

Nutrition Communication Project

QUARTERLY TECHNICAL REPORT

19

April - June

1992

**Academy for Educational Development
1255 23rd Street, N.W.
Washington, D.C. 20037**

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**NUTRITION EDUCATION/SOCIAL MARKETING
FIELD SUPPORT PROJECT**

**Quarterly Technical Report No. 19
April - June 1992**

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I. HIGHLIGHTS THIS QUARTER

The highlights and key accomplishments of the Nutrition Communication Project (NCP) for this reporting period:

- Technical staff completed *Communicating to Improve Nutrition Behavior: The Challenge of Motivating the Audience to Act*, a background document requested by the FAO for the International Conference on Nutrition to take place in Rome this December.
- Printing was completed of *Questions and Answers on Infant Feeding: a Panel of Experts Takes a New Look* (available in English, French and Spanish) and *A Historical Review of the Panama Breastfeeding Promotion Project* (available in English and Spanish). Dissemination activities for both publications will begin next quarter.
- In Mali, staff from 8 PVOs and their MOH counterparts took part in intensive training in interpersonal communications and counseling skills. The training was coordinated by the National Center for Health IEC (CNIECS), laying the groundwork for NCP's rural nutrition promotion activities.
- In Burkina Faso, NCP launched training in the first of the eight provinces participating in USAID's Family Health and Health Financing Project. The Nutrition Service of the MOH plans to train 20 health, 5 rural development and 5 education agents in each province, and provide materials for their use in training others.
- Creative Briefs for Mali, Niger and Burkina Faso were completed and translated into French. They summarize social marketing objectives, key formative research findings, and message concepts. The briefs will be used during the FAO-sponsored Communication for Vitamin A in the Sahel radio workshop next quarter.
- A first version of an interactive computer model to promote the importance of investments in nutrition to decision makers was presented to the Office of Nutrition and Richard Bissel, the Assistant Administrator for USAID's Research and Development Bureau.

Next Quarter

NCP plans to:

- Mount the International Nutrition Education Conference in conjunction with the 25th Annual Meeting of the Society for Nutrition Education in Washington, D.C.

- Conduct a Researcher's Roundtable on qualitative research issues related to optimal infant feeding in Africa.
- Prepare participants taking part in the FAO Communication for Vitamin A in the Sahel radio workshop to take place in Ouagadougou in August. NCP will also field technical assistance immediately following the workshop to launch radio programming in Mali and Burkina Faso.
- Initiate work in Côte d'Ivoire in collaboration with La Leche League and the University of Abidjan Communications Center (CERCOM) in support of UNICEF's Baby Friendly Hospital Initiative.

II. PROJECTS AND OTHER FIELD SUPPORT ACTIVITIES

A. AFRICA

■ Sahel Region Vitamin A Communication Project

Planning continued this quarter for the radio programming workshop scheduled for August, organized by the FAO. NCP's primary input at this stage is participant briefing materials that bring together social marketing objectives, research findings, themes and message concepts for the three countries (Burkina Faso, Mali and Niger) where NCP is implementing programs. Participant teams composed of radio technicians and creative talent, as well as health program managers, will use these materials as their inspiration as they learn more about developing dramatic and lively radio programming from the experts at CIERRO (Regional Rural Radio Center of Ouagadougou), and from consultants brought to Ouagadougou for the workshop. Robert Porter of NCP subcontractor, Porter/Novelli, completed creative briefs for Mali and Niger, while Joy Morrison, now of the University of Alaska, formerly NCP's resident consultant in Burkina Faso, drafted the brief for Burkina. This brief was finalized by NCP Deputy Director, Claudia Fishman, and all three documents were translated into French. NCP Program Officer, Peter Gottert, will review the briefs with participants in their own countries prior to the workshop next quarter.

Immediately following the workshop, NCP plans to field Washington based journalist Philip Burnham and University of Abidjan Center for Communication (CERCOM) professor and radio personality, Antoine Kakou, to Mali and Burkina Faso to assist in production.

■ Africa Bureau Infant Feeding Initiative

NCP moved forward on a number of activities to be implemented through the African Bureau's Infant Feeding Initiative. Preliminary arrangements were made with WHO (Geneva) and the International Children's Center (Paris) to diffuse key French language technical documents on optimal infant feeding throughout francophone Africa (see *Regional* below); activities were launched in Côte d'Ivoire in support of the Baby Friendly Hospital Initiative and NCP's role in providing technical assistance to Cameroon was defined. In addition, NCP participated in a multi-donor meeting organized by the Africa Bureau/ARTS to discuss the potential for USAID nutrition program support to Nigeria. NCP still plans to provide technical assistance to the Senegal Primary Health Care operations research program of Dr. Serigne Diene (Cornell University), just now being established in the Fatik region. This would entail training associated health workers in effective interpersonal communication skills for nutrition counseling.

Regional

Last September, NCP and PRITECH organized a regional conference on Infant Feeding and Child Survival in Lomé, Togo in which nine countries participated. (See NCP Quarterly Report 17). NCP immediately organized follow-up activities to the conference, including technical assistance visits and national level optimal infant feeding conference support. Of benefit to all countries, NCP has continued to collaborate with WHO and the International Children's Center to make critical French language publications used during the Lomé conference more widely available.

Most of the countries participating in the regional conference hope to mount national workshops on optimal infant feeding. By the beginning of the calendar year, NCP intends making a handsome package of readings available for use in such activities, including the French language translation of WHO's *Infant Feeding, the Physiological Basis*, a guided technical reading set culled from the Lomé "notebook," as well as NCP's *Questions and Answers on Infant Feeding, A Panel of Experts Takes a New Look*. NCP is actively seeking the collaboration of other organizations, including those which participated in Lomé, to also make specific materials available in quantity for national conferences, and to share the costs of mounting national workshops.

