Earth," March 1992.

2. LDC Media questionnaire: In the Second-Year Workplan, we proposed expanding the distribution of newspacks beyond the 14 Global Edition editors (see 3 below). In order to develop a list of interested LDC recipients, we sent questionnaires to the 1,150 journalists in

Africa, Asia, and Latin America on our distribution list. (The 38 questionnaires sent to Haiti and Zaire were returned -- mail service to those two countries has been suspended.) Respondents were asked to indicate their interest in receiving newspacks from PRB, the types of materials and subjects that would be most useful, and how often they write about population issues. As an incentive to respond, the journalists were offered free materials appropriate for their regions. More than 150 journalists have returned the questionnaires to date. Appendix H provides a sample questionnaire and a breakdown of the responses by country. During the next reporting period, we will develop a system for sending the newspacks on a regular basis, tailored by region and type of media (print or electronic).

3. Newspacks: Population information was included in the January 1992 newspack sent to the 14 Global Edition editors¹. The newspack included the following materials: from the United Nations Population Fund (UNFPA), the booklet *Population, Resources and the Environment*; a booklet published by the National Audubon Society, *Population and Water Resources*; and a working paper from the World Bank, *Addressing Malnutrition in Africa: Low-Cost Program Possibilities for Government Agencies and Donors*.

4. U.S. Information services: PRB has always been active with the U.S. media. The Cooperative Agreement supports these responsive activities including answering information requests and conducting broadcast interviews as long as the request concerns global or LDC population themes. PRB was quoted or cited in at least 7 newspaper and magazine articles and answered more than 60 media information calls during this reporting period. Appendix G includes a list of media outreach activities.

In addition, PRB developed a guide for journalists, called *Journalists' Resource Manual*, which includes 95 professionals working in the U.S. in the population field and who are prepared to answer questions on LDC population issues from journalists working in the U.S. and reporting on developing-country population issues. The *Manual* was mailed, along with a list of population organizations and a questionnaire that offered free PRB publications, to over 300 U.S.-based journalists. Sixteen journalists returned the questionnaire to PRB, most indicating that the *Manual* and list of organizations will be "very useful" in their work.

5. Film: In the summer of 1991, a British organization, International Health and Biomedicine Ltd (IHB), approached A.I.D. about partial funding for two documentary films on world population and family planning being produced under BBC sponsorship. A.I.D. agreed to provide \$330,000, routed through the PRB Cooperative Agreement, \$100,000 from

¹ The publications participating in Global Edition include *Ad-Dustour*, Amman, Jordan; *Al-Ahram*, Cairo, Egypt; *Bichitra*, Dhaka, Bangladesh; *The Chronicle*, Bulawayo, Zimbabwe; *Development Horizons*, Nairobi, Kenya; *Earthwatch*, London, England; *Environment Folio*, Manila, Philippines; *Estrategia*, Bogotá, Colombia; *Indian Express*, New Delhi, India; *México Desconocido*, Mexico City, Mexico; *Newsline*, Karachi, Pakistan; *Newswatch*, Ikeja, Nigeria; *Pop Sahel*, Bamako, Mali; *Tempo*, Jakarta, Indonesia.

the Africa Bureau and the remainder from R&D/POP. PRB entered a sub-agreement with IHB and to date has transferred \$220,000 to them for production costs; the remaining tranche will be sent to IHB in late April. In addition to funding, PRB staff have provided demographic data in response to requests from IHB ranging from world population estimates by 20-year intervals from the year 1000 to the year 2000 to basic demographic data for the four country case-studies. We have also commented on the initial script ideas and a rough-cut of the film. The film is currently scheduled to be aired in the U.S. in February 1993.

6. **Press releases:** During this reporting period, two press releases were issued to announce the publication of new materials. In February, a press release was sent to 1,556 members of the LDC and U.S. media list on the publication of *Family Planning Saves Lives, Second Edition*. In response to this press release, the Associated Press wire service released a story in February 1992 on the *Family Planning Saves Lives, Second Edition* press release. (Unfortunately, because of the way wire services work it is not possible to document any pick-up of the story.) In March, a press release was mailed to the U.S. and Africa media lists about the publication of the *Adolescent Women in Sub-Saharan Africa: A Chartbook on Marriage and Childbearing* and the conference for which it had been prepared.

7. **Special Media Projects:** During this reporting period, PRB staff were involved in two special media projects:

- a. **Development Journalists Initiative:** Win Carty and Nancy Yinger represented PRB at a meeting in New York convened by IPPF, and attended by representatives from UNFPA, FHI, PCC, JHU, and A.I.D., to coordinate LDC media efforts. PRB agreed to share its LDC media list and any of its materials and to report on its media activities regularly.
- b. **Flowers for Mothers Day:** Win Carty and Nancy Yinger met with IPPF/WHO in New York to collaborate on media efforts to help publicize the **Flowers for Mothers Day** on May 8, 1992. PRB will write a feature article to be distributed in the press packets along with copies of the *1992 World Population Data Sheet*, sponsor a press briefing if IPPF can provide an appropriate speaker, and provide both our domestic and LDC media lists.

D. **Presentations and exhibits**

1. **Presentations:** In the past six months, PRB staff made 15 presentations:

Alene Gelbard made two presentations:

- October 17, 1991, at PRB: "Obstacles to Informed Decision-making: International Child Survival Programs" to people attending PRB's monthly brown-bag seminar.
- March 31, 1992, at Conservation International: PRB activities on population and the environment to 20 CI staff.

Carl Haub made two presentations:

- November 20, 1991, the National Forum on Ocean Conservation: World population trends, to an audience of 500 people at the Smithsonian.
- December 5, 1991, at Schlumberger-Doll Research, Inc. in Connecticut: World population prospects to an audience of 75 staffers.

Tom Merrick made the following six presentations:

- November 8, 1991, at the U.S. Congress: Population trends in North America (U.S., Canada and Mexico) and the implications for trade, international migration and investment. The audience was made up of legislative assistants and other congressional staff.
- November 17-18, 1991, at the Sigma Xi Scientific Society Meeting: Presentation and coordination of working groups on global population trends and the environment. About 50 scientists belonging to the Society attended.
- January 21, 1992, at the Inter-American Defense College: "Population in the American Continent" to an audience of senior military officers from Latin America in training at the IADC.
- February 7, 1992, at the AAAS Meeting in Chicago: Population trends and population assistance, to scientists, journalists and educators.
- February 25, 1992, at the Freedom Forum: PRB's press resources to the Paul Miller fellows.
- March 12, 1992, at the Foreign Service Institute: Brazilian population trends and implications, to foreign service officer trainers.

Elaine Murphy presented the paper "Strengthening Policymakers' Support of Family Planning" at the 1991 Annual Meeting of the American Public Health Association in Atlanta, on November 13. (Although E. Murphy had left PRB at that time, she prepared her presentation and submitted it for acceptance prior to her departure from PRB.)

Nancy Yinger made four presentations:

- October 6, 1991, in Boulder, Colorado: Population and the Environment at the conference by the same name to an audience of environmental journalists.
- October 15, 1991, at PRB: Policy communications and PRB's data sheet to ten University of Michigan Fellows. She made this presentation with Alene Gelbard and Carl Haub.
- March 4, 1992, at CEDPA: PRB's work in policy communications to A.I.D. fellows in the health and population fields.
- March 11, 1992, at PRB: the role of communication and dissemination in policy work to 17 PDADU participants (Population Data Analysis, Dissemination and Utilization training program) of the Bureau of the Census. She made this presentation with Tom Merrick.

2. **Exhibits:** During the last six months, PRB exhibited materials at two conferences:
 - a. **Population and the Environment**, Boulder, Colorado, October 4-6, 1991. For the audience of environmental journalists, we exhibited data sheets, population handbooks and bulletins.
 - b. **Health Communications Day**, Johns Hopkins University, Baltimore, Maryland, October 16, 1991. For the conference participants and also JHU students, we exhibited international materials.

E. AD HOC Requests

PRB responded to 17 ad hoc requests during the last six months.

<u>NUMBER</u>	<u>REQUESTED BY</u>	<u>WHAT</u>	<u>WHEN</u>
2-1	Ruth Brown	Set of slides for BIG country strategy (on Asia, Africa, LAC).	10/01/91
2-2	Ruth Brown	Set of slides for BIG country strategy presentation.	10/02/91
2-3	Ruth Brown	Set of slides for BIG country strategy presentation to CAs.	10/10/91
2-4	Ruth Brown	Duplicate slides for BIG country strategy presentation to CAs.	10/23/91
2-5	Ruth Brown	Set of slides for BIG country strategy presentation to CAs.	11/13/91
2-6	Ruth Brown	Set of slides for BIG country strategy presentation to CAs.	11/14/91
2-7	Ruth Brown	One slide for BIG country strategy presentation to CAs.	11/15/91
2-8	Sawon Hong	A memo explaining the relationship between women's status and family planning.	12/06/91
2-9	Ruth Brown	Two sets of slides for Europe BIG country strategy presentation.	12/19/91