NCP's goal for diffusion of the material is that it would first go to committees (typically composed of concerned representatives of USAID-MOH-UNICEF-IBFAN-WHO) in francophone Africa organizing Optimal Infant Feeding policy, curriculum development or high level training workshops, with or without technical assistance from NCP. Plans for such conferences should be brought to the attention of NCP so that requests for materials can be given proper priority. NCP has no current plans to respond to individual requests for materials, but is making arrangements with the International Children's Center to augment U.S.-based clearinghouse support (such as UNICEF, APHA) for diffusion to francophone Africa.

Specific steps taken this quarter include discussions with James Akré, Nutrition Advisor, WHO, on further translation and dissemination of *Infant Feeding, the Physiological Basis*. NCP had previously contributed funding to support translation of three chapters of the book into French, photocopies of which were distributed in Lomé. Akré was pleased to report that all remaining chapters of the book had been translated and that the finished publication should be available prior to the end of the year.

In addition, NCP met with Dr. Anne-Marie Masse Raimbault and staff at the International Children's Center (ICC) to plan collaborative production of a printed volume with the working (English) title, Infant Feeding and Child Survival: Selected Readings. NCP and ICC plan to collaboratively produce a stand-alone resource for trained health personnel wishing to lead a course or seminar on optimal infant feeding. The volume will follow the Lomé conference agenda and provide an overall introduction to optimal infant feeding. Pending authors' and publishers' releases, substantive readings will be selected from the original set to support and expand the statements made in the introduction. The volume will conclude with the Final Recommendations from the Lomé conference, the *Innocenti Declaration*, and the *Ten Steps for Mounting Successful Breastfeeding Programs in Hospitals*.

Program Planning and Technical Assistance

Côte d'Ivoire

Activities stepped up this quarter in assisting La Leche League International in its support of the Baby Friendly Hospital Initiative in Abidjan, Côte d'Ivoire. Claudia Fishman joined Dr. Regina Traoré of the University of Abidjan's Communications Center (CERCOM) in touring the University Hospital of Treichville (CHU), and meeting with Dr. Andoh and the maternity ward staff. In support of Baby Friendly, the CHU currently promotes exclusive breastfeeding and attempts to get mothers off to a good start once they leave the facility. With the support of NCP, CERCOM will conduct formative and pretesting research to modify a breastfeeding "how-to" pamphlet for mothers and a guide for mothers' support group facilitators originally developed in Guatemala and Mexico for use in the CHU and other francophone African hospitals serving urban populations. Carmen Vandenabeele and Beth Styer of La Leche League facilitated these arrangements.

Cameroon

This quarter was particularly active for Cameroon with the return of its first delegation of Wellstart participants and the implementation of a National Breastfeeding Policy Workshop. Both of these activities were initiated following the NCP/PRITECH conference in Lomé, and represent a toe-hold for the "Expanded Program on Breastfeeding" of USAID in west Africa. Since February, NCP has remained in close contact with Dr. Eléonore Seumo Fosso of CARE/Cameroon who is managing the Pilot Nutrition Education Project (PNEP) for the Ministry of Health. NCP will assist PNEP in implementing formative research and strategy development for a multi-region communications program to promote improved maternal and

infant nutrition. PNEP has formed a Technical Consultative Group consisting of representatives from Health, Agriculture, Women's Affairs and Community Development. Arrangements were made to bring Dr. Seumo Fosso to Washington, D.C. to participate in the International Nutrition Education conference next quarter, and to discuss PNEP plans with NCP senior staff. A literature review was recently completed and a first round of focus and in-depth interviews is scheduled to begin next quarter. NCP plans to field technical assistance to the program around this time.

In May, Claudia Fishman met with WHO consultant, Patricia Huddleson, in Geneva. Huddleson was about to embark on a mission to assist Dr. Ekoe Tetanyé develop a home available foods and fluids research proposal, first drafted with the assistance of NCP and PRITECH, for WHO funding. The CDD unit of WHO, which is reviewing the proposal, suggested that Tetanyé emphasize in-depth qualitative research. Fishman's visit afforded the opportunity for Huddleson (who is an anthropologist), WHO Research Coordinator Isabelle de Zoysa and visiting University of Connecticut anthropologist, Gretel Pelto, to discuss a range of issues and methods that might figure in the Cameroon research. Huddleson was therefore able to draw on these ideas while working with Tetanyé later in June. NCP anticipates that, if funded, Dr. Tetanyé and collaborators should have a research protocol available by the end of the year. If appropriate at this time, NCP will facilitate use of this protocol in the Duouala region of the Pilot Nutrition Education Program (PNEP).

■ Country Project: Burkina Faso

NCP is an integral part of USAID's Family Health and Health Financing bilateral project in Burkina Faso which serves the provinces of Bazega, Gnagna, Gourma, Kossi, Mauhoun, Oubritenga, Sissili, and Yatenga. Led by the Nutrition Service of the Ministry of Health and Social Action (MOHSA), NCP launched four of sixteen week-long workshops to eventually train 240 health workers, school teachers and agricultural development agents in the eight project provinces. Following the training, the agents will implement NCP's community-based strategy by using new skills and materials. Peter Gottert visited Burkina Faso between April 6 - 11, 1992 to assist NCP Project Coordinator for the MOHSA, Jean Parfait Douamba, and NCP Training consultant, Amelia Duran-Bordier, plan the workshops.

At the end of last quarter, NCP assisted the MOHSA to conduct training assessment visits to explore with field personnel how to integrate the NCP program into ongoing education activities at health centers. The assessment made clear that education at the health centers is a low priority activity, frequently carried out by inadequately trained agents. NCP's strategy therefore is to not only improve health center counseling but to expand outside health centers with activities in the rural development sector and in schools. In each province, NCP is training 30 agents -- approximately 20 from health, 5 from rural development, and 5 from education, including the "Chef de Poste" at the selected health centers, "conseillers pédagogiques" and/or inspectors from education and their equivalents in rural development. The training will be highly participatory; each trainee will have the opportunity to practice nutrition education presentations

among the trainees or in village settings. One of the products of the workshops will be an activity calendar for each sector.