NUMBER	REQUESTED BY	WHAT	WHEN
2-10	Ruth Brown	Production of the 1992 Office of Population Users' Guide. 4,000 copies printed to distribute to the international population community.	01/15/92
2-11	Ruth Brown	Request for demographic data on the Community of Independent States and the Baltic countries to be passed on the R&D/POP and the Europe Bureau of A.I.D.	01/15/92
2-12	Ruth Brown	Information on trends on world population and AIDS in women and children.	01/21/92
2-13	Ruth Brown	Harvard Graphics training for Office of Population staff.	01/23/92
2-14	Krista Stewart	Set of slides on adolescent childbearing for presentation to March Nairobi conference on Africa's youth.	02/27/92
2-15	Ellen Starbird Ruth Brown	Set of slides for presentation at ZPG and for future use by P&E division on the Office of Population and BIG country work.	03/05/92
2-16	Ruth Brown	Set of standard slides for P&E Div. slide shows.	03/27/92
2-17	Barbara Crane	Background information on low Nigerian census count (memorandum and statistical tables).	04/02/92

NOTE: Ad hoc requests 2-1 to 2-7 and 2-9 were sent directly from the Office of Population to the developing company for processing. The Cooperative Agreement paid for the development process.

F. International visitors

During this reporting period, PRB received eight international visitors:

- On November 2, 1991, Nancy Yinger met with Dr. Monique Rakotonalala, Medical Director of JIRAMA in Madagascar to inform her of Cooperative Agreement activities and materials available to her.

- On November 6, 1991, Alene Gelbard met with Mr. Karl Goran Biorstmark, member of the Swedish Parliament, to talk about A.I.D. population activities.
- On January 29, 1992, Tom Merrick met with several visitors from India, Mr. K.K. Mathur, Secretary of Family Welfare, GOI; Mr. S.B. Mishra, Joint Secretary of Family Welfare, GOI; Mr. V.K. Saxena, Chief Secretary of U.P.; Mr. S.D. Bagla, Secretary of Health and Family Welfare, U.P.; Dr. Bachchi Lal, Special Secretary to Mr. Bagla; and Mr. John Dumm, USAID/New Delhi. They talked about PRB's work in the international community.
- On March 25, 1992, Alene Gelbard, Nancy Yinger, Elizabeth Lee and Sasha Loffredo met with Ms. Grace Mamba of Zambia's Population and Environment Center and with Ms. Carla Taylor from the Population Resource Center in Washington, D.C., to learn about International Programs activities and materials available to them.

G. Internship program

There has been an internship as part of the Cooperative Agreement since 1987. The internship program was expanded in 1991 from one to two interns: one working at PRB and one at A.I.D.'s Office of Population. A flyer advertising all of PRB's domestic and international internships for 1992-1993 was mailed in November 1991 to a list of about 100 colleges and universities around the country and in January 1992 to CAs.

For the PRB 1992-93 position, Sasha Loffredo, the current PRB intern, will stay on for another year. The A.I.D. position will be filled to replace Ruth Brown, who is finishing her second year at A.I.D. By the end of March we had received about 30 applications for the international position. PRB, in collaboration with A.I.D., will conduct phone or in-person interviews with a short list of candidates during April and choose a new intern by May 1.

H. Outreach to CAs and other development groups

Under the Cooperative Agreement, PRB has been active in responding to international population-information requests from other CAs and development groups. The Cooperative Agreement helps by providing the staff time to continue offering this invaluable service to the population/environment/development/communications communities. These requests range from relatively brief telephone conversations to more extensive information-gathering efforts. Following is representative list of these activities:

- On October 18, 1991, Beth Fredricks and Olivia Schieffelin-Nordberg of the Alan Guttmacher Institute in New York talked to Nancy Yinger about distribution approaches, media work, and of possible areas of collaboration.

- During October 1991, Tom Merrick, Nancy Yinger, Sasha Loffredo, Alene Gelbard, Alex De Sherbinin and Carl Haub worked extensively with Mr. Robert McNamara on a speech he was preparing for UNFPA. They commented on the paper, checked and updated tables and other data, and researched references.
- On October 29, 1991, Nancy Yinger gave Ms. Margery Horn of TvT Associates background information on policy communications and on lessons learned from the IMPACT Project.
- On October 30, 1991, Mr. Everold Hosein and Ms. Rahna Rizzuto of IPPF/WHO talked to Nancy Yinger about possible ways of collaboration between the two institutions under the Cooperative Agreement.
- On November 5, 1991, Mr. Ben Gyepi-Garbrah of the World Bank solicited a copy of PRB's Africa mailing list to Nancy Yinger. Donna Clifton subsequently sent a copy of the list to him.
- On December 5, 1991, Nancy Yinger attended an all day meeting on Brazil at the Center for Population Options.
- On January 8, 1992, Dr. Asha Mohamud of the Center for Population Options requested a copy of the Africa media mailing list in label form which Donna Clifton forwarded.
- On February 11, 1992, Steve Perry of JSI requested information on the percentage of women who are sexually active in developing countries. Rhonda Smith sent him a copy of the booklet *Adolescent Women in Sub-Saharan Africa Chartbook*.
- On February 21, 1992, Peggy Dadamo of JHU/PCS requested permission to use the Center for Applied Research on Population and Development (CERPOD) film "The Race Against Time" at the APLIC/PAA meeting.
- On March 12, 1992, Nancy Yinger and Linda Lacey of the Carolina Population Center discussed ways to collaborate on dissemination activities and on sharing mailing lists of the Cooperative Agreement and the Evaluation Project at the Carolina Population Center.
- On March 20, 1992, Tom Merrick, at the request of Ann Hamilton of the World Bank, reviewed Randy Bulatao's paper on the effectiveness of family planning programs.

III. FINANCIAL STATUS

A. **Budget:** Appendix I presents the approved budget for FY92 under the Cooperative Agreement and monthly expenditures by line item. Of the money budgeted from central funds for FY92 -- \$969,940.00 -- we have expended approximately 60 percent during the first six months. This is in line with the activities outlined in the Second-Year Workplan which identified heavier printing costs in the first six-month period. Reviewing the last two columns of Appendix I, one line item warrants additional explanation: other direct costs (ODCs). Although we appear to have depleted our ODC funds, particularly taking into account the \$110,000.00 we still have to send to IHB for the film, this line does not include about \$100,000.00 left over from FY91's ODC budget. Thus, we have sufficient funds budgeted to accomplish the production tasks remaining in the second six months of FY92.

B. **Staff time:** Appendix J shows the amount of staff time, in hours, spent for each of the activities performed under the Cooperative Agreement, as well as a summary of staff time spent by each staff member during the first half of FY92. Table F shows that during the first six months we spent 51 percent of the total estimated staff time for year two, and that most staff members are well within the staff-time estimates provided in the Second-Year Workplan.

IV. WORKPLAN FOR NEXT SIX MONTHS

A. **Publications:** Our main focus during the next six months will be on the family planning success stories packet. We were very successful in soliciting input from CAs and other groups and are in the process of selecting case studies and writing the descriptions. This is a large project and we will be working on it steadily during the next reporting period.

The *1992 World Data Sheet* will be printed by the end of April and the French translation will be produced by mid-June. We will promote the French version of the data sheet in francophone Africa.

The chartbook on Latin America, *Fertility and Family Planning in Latin America: Challenges of the 1990s*, will be completed during the next reporting period. The text will be finished by mid-April and the English and Spanish versions will be printed by the end of June. We will distribute the booklet to our Latin American mailing list by mid-summer.

We added the booklet on the UN long-range projections to our workplan (see II.C.1 above). It should be completed and distributed by mid-summer.

B. **Distribution, promotion, and tracking:** We will distribute a large number of materials over the next six months. We have already received a significant number of requests in response to the initial distribution of *Family Planning Saves Lives, Second Edition, Africa Demographic and Health Surveys Chartbook*, and *Adolescent Women in Sub-Saharan Africa*:

A Chartbook on Marriage and Childbearing, and more questionnaires and requests from CAs and other development groups are returned every day.

We will distribute promotional copies of the new 1992 order forms (in English, French or Spanish, as appropriate) by the end of May to CAs, other development groups, A.I.D. missions, and a small list of LDC individuals who have been regular requesters of PRB materials. The English-language order form is comprehensive; the French and Spanish forms only include the materials available in each of those languages.

We will display International Programs materials at PAA and other conferences as the opportunity arises, and continue to contact conference organizers about the availability of PRB materials. So far we have received one response to the letters that we mailed; thus we may need to rethink the best approach to make our materials accessible at conferences.

During the next reporting period we will analyze the bounceback questionnaires for FPSL II and the Africa and Adolescent chartbooks. We will, of course, continue our regular tracking activities using the bulk-order questionnaires and order form question on intended use.