Orientation sessions for all trainers were held to ensure that the content of the training and the responsibilities of each person were clear. The first orientation session brought together national-level trainers with trainers from two provinces. In June, following completion of the first four workshops, the training program was revised. A second orientation session is planned for early July which will bring together trainers from the remaining six provinces.

Collaboration with UNICEF and HKI in Primary Education

This quarter, UNICEF agreed to fund production in Ouagadougou of 500 copies each of the five NCP village storybooks. These materials are expected to be produced by September when UNICEF and HKI plan to introduce them into a primary school nutrition education program. NCP's experience with five pilot schools in each project province will provide a starting point for the UNICEF/HKI intervention.

■ Country Project: Mali

Mali represents NCP's most collaborative country program with nine PVOs, three government organizations and several donor agencies involved. Since last quarter, five new PVOs identified by Save the Children¹ and CНИЕCS have joined in NCP training and communications activities. Those are Plan International, the Bafoulabe Integrated Development Project (PIDEB), the Association for Aid and Support for Rural and Urban Resettlement (3AG), the Canadian Children's Association (AEC), and the Development Help Association (another "AED"). Lines of coordination have been essentially worked out as follows:

| Organization | Coordinates directly with: | | | |
|--------------|----------------------------|--|--|--|
| NCP/DC | USAID/ Health | AED local staff & consultants in Mali | FAO - Rome HKI - NY VITAL/US ABEL/US SOMARC/US PRITECH/US | CARE, STC, Africare, WV, FFH, Plan/ in US |
| USAID/Health | CНИЕCS | Save The Children/ Mali | BEEP PRITECH SOMARC, etc. in Mali. | |

¹Save the Children/US is USAID/Mali's pivot PVO for Child Survival. In this role, Save coordinates activities with the other Mission-supported NGOs active in health.

| Organization | Coordinates directly with: | | | |
|-------------------|----------------------------|-------------------------------------|-----------------------|----------|
| CНИЕCS | other MOH, MOE, MOI | All PVOs per their request | Radic Television Mali | FAO/Mali |
| Save The Children | All American PVOs | Malian NGOs: AEC, "AED", 3AG, PIDEB | | |

This quarter, NCP mounted intensive training in interpersonal counseling for approximately 60 PVO and regional MOH staff as well as rural development and agriculture agents and teachers. The workshops took place May 4 through the 8th at the Regional Health Directorate in Ségou, and May 12 through the 16th at the Peace Corps Training Center in Tubaniso, outside of Bamako. The training was based on the prototype developed in the December 1990, and included the feedback provided by the CARE, World Vision and Africare agents who participated at that time. NCP's training team was composed of Mme Dandara Kanté, (NCP/Mali); Mr. Muderhwa Runesha, (NCP Regional Training Consultant); Ms. Amelia Duran-Bordier, (NCP/Burkina Faso); joined by Mme Fatoumata Maiga, Mme Safiatou Tamboura and Mr. Tim Delematre (Peace Corps), all of CНИЕCS. Ms. Duran-Bordier was the primary facilitator for Ségou, and Mr. Muderhwa for Tubaniso. Claudia Fishman also joined the team during the Ségou training, which was honored by an official opening and closing by Dr. Diakité, Regional Director of the Family Health Division, MOH and the governor of Ségou. Dr. Kanté of CНИЕCS performed the honors in Tubaniso. Prior to the actual workshops, the principal facilitators held several meetings in Bamako among themselves, and on April 30th with the representatives from the participating PVOs, to review the training assessment results, the workshop objectives and training plans, and to discuss logistical issues. The center piece of the training is a Five Step Approach for nutrition-related assessment and counseling, as follows:

1. The agent *evaluates* the problem by talking and *listening* to the mother, as well as using her observational skills, to gain an understanding of the situation.
2. The agent reflects on her own training and works with the mother to *establish priorities*:
 - a) what problem demands immediate attention?
 - b) what can be discussed during follow-up visits with the same mother?
 - c) what can be discussed in a larger setting with the entire community, or its health committee?
3. The agent suggests a *short-term solution for the immediate problem* only, and discusses its feasibility with the mother. The agent demonstrates the behavior involved (e.g. mashing bananas, feeding a child with a spoon or finger).

4. The agent asks the *mother to state what she will do about the problem* over the next week. The agent praises the mother for trying to do the new behavior and says she will come back soon to see how she and the child are doing.
5. The agent *makes notes* concerning follow-up and community sensitization: When should the agent check back with the mother; Is this a problem that could be brought to the attention of the village health committee; is this a topic for group demonstration, health chat or role play activity?