C. Media: We will continue outreach and responsive activities. Our regular wire service activities will all continue: two articles a month for Inter Press Service and one quarterly for Depth News. In addition, we will develop a system for sending appropriate newspacks to the approximately 150 respondents to the LDC media questionnaire. The newspacks will include a variety of materials, including booklets, data sheets, graphics and articles written by PRB staff, relevant articles or publications by other groups, and videos or radio interviews as appropriate. We will initiate the system this summer which will continue on a routine basis. We will also take advantage of other ad hoc media activities.

D. Intern: During April we will select a new international programs intern who will work primarily in the Office of Population. Sasha Loffredo will stay on for a second year at PRB.

E. Other: As opportunities arise, we will continue our responsive activities: international visitors, CA outreach and cooperation, presentations and ad hoc requests.

V. CONCLUSION

During the first six months of FY92, PRB:

- produced two new booklets each in two languages, the revised edition of *Family Planning Saves Lives, Second Edition*, in three languages, and the updated Spanish-language *Demographic Handbook*;

- drafted two new booklet manuscripts, an updated International Programs order form, and half-a-dozen successful family planning case studies;
- produced and distributed the *Journalists' Resource Manual*, prepared two press releases, five demographic articles, answered more than 60 media inquiries and sent a questionnaire to 1,150 LDC journalists;
- distributed over 33,700 booklets and other materials to our mailing list and in response to requests;
- made 15 presentations to conferences and meetings, and exhibited PRB materials at two conferences;
- hosted eight international visitors; and
- carried out 17 ad hoc requests.

APPENDIX G
MEDIA OUTREACH

Articles citing PRB data or mentioning PRB

"A History of Missed Targets," *Worldwatch Magazine*, November/December, 1991.

Associated Press wire service released a story in February 1992 on the *Family Planning Saves Lives, 2nd edition* press release; any pick-up of this is not documented.

Bichitra (Bangladesh weekly), used PRB publications as background material for several articles published in Bengali, October/November 1991.

"Birth Rates Plummeting in Some Ex-Communist Regions of Eastern Europe," *The New York Times*, December 31, 1991.

"Bringing the World to Rio," *Grassroots Development*, Fall/Winter 1991 (Vol. 15, No. 3).

"Life and Death: U.S. Population Policy," *The Washington Post*, February 16, 1992.

"Projected world population," *USA Today*, October 2, 1991.

Articles written by PRB staff

Carty, Winthrop, "East Asia Leads in Two-Child Families," Sent to Depthnews in September 1992. Pick-up during this reporting period: *The Chronicle, Lokmat Times, The Pioneer*, and *Zambales Herald*, among others.)

Carty, Winthrop, "Population-Environment Links Studied," December 1992. (Depthnews article, pick-up not tracked to date.)

Carty, Winthrop, "Sadik Interview," February 1992. (Interpress article, pick-up not tracked to date.)

Carty, Winthrop, "UN Population Projections," March 1992. (Interpress article, pick-up not tracked to date.)

de Sherbinin, Alex, "Family Planning Programme Rankings," March 1992. (Depth News article, pick-up not tracked to date.)

Haub, Carl, "Population and Population Movements," *Encyclopedia Britannica 1992*.

Haub, Carl, "Trendwatch," *Market: Europe* and *Market: Asia*. (Monthly columns in these two newsletters.)

Lee, Elizabeth, "Sharing the Earth," March 1992. (Interpress article, pick-up not tracked to date.)

Articles listing or abstracting PRB materials

"Population Reference Bureau seeks to expand media guide of pop experts," *Family Planning World*, September/October 1991. (Journalist Resource Manual)

"World Population Booms," *Blade Citizen* (Oceanside, CA), February 6, 1992. (World Population Data Sheet)

Selected media calls for population information

CALLER	ORGANIZATION	SUBJECT
Steve Davis	USA Today	Colombia population trends
Judy Bell	National Geographic Society	Middle East migration
Bill Dunn	American Demographics	world population
Writer	Time Magazine	world population
Andrew Wahell	National Geographic Society	LDCs by religion
Strobe Talbott	Time Magazine	global population trends, U.S. policy, McNamara
Marilyn Lewis	San Jose Mercury News	population and environment
Ted Rubenstein	CNN - Atlanta	family planning in Brazil
John Di Consiglio	Family Planning World	family planning in Brazil
Mark Levinson	Newsweek	fertility and infant mortality policies in Brazil
Bruce Stokes	National Journal	migration from LDCs to MDCs
Jean Merserme	ABC News	population trends and family planning programs
Marika Olsen	CNN	Indian family planning programs & sterilization
Reporter	CNN	population policy in Thailand, Vietnam, Singapore, Ghana, Sierra Leone, Zimbabwe and Bolivia
Ellen Hale	USA Today	world population and food production
John Wagner	Colorado Springs Gazette	urban population
Mary Hagger	Newsweek	population and environment
Peter Nivady	Canadian Broadcasting Corp.	total number of people to have lived, pop trends
Harold Gillan	San Francisco Chronicle	years between billions of people
Carrie Teagardner	Atlanta Constitution	global population trends
Susan Anthony	International Resource Co.	global population trends, country populations
Jo Legood	CNN - Atlanta	adolescent pregnancy, family planning programs
Reporter	Dagen National Newspaper (in Norway)	population growth & abortion in LDCs
Katherine Wandersee	Medical Communication	global family planning methods used
Debbie Estes	Island Press	population and environment
Roger Brooks	Modern Mass Media	world population by race
Lisa Penna	CNN - Atlanta	sustainable population