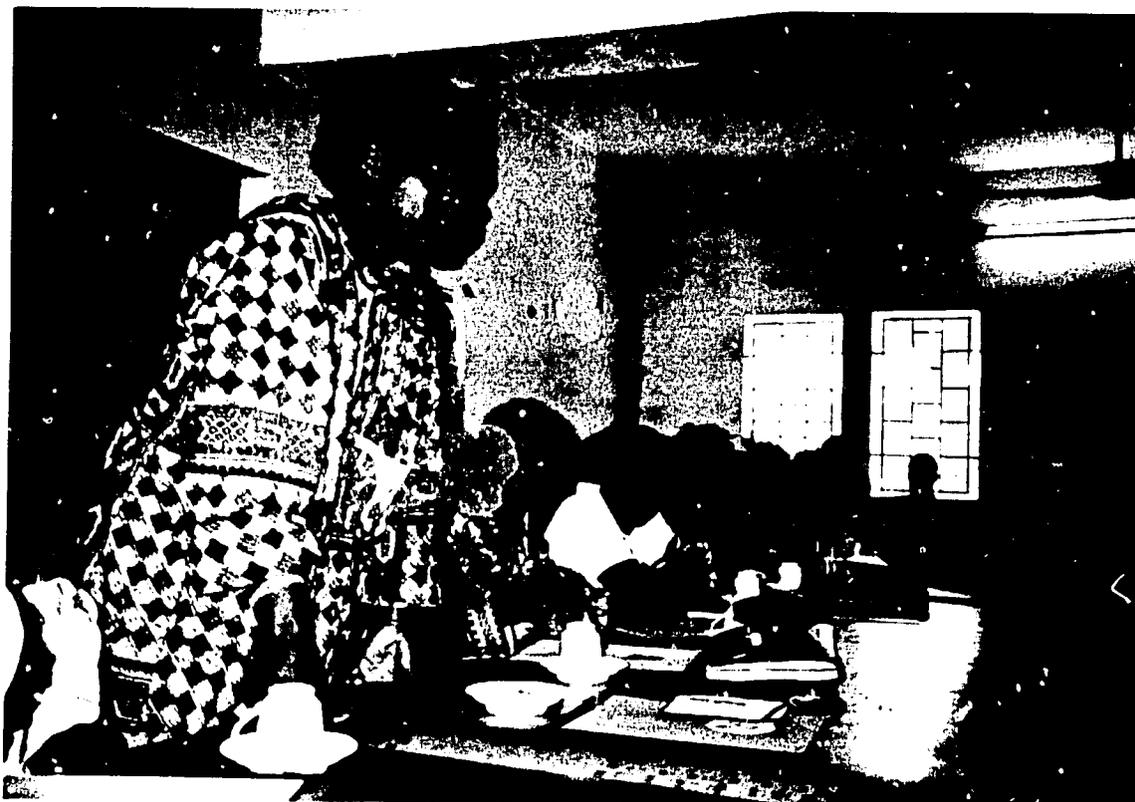
Several items were produced to motivate and reinforce agents' confidence, while improving their nutrition counseling skills. These include: the animator's bulletin, *Sur le Chemin de la Santé*, a professional note-book *Le Compagnon Villageois*, motivational buttons for use with mothers who comply with recommendations, as well as stickers for rural agents' use. These materials were explained and distributed during the training (see illustration below). Next steps in PVO-based activities involve training of additional PVO staff who have not already been trained by the workshop participants themselves and the implementation of the five-step approach and community mobilization activities in the field. For the next few months NCP has tentatively developed an implementation plan which needs to be finalized in collaboration with the participating PVOs.

While NCP currently emphasizes rural nutrition and health activities implemented by Child Survival programs, basic education will become an increasingly important channel as NCP expands. To this end, consultant Suzanne Dumais, formerly of CARE/Macina, began work on a draft Teacher's Nutrition Activity Guide that will eventually be pretested by the Ministry of Education. The Activity Guide will include classroom lessons, child-to-child exercises, and ideas for using the school as a focal point for community-based health activities. Since NCP has also initiated contact with the Education Ministry in Burkina Faso, to the extent possible, this project will be pursued on a regional basis. NCP Program Associate Kim Forsyth will travel to Mali and Burkina Faso next quarter to discuss this activity and further explore possibilities for collaboration with the Ministries, other donors and PVOs.

Other highlights this quarter included the Audio-Visual Production Center in Bamako (CESPA) filming of the Liberty School "A" performance of *Awa Finds the Solution*. The final video includes a rendition by Fatime Maiga of CНИЕCS of the Village Storybook of the same title. This video will be used during the NCP training on social mobilization scheduled for next quarter, and by the primary school in Dioro which plans to perform *Awa* in Bambara.

NCP also bid a fond farewell this quarter to Madou Keita (aka Tim Delematre), who completed his third year of Peace Corps service at CНИЕCS. The highlight for NCP was Madou's role play of Safiatou's husband during the training held in Ségou in May. However, Madou did far more than play at CНИЕCS - and we're all going to miss his dynamism and expertise. Happily, Madou won't be far as he's accepted a post at the American School of Bamako for next year. Next quarter NCP will emphasize radio programming for CНИЕCS, Radio Television of Mali (RTM) and rural radio staff (in collaboration with the FAO radio workshop) as well as social

Mali Training of Trainers, Communication Skills Build-up



Mali Theater Piece adapted from the Village Story Book,
"Awa finds the Solution" performed by the Liberty School drama club



mobilization skill building for our rural PVO/MOH partners. Given the increased scope of activities, NCP initiated recruitment of a full-time local coordinator to join resident consultants Dandara Kanté and Sabayna McGuire. NCP will also welcome on-board TACS Officer Dorothy Stevens to USAID/Mali and Peace Corps volunteer Rachel Stoler to CНИЕCS.

■ Country Project: Niger

Systematic use of community plays and skits, led by trained "Village Animated Teams" began in earnest this quarter. The enthusiastic animators were prepared for their tasks in February by the government of Niger/HKI/NCP team including consultant, Nancy Keith. This quarter they educated and entertained their friends and neighbors in a series of bi-weekly performances in 16 villages.

In April, Peter Gottert, visited the Birni N'Konni region with NCP/HKI Project Coordinator, Issa Camara, and TACS Officer Sylva Etian to see the production of role plays and skits in three project villages. The themes of these skits reflected the villagers' concerns, while faithfully communicating each of the project's principle messages.

The management team was impressed with the attentiveness of the audience which laughed at the improvised humor and applauded enthusiastically after each presentation. The activity appeared well-suited to village traditions in Niger and has great potential to create an environment in rural areas that is supportive of changes in nutrition practices. In discussions the trainers held with the audience following each presentation, it was evident that the messages were well understood.

The impact of these skits is such that in daily encounters the population frequently refers to members of the Village Animation Teams (VAT) by their stage names rather than their real names. Members of the VAT are also sought out for health advice. The successful launching of these community-based activities is a major step forward for the Vitamin A Mini-Project and provided a real boost to project momentum.

Sustaining and Expanding Village Activities

During the monitoring trip to the Birni N'Konni region, the management team had extensive discussions in project villages on how to sustain the dramatic productions, and the feasibility of a large scale expansion of the activities if a second phase of NCP/Niger is funded. The following points emerged from these discussions:

- **The Role of Women Actors:** The project team had been concerned that for cultural reasons women might not be able to be part of the presentations and therefore the effectiveness of the media would be severely compromised. However, the population seems to accept women in the skits because they understand the goal of the presentation is nutrition education. Therefore the technical team anticipates in the future that having women on the animation teams will be a condition for participation in the program.

- **Presentation Schedules:** At present, the best possibilities for encouraging sustained participation by the villagers include scheduling two 2-month activity seasons per year, effectively using extension activities in other villages and rural radio to motivate the VAT and, organizing inter-community mobilization activities.
- **Expansion:** The management team anticipates expanding the number of villages active in the communication program by working through existing projects, such as those supported by CARE and the FAO, which have regular contact at the village level. One result of the Mini-Project will be the identification of criteria for the selection of villages which have the greatest potential to successfully implement theater activities.

Outreach activities by community workers

During a workshop held in Birni N'Konni May 11 - 13, health workers, teachers and agricultural agents developed communication plans and materials to support educational activities in the 16 project villages. To facilitate the work of these professional groups and save time during the actual workshop, the national technical team set provisional goals, established lists of potential activities, and, in collaboration with the concerned ministries, developed draft lesson plans, and presentations.

Following the workshop, draft handouts for health workers and technical sheets for the rural development workers were developed with the assistance of a Nigerian artist. These materials were pretested in the project villages during a monitoring visit by the national coordinating team May 30 - 31. The support materials will be finalized and integrated into community activities by the end of July.

Mobilization Events

The 16 Village Animation Teams presented their best skits, plays and songs at two mini Nutrition Festivals held June 20 - 21. These mobilization events successfully generated additional enthusiasm among the teams. Following the presentations the members of the animation teams each received diplomas and tee shirts as a recognition of their contribution to the community. A second, larger nutrition festival is scheduled for September, at the end of the Mini-Project. Prize categories for the September event will be designed to stimulate community initiatives. Awards will be made for best school presentations, most dynamic nutrition communication activities by an agricultural agent etc. The mobilization events will be captured on video and the skits will be used as source material for rural radio productions.

Beyond the Mini Project

Following discussions with Health, Population and Nutrition Officer Carl Abdou Rahmann and TACS Officer Sylva Etian in February, and with the MOH director of the Nutrition Division, Mr. Houmani Harouna and his staff, in consultation with the Office of Nutrition, NCP identified core funds for a three-month extension of field activities beyond the current project end date of

June 30. This extension will enable the project team to fully implement its communication strategy and provide adequate time to evaluate the mini projects' field activities. USAID/Niamey plans to provide additional funding necessary to continue NCP activities in Niger.

■ Country Project: Swaziland

Dr. Edward F. Douglass made two trips to Swaziland on behalf of NCP this quarter, once in early May, and again in early June, to assist the Swaziland Promotion of Improved Young Child Feeding Project -- the Weaning Project -- to improve its radio program. Dr. Douglass worked principally with Ms. Nenekazi Zwane of the Home Economics Section of the Ministry of Agriculture and Cooperatives (MOAC). Douglass and collaborators worked on producing radio programs in a "magazine" format by assisting with the selection of a signature tune, with the production of an introduction to the program utilizing the signature tune, and with the production of the first "Kudliwani" ("What's to Eat") program in the magazine format. Two Home Economics Section radio programs are now being broadcast. A major objective of Douglass's consultancies has been reached.

Douglass also drafted guidelines for negotiating with the Swaziland Broadcasting and Information Service for the placement of Project radio "spots" in prime broadcast time and for shifting the broadcast schedule of the Home Economics Section's radio programs to times of the day with greater target audience potential.

A workshop to develop an overall communication strategy for the Weaning Project, prepare a creative brief, and train selected Home Economics Extension Officers in simple radio production skills is tentatively scheduled for October. Douglass has already prepared a preliminary draft plan for the workshop and will conduct this activity with an IEC specialist yet to be named.

B. LATIN AMERICA AND THE CARIBBEAN

■ Country Project: Honduras

Since October 1989, NCP has been providing technical support to nutrition communication activities being carried out under the USAID Health Sector II project. NCP's role is to work with the Ministry of Health to improve infant feeding and breastfeeding through mass media, training and interpersonal communication, and to support growth monitoring efforts. Special attention is being given to integrating nutrition into the broader child survival communication strategy at the central and local levels.

Breastfeeding Promotion Activities

In early April, NCP Resident Advisor Patricio Barriga began working with the MCH and Health Education Divisions (DHE), and with Dr. Mario Rivera, of the School of Medicine, to produce a breastfeeding weekly call-in radio program dealing with the problems that interfere with exclusive breastfeeding. The initiation of the radio program is planned to coincide with the launching of the one-month breastfeeding promotion campaign that is being prepared by UNICEF and PAHO. Barriga worked closely with representatives of the breastfeeding campaign committee to coordinate these events.

In June, Barriga and Rivera produced the first pilot radio program -- the first of a 12 program series on breastfeeding. The pilot program was well received by the campaign committee and will be broadcast weekly on Radio América, the station with the largest listening audience in the country. Karla Lexama (DHE) has been assigned as the program coordinator for this project. She will prepare field interviews with mothers, compile reference materials, and respond to letters and phone calls while the program is on the air.

Evaluating the Breastfeeding Promotion Component

The findings of NCP's base line study of Breastfeeding and Weaning Practices in Honduras (1991) were presented to Ministry of Public Health officials and other participants during the "First Encounter on Breastfeeding and Family Planning" workshop (June 9-10) sponsored by La Leche League. The presentation was given by NCP Resident Advisor Patricio Barriga and NCP Consultant Leslie Zeldin.

Collaboration with La Leche League/Honduras

This quarter, NCP began direct work with La Leche League (LLL)/Honduras and the Ministry of Health, in collaboration with the Georgetown Institute for Reproductive Health, to develop a series of materials for community breastfeeding promoters. AED Communication Specialist, Reynaldo Pareja, worked with LLL staff from May 11 - 23 to complete the following objectives: review materials currently used for community training (print and audio-visual); design a draft trainers' manual for "consejeras líderes;" field test the draft manual; design a reference manual for literate mothers; design a highly-visual "cartilla" for non-literate mothers; and, review artist's drafts for two posters on lactation reflexes. In June, NCP, Georgetown, and LLL began to plan for a follow-up trip for Pareja in which he will work with LLL staff to finalize materials and design a pretest plan.