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CALLER	ORGANIZATION	SUBJECT
Otto Johnson	Information Almanac	world population
Rick Newman	U.S. News & World Report	condom & IUD use
Anne Thomas	Electro Map Inc.	population & socioeconomic indicators
Marika Olsen	CNN	family planning programs in India
Writer	National Geographic Society	Jordan population
Monique Miller	Carrying Capacity Network	world and Middle East population
Georgia Ashworth	CHANGE	women and development
Allan Atkissan	In Context	world population
Kizirian	National Geographic Society	Middle East cities and population
Joe Gerffitz	National Science Resources	world population
Sue Caldwell	Intelligencer Journal	population pyramid
Jim Patrice	Farm Journal	poverty
Cat Myer	Washington Times	Middle East
Lorin Lech	New York Times	Hong Kong
Amy Kaplan	Rolling Stone Magazine	North and South Korea populations
Carol Bloom	Glenco Publishing	most populated cities
Writer	Discovery Magazine	Mexico City population
Jerry Geib	Wall Street Journal	Iran population projections
Rod McLeod	San Francisco Chronicle	population and environment
Candice Stewart	Prime Time Live (TV)	Eastern Europe/Soviet Republics
Writer	USA Today	LDC projections
Karl Meyer	New York Times	LDC sex ratio at birth
Yong Xu	Xin Jug News Agency	<i>Family Planning Saves Lives, 2nd edition</i>
Ann Perry	National Geographic	new Soviet Republics
Alison Caper	Los Angeles Times	LDC births
Amy McGee	ZPG Reporter	global TFR through history
Jeff Parkinson	Chernow Editorial Service	data sheet figures
Don Gilchrist	freelance writer	new Soviet Republics
Don Pironkman	freelance writer	world population projections
Tyler Miller	textbook author	data sheet figures
Sheila Green	National Geographic Society	Thailand
June Goodfield	IHB	world population
Carl Hartman	Associated Press	<i>Family Planning Saves Lives, 2nd edition</i>
Ted Rubenstein	CNN	family planning in Bolivia

Media Questionnaire

To help us provide you with useful information on population and family planning issues, please check your responses and return this questionnaire to PRB. (You can also use this form to request free copies of the PRB publications listed on the other side.)

1. Would you be interested in receiving periodic information packs from PRB?

- Yes No

2. If yes, which of the following items would you like to see included? (Please check all that apply.)

- Press releases
- Articles written by PRB staff
- Brief booklets on major research findings (20 pages)
- Educational bulletins examining specific topics in depth (55 pages)
- Population data sheets
- Camera-ready graphics

3. To determine what material should be included, please indicate what topics particularly interest you? (Please check all that apply.)

- | | |
|---|--|
| <input type="checkbox"/> Population growth trends | <input type="checkbox"/> Family planning |
| <input type="checkbox"/> Population and development | <input type="checkbox"/> AIDS |
| <input type="checkbox"/> Population and the environment | <input type="checkbox"/> Child survival |
| <input type="checkbox"/> Urbanization | <input type="checkbox"/> Women's health |

4. To plan the frequency with which we will send information, please tell us how often you write about demographic issues (population growth, fertility, mortality, migration, family planning, etc.) or include population data when writing about other topics?

- Several times a year
- Once or twice a year
- Once in a while
- Never

5. Additional comments: _____

(see other side for a list of free materials)

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Please check the titles of PRB publications you would like to receive:

- 1991 World Population Data Sheet**
Wall-chart with current population statistics.
- The World's Youth Data Sheet (1990)**
Current data on youth around the world.
- Population Handbook**
A clear guide to demographic basics.
- World Population in Transition (1986)**
Analyzes the current state of the world's population and examines future changes.