Complementary Feeding Component

During this quarter, intensive work was carried out to design the ethnographic research on complementary feeding of children under 2 years of age. INCAP, which has been interested in the research, agreed to fund the consultancy of nutritional anthropologist Dr. Sandra Saenz de Tejada from INCAP to help the Honduras team develop a research plan. This was accomplished

in April. NCP nutritional anthropologist Teresa Pastor, resident in Honduras, designed and pretested protocols and developed a training plan for field team. Margaret Parlato and Valerie Uccellani reviewed the plans and research instruments.

In early June, at the request of Fanny Mejía, director of the Health Education Division (DHE), and Alvaro González, MCH director, NCP has postponed the qualitative research study on complementary feeding. The DHE is currently engaged in several interventions that require an enormous amount of attention. They feel that it would be wise at this time to postpone the study, so as to prevent the DHE from "spreading itself too thin" and allow them to give their current activities full attention. It is not known at this time when the DHE will be ready to resume the study; however, NCP is fully prepared to do so at any time.

Project Management

NCP's Project Director, Margaret Parlato held a full day review session in Washington with Resident Advisor Patricio Barriga on April 6. Focus was on planning second phase breastfeeding promotion activities to link with UNICEF and on the research plan for infant feeding. A site visit is planned for late August to hold discussions with USAID and MOH regarding difficulties of providing adequate technical support to the 6 program interventions with present staffing.

■ Country Project: Peru

USAID/Lima has requested that NCP collaborate with CARE/Peru in an expansion of the Peru Breastfeeding Project. The project is a two-year controlled trial project aimed at extending the duration of exclusive breastfeeding among low-income women in Lima by means of a hospital-based intervention. The expanded activity is aimed at determining to what extent currently available educational and promotional materials on breastfeeding and infant feeding can be utilized in two urban areas outside of Lima. At the conclusion of the study, recommendations will be made as to the usefulness of the materials, including whether it will be necessary to undertake a fuller baseline ethnographic study on breastfeeding and weaning practices in the area to be able to develop more appropriate educational messages, and whether it will be necessary to modify and retest the artwork to suit the local target audiences.

III. TRAINING AND EDUCATIONAL MATERIALS

■ INCAP

In this quarter, NCP continued to work with Magda Fischer, Director of the Dissemination and Information Unit of INCAP/Guatemala, to plan the development of a Master's Degree curriculum on nutrition communication.

■ Nutrition Computer Model

Under the direction of Margaret Parlato and John Novak, NCP nutrition consultant Zak Sabry (University of California, Berkeley) and food economist Steven Hansch (Food Aid Management) together with computer modeling expert Ed Abel (Futures Group) continued work on an interactive software program designed to raise awareness of policy makers and program managers on the important role played by nutrition in national development. The model's working name is **PROFILES** *Productive Life Begins with Food*. **PROFILES** is a simple, menu-driven program that takes baseline country level information and projects it into the future, using a matrix of equations that incorporate cause and effect relationships culled from the international scientific literature.

Country specific data can be used to generate profiles of:

- Caloric consumption
- Child growth
- Micronutrient nutriture (including iron, iodine and vitamin A)
- Prevalence and duration of breastfeeding
- Diarrheal disease

The program is capable of modeling the costs and benefits of:

- nutrition education
- maternal/child health programs
- fortification
- legislation
- incentives and subsidies
- targeted eradication campaigns

Not only in relation to impact on nutrition problems:

- population growth
- health care costs
- labor productivity
- school performance
- national economic growth

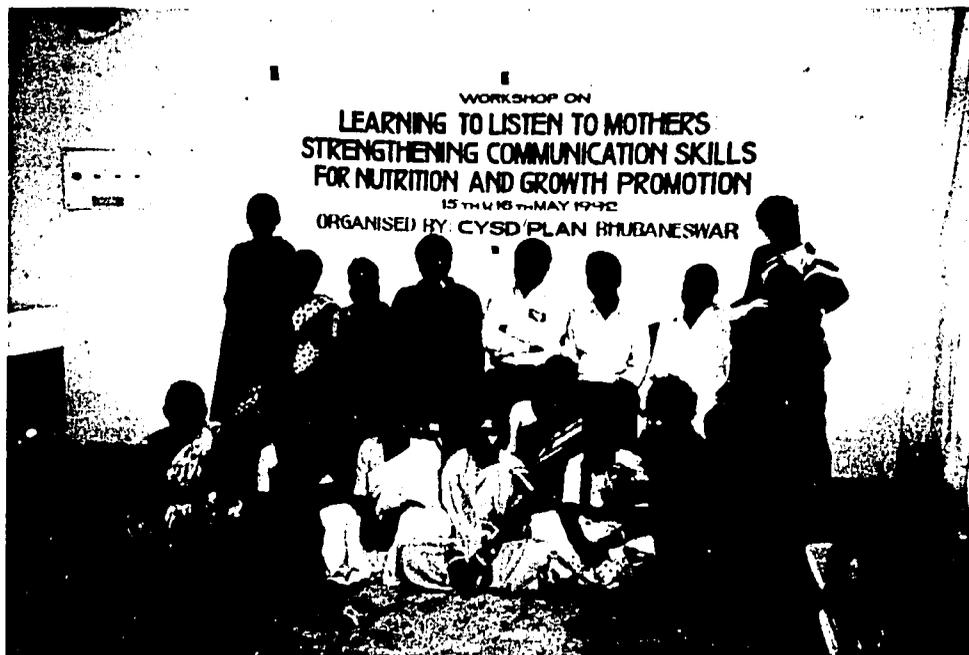
A presentation version of the model and basic "script" was developed this quarter and reviewed by the Office of Nutrition. NCP plans to have the model ready for demonstration in time for the International Conference on Nutrition in December.

■ Peace Corps

Representatives from NCP and Peace Corps discussed the possibility of collaborating on the production of a social marketing training manual to be used by Peace Corps health and nutrition trainers. The purpose of the manual would be to guide volunteers in how to use a social marketing approach to health/nutrition promotion. The manual would describe a series of training sessions to be used during a typical ten-week pre-service training, and would include concrete examples of social marketing.

■ GMP Training Manual

The field-test version of the training manual, *Learning to Listen to Mothers* was widely distributed this quarter, in response to active interest in the topic of how to use growth monitoring activities as a basis for meaningful communication between nutrition promoters and mothers. During this quarter, NCP analyzed the results of a recent field test of the manual conducted by PROCOSI and Esperanza in Villamontes, Bolivia. And, a fourth field test was conducted -- this time by Plan International staff in Bhubaneswar, India. The test workshop was held on May 15 and 16 with 15 field workers from the Center for Youth and Social Development (CYSD)/PLAN Growth Monitoring Program. The field test results indicated that the manual was clear for trainers to use. Participants found small group discussion and role plays most valuable. They suggested that the final manual include the use of simple audiovisuals and the use of case studies. Next quarter, the manual will be revised and production will begin on the final version in English, Spanish, French and possibly Indonesian. NCP will also explore options for a companion manual designed to assist field supervisors strengthen and reinforce the interpersonal communication skills of nutrition promoters.



Two NGOs in eastern India team up to fieldtest the manual.

■ Workshop for NGO Field Staff in Latin America

This quarter, NCP contracted Dr. Deborah Bender to conduct a qualitative evaluation of two regional workshops held in January with staff from CARE and other NGOs. The workshops, "Training Principles and Techniques Applied to Nutrition," were designed and conducted jointly by NCP and CARE Latin America offices. The overall goal of the evaluation is to assess the outcome of the regional workshops using interviews and observations as well as a systematic review of training plans developed by participants since the workshops. A secondary goal of the evaluation is to explore ideas for follow-up training or other support.

■ Society for Nutrition Education

NCP consultant Peggy Koniz-Booher, supported by Margaret Parlato, Diane Foster and Cindy Arciaga, continued her efforts to recruit presenters and discussants for the International Nutrition Education Conference, co-sponsored by the Society for Nutrition Education and NCP, scheduled for July 13-14, 1992.

This two-day meeting will provide a forum for the exchange of ideas on communication strategies aimed at improving the way that children are fed throughout the world. Program examples will range from local to global initiatives in Latin America, Asia, Africa, Europe and North America. Technical experts, field-level project personnel, and representatives of private voluntary organizations, universities, United Nations agencies and other international development organizations will share their knowledge and experiences.

NCP staff and subcontractors worked on technical presentations. Mary Debus and Robert Gould of Porter/Novelli developed a presentation on the planing and execution of a media campaign featuring Porter/Novelli's work on the Food Pyramid of USDA and the Five-a-Day program of the National Cancer Institute as examples. Caby Verzosa of AED in collaboration with Johns Hopkins University prepared an overview of the Dietary Management of Diarrhea program in Peru. Claudia Fishman prepared a synthesis of NCP's experiments in drama and oral communication in Africa and, in collaboration with former NCP consultant, Martha Holley, a presentation on innovative data collection and analysis techniques used in the NCP survey of Knowledge, Attitudes and Behavior in Mali.

In addition, Margaret Parlato and Marcia Griffiths (Manoff International) began planning a one day Social Marketing skill building workshop to be conducted on the Saturday following the SNE meetings, July 18th. NCP also began preparations for a Media Viewing reception to be held Wednesday evening for all attending the international conference.

■ Training Video: ¡Comuniquémonos, Ya!

This Spanish-language training video, and accompanying facilitator's guide, has been widely distributed in Latin America and used by Ministry of Health as well as NGO Growth Monitoring Programs throughout the region. Due to overwhelming interest in receiving copies of the video

for training, NCP made an additional 75 copies this last quarter. The Project also designed a follow-up sheet in order to track how the video and guide are being used. Response so far has indicated that it has been used successfully in such countries as Bolivia, Honduras, Panama, Ecuador and Guatemala.

The process of producing the video and guide was recently described in an article by NCP Program Officer Valerie Uccellani and CREA Producer Maria Cristina Rosales. The article was published this quarter in *Development Communications Report*, no. 77 1992/2: "Training Videos: The Next Best Thing."

■ Case Study for the International Conference on Nutrition (ICN)

NCP completed a background document for the ICN on the use of communication to modify nutrition behavior. The paper entitled: **Communicating to Improve Nutrition Behavior: The Challenge of Motivating the Audience to Act** presents evidence showing that nutrition communication works; summarizes common features of effective programs and concludes with special issues for decision-makers. These are summarized below:

1. Give nutrition communication higher priority and adequate resources, including staffing with well-trained program managers and health educators.
2. Link nutrition interventions to other health and socio-economic development programs.
3. Build programs up gradually by concentrating on a few nutrition interventions and specific behaviors that can have a major nutritional impact.
4. Use a multidisciplinary approach to diagnose nutrition problems and plan interventions.
5. Enlist help from universities, advertising agencies and other groups with essential expertise that government and development organizations rarely keep in-house.
6. Focus on the minimal per-recipient recurrent costs, rather than the cost-intensive start up, when making budget decisions.
7. Provide an adequate time frame and long-term commitment of personnel and other resources in order to effect sustained behavioral change.
8. Remember that communication will be only part of the solution and that intersectoral collaboration and commitment of resources leading to household food security, will be necessary to bring about effective nutrition programming at the national level.

The paper was transmitted to the FAO/Rome, where it will serve as a background document for delegates to the single most important nutrition meeting this decade.

IV. WORKING LIBRARY

The Nutrition Communication Project Library staff prepared exhibits for two conferences this quarter: the **International Nutrition Network Exchange (INNE) Convocation, May 5-6** and the **National Council for International Health (NCIH) Conference, June 15-18**. Participants at each event showed interest in NCP publications, and orders for materials were taken at the exhibit table.