Name: _____

Organization: _____

Address: _____

Thank you for your cooperation. Please add an air mail stamp, fold, and mail the folded form. Or, place the form in an envelope and mail to the address below. [FAX: (202) 328-3937]

Stamp

**International Programs
Population Reference Bureau
1875 Connecticut Avenue, NW, Suite 520
Washington, DC 20009 USA**

RESULTS OF PRB MEDIA QUESTIONNAIRE -- AS OF 3/31/92

REGION: AFRICA

COUNTRY	DATE MAILED	NUMBER MAILED	NUMBER OF RESPONSES	RESPONSE RATE
Benin	1/31/92	1	0	0.0%
Botswana	1/7/92	6	0	0.0%
Burkina Faso	1/31/92	8	2	25.0%
Burundi	1/31/92	6	1	16.7%
Cameroon	1/31/92	9	0	0.0%
Cape Verde	1/31/92	7	1	14.3%
Chad	1/31/92	5	0	0.0%
Cote D'Ivoire	1/31/92	9	1	11.1%
Ethiopia	1/7/92	10	2	20.0%
Gambia	1/7/92	11	0	0.0%
Ghana	1/7/92	22	3	13.6%
Guinea	1/31/92	5	0	0.0%
Guinea- Bissau	1/31/92	5	1	20.0%
Kenya	1/7/92	22	9	40.9%
Lesotho	1/7/92	5	0	0.0%
Liberia	1/7/92	6	0	0.0%
Madagascar	1/31/92	7	1	14.3%
Malawi	1/7/92	5	2	40.0%
Mali	1/31/92	5	0	0.0%
Mauritania	1/31/92	6	0	0.0%
Niger	1/31/92	8	0	0.0%
Nigeria	1/7/92	30	5	16.7%
Rwanda	1/31/92	7	2	28.6%
Senegal	1/31/92	12	0	0.0%
Sierra Leone	1/7/92	8	1	12.5%
South Africa	1/7/92	10	2	20.0%
Sudan	1/7/92	5	0	0.0%
Swaziland	1/7/92	6	0	0.0%
Tanzania	1/7/92	8	1	12.5%
Togo	1/31/92	8	1	12.5%
Uganda	1/7/92	10	2	20.0%
Zaire *	1/31/92	14	0	0.0%
Zambia	1/7/92	14	0	0.0%
Zimbabwe	1/7/92	20	6	30.0%
TOTAL		320	43	13.4%
Francophone		122	10	9.3% **
Anglophone		198	33	16.7%

* Questionnaires sent to Zaire were returned by the Post Office due to civil war.

** This response rate does not include the questionnaires mailed to Zaire.

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RESULTS OF PRB MEDIA QUESTIONNAIRE -- AS OF 3/31/92

REGION: LATIN AMERICA & THE CARIBBEAN

COUNTRY	DATE MAILED	NUMBER MAILED	NUMBER OF RESPONSES	RESPONSE RATE
Barbados	1/7/92	17	0	0.0%
Belize	1/7/92	13	4	30.8%
Bolivia	1/27/92	18	3	16.7%
Brazil	1/27/92	39	6	15.4%
Chile	1/27/92	25	2	8.0%
Colombia	1/27/92	41	7	17.1%
Costa Rica	1/27/92	38	3	7.9%
Dominican Repub.	1/27/92	17	1	5.9%
Ecuador	1/27/92	34	4	11.8%
El Salvador	1/27/92	21	3	14.3%
Guatemala	1/27/92	11	1	9.1%
Haiti *	1/31/92	22	0	0.0%
Honduras	1/27/92	22	1	4.5%
Jamaica	1/7/92	13	4	30.8%
Mexico	1/27/92	63	5	7.9%
Nicaragua	1/27/92	14	0	0.0%
Paraguay	1/27/92	26	5	19.2%
Peru	1/27/92	60	4	6.7%
Trinidad & Tobago	3/16/92	13	0	0.0%
St. Lucia	3/16/92	2	0	0.0%
St. Vincent	3/16/92	1	0	0.0%
Uruguay	1/27/92	19	1	5.3%
TOTAL		529	54	10.7% **

* Questionnaires sent to Haiti were returned by the Post Office due to civil war.

** This response rate does not include the questionnaires mailed to Haiti.

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RESULTS OF PRB MEDIA QUESTIONNAIRE -- AS OF 3/31/92

REGION: ASIA & THE NEAR EAST

COUNTRY	DATE MAILED	NUMBER MAILED	NUMBER OF RESPONSES	RESPONSE RATE
Bangladesh	1/7/92	29	3	10.3%
Egypt	1/7/92	2	1	50.0%
Fiji	1/7/92	9	1	11.1%
India	1/7/92	74	14	18.9%
Indonesia	1/7/92	32	4	12.5%
Jordan	1/7/92	5	0	0.0%
Morocco	1/31/92	1	0	0.0%
Nepal	1/7/92	18	7	38.9%
Pakistan	1/7/92	39	8	20.5%
Philippines	1/7/92	36	7	19.4%
Sri Lanka	1/7/92	31	6	19.4%
Thailand	1/7/92	24	5	20.8%
TOTAL		300	56	18.7%

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APPENDIX I
BUDGET AND EXPENDITURES FOR FY92

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COOPERATIVE AGREEMENT BUDGET FY92

Total amount of obligated money since 1987 to- date \$1,771,292
 Total amount spent to- date \$1,646,507

	BUDGETFY92	EXPENSES OCTOBER	EXPENSES NOVEMBER	EXPENSES DECEMBER	EXPENSES JANUARY	EXPENSES FEBRUARY	EXPENSES MARCH	EXPENSES APRIL
SALARIES	\$246,105	\$16,743	\$17,471	\$21,376	\$20,349	\$20,771	\$24,698	
FRINGE	\$74,757	\$5,950	\$6,209	\$7,597	\$7,568	\$7,725	\$9,185	\$0
OVERHEAD	\$187,692	\$14,940	\$15,589	\$19,073	\$16,678	\$17,024	\$20,242	\$0
CONSULTANTS	\$24,741	\$1,000	\$0	\$3,852	\$0	\$500	\$52	
TRAVEL	\$7,350	\$490	\$381	\$376	\$476	\$250	\$540	
EQUIPMENT	\$6,300	\$3,005	\$0	\$0	\$0	\$53	\$98	
ODC	\$422,995	\$14,329	\$56,925	\$68,401	\$31,308	\$2,098	\$133,210	
--> SUBTOTAL	\$969,940	\$56,457	\$96,576	\$120,675	\$76,379	\$48,420	\$188,026	\$0
ADD-ONS	\$247,000	\$0	\$100,000	\$0	\$0	\$0	\$0	\$0
CEILINGTOTAL	\$1,216,940	\$56,457	\$196,576	\$120,675	\$76,379	\$48,420	\$188,026	\$0

	EXPENSES MAY	EXPENSES JUNE	EXPENSES JULY	EXPENSES AUGUST	EXPENSES SEPTEMBER	03/31/92 TOTAL	03/31/92 BALANCE
SALARIES						\$121,408	\$124,697
FRINGE	\$0	\$0	\$0	\$0	\$0	\$44,234	\$30,523
OVERHEAD	\$0	\$0	\$0	\$0	\$0	\$103,546	\$84,146
CONSULTANTS						\$5,404	\$19,337
TRAVEL						\$2,513	\$4,837
EQUIPMENT						\$3,156	\$3,144
ODC						\$306,272	\$116,723
--> SUBTOTAL	\$0	\$0	\$0	\$0	\$0	\$586,533	\$383,407
ADD-ONS	\$0	\$0	\$0	\$0	\$0	\$100,000	\$147,000
CEILINGTOTAL	\$0	\$0	\$0	\$0	\$0	\$686,533	\$530,407

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APPENDIX K

STAFF

Below is a list of the staff who worked on the various activities outlined in this semi-annual report:

International Programs

Sara Adkins-Blanch, Coordinator
(administration, translation/production management, ad hocs)
Ruth Brown, Intern
(at R&D/POP/P&E)
Winthrop Carty, Associate Director for Media
(media)
Donna Clifton, Administrative Assistant
(administration, distribution list management, dissemination)
Alex De Sherbinin, Project Specialist
(research, ad hocs)
Alene Gelbard, Director
(supervision, research/writing, outreach, media)
Elizabeth Lee, Assistant Director for Media
(media)
Sasha Loffredo, Intern
(research, media, dissemination)
Farzaneh Roudi, Population Information Specialist
(media)
Nancy Yinger, Associate Director and Manager of the Cooperative Agreement
(management, research/writing, outreach, media)

Other PRB staff

Cary Davis, Vice President for Administration
Jacqueline Guenther, Production Assistant
Carl Haub, Director, Information and Education
Aichin Jones, Production Coordinator
Susan Kalish, Editor
Zuali Malsawma, Assistant Librarian
Taynia Mann, Research Demographer
Thomas Merrick, President
Machiko Yanagishita, Research Demographer

Consultants

Gerard Folly (distribution)
Richard Taggs and Associates (management information system)

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