This quarter, the NCP Library filled over 35 requests from 14 countries for project documents. *Media Promotion of Breastfeeding: A Decade's Experience* continues to be one of the most requested publications. There has also been much interest in the *¡Comuniquémonos, Ya!* video package, the NCP Field Note *Producing a Training Video: the Case of "¡Comuniquémonos, Ya!, "* and the NCP newsletter for West African healthworkers *Sur le Chemin de la Santé*. (See Appendix E for a complete dissemination list.)

V. MEETINGS AND DISSEMINATION ACTIVITIES

■ Presentations and Dissemination Activities

Breastfeeding Cluster: Margaret Parlato represented NCP at this USAID sponsored meeting on April 7 and June 2.

INNE Conference: May 5 & 6. Peter Gottert presented highlights of NCP's work in Africa, and both Gottert and Parlato participated in the interactive sessions. NCP staff also prepared and staffed a booth to highlight RD/N's accomplishments in nutrition communication.

NCIH: June 15 - 17, NCP was represented at the National Conference on International Health by Valerie Uccellani and Peter Gottert, who both made presentations, while Diane Foster organized a booth featuring NCP publications at the display area. Virtually all NCP support staff (Cindy Arciaga, Joëlle Chorna, Courtney Jones) participated by discussing NCP with interested conference goers at the display area.

International Health Communications Course: On June 22, Uccellani participated in a half-day seminar for international participants of the annual communications course implemented by Cornell University. Uccellani led the participants in a focus group on the topic of focus groups, and other qualitative research methods, to demonstrate key facets of this research skill.

■ Meetings and Coordination with Other Organizations

Africare: Claudia Fishman met with Evelyn Gorsline, who assumed management responsibilities for West Africa, and Anne Moroni, who was on her way to Mali to replace Evelyn in the Dioro Child Survival Project Coordinator role on April 10.

Bolivia: Margaret Parlato gave a briefing on audience research to Lic. Emilio Oros Mendez, director of the Programa de Educación por Radio.

Cotalma: On June 18, Uccellani met with Dr. Carmen Casanova who will coordinate all community-based activities of the new PVO, Cotalma, based in La Paz, Bolivia. The two exchanged experiences in training health/nutrition promoters and NCP shared several recently-developed materials that may prove useful in the upcoming breastfeeding promotion efforts of Cotalma.

HKI: Margaret Parlato and Peter Gottert discussed regional collaboration with HKI with Kirsten Laursen and Christian Stangel at AED on April 30.

INCAP: On April 10, Margaret Parlato met with Magda Fischer to discuss NCP's contribution to the INCAP curriculum on social marketing.

IVACG: Margaret Parlato and Claudia Fishman reviewed the final draft of the IVACG manual on communication for Vitamin A. Comments were forwarded to the IVACG secretariat in June.

Mexican Foundation for Health: On May 28, Uccellani met with José Octavio de Caso, Director of the Northern Border Regional Council, to discuss MFH recent efforts toward improved health among Mexican border populations. Recognizing the influence of children on family health, de Caso expressed interest in specifically strengthening the nutrition education done in regional public schools.

National Center for Health Education: On June 22, NCP Program Associate Kim Forsyth met in New York with Linda Campbell, Director of the *Growing Healthy* school health education program. Forsyth reviewed the curriculum guides and materials created by the NCHE and discussed NCP's plans to develop a guide for using NCP materials and activities to teach nutrition education in primary schools in Mali and Burkina Faso. While in New York, Forsyth also visited the UNICEF Library to conduct a search of child-to-child materials and relevant UNICEF experiences with such programs.

Operation USA: Valerie Uccellani, Margaret Parlato and Claudia Fishman met with Richard Walden, President of Operation USA, on June 16. The purpose of the meeting was to provide guidance on nutrition education and technical experts able to work in Vietnam and Cambodia.

ORSTOM: Claudia Fishman met with Dr. Doris Bonnet of ORSTOM, the French Scientific Research Organization for Development, in Paris on May 14. Dr. Bonnet has conducted in-

depth research on maternal and child health in Burkina Faso and would be willing to consider directing future research on behalf of NCP in that country.

Panama: In May, Teresita de Arias, President of the Fundación para la Promoción de la Mujer, met with NCP staff to discuss ways of introducing nutrition into their program.

Peace Corps: Uccellani and Dietrich (NCP) met with Angela Churchill (OTAPS, Peace Corps) on April 3 and June 17. As a result of these meetings, Peace Corps and NCP are planning to work together to develop a training manual on Social Marketing for pre-service trainers.

PRITECH: Margaret Parlato and Bart Burkhalter met with PRITECH and INCAP on April 8 to finalize plans for a dietary management of diarrhea project in Guatemala and Nicaragua.

Senegal: NCP conducted an introduction to social marketing on May 12 for a Public Health Group visiting the U.S. under the State Department's International Visitor Program.

USAID/Mali: NCP "Africa" staff (Peter Gottert, Claudia Fishman, Kim Forsyth, Joëlle Chorna) met June 9th with Dorothy Stevens, the new TACS Officer for Mali, prior to her departure for Bamako.

USAID/Niger: Claudia Fishman met with TACS Officer for Nutrition, Ms. Sylva Etian, and with Nancy Lowenthal and Carl Abdou Rahmann of USAID's Health and Population office in Niamey, Niger on May 11 to discuss continuation of NCP activities in Niger.

Wellstart EPB: Fishman and Parlato met with Chloe O'Gara, Martita Marx, Carol Baume and Martha Holley to discuss areas of collaboration.

WHO: Claudia Fishman met with Isabelle de Zoysa, Cathy Wolfheim, Gretel Pelto and Patricia Huddleson in a series of two day meetings May 18 and 19 concerning qualitative research generally and specific work in Cameroon. At this time, Fishman also met with Dr. George Quincke, Chief, Food Aid Programmes Unit and Acting Director of Nutrition, to whom she provided an overview of NCP programs. Finally, Fishman met with James Akre of the Nutrition Unit to discuss publications available for francophone Africa.

World Bank: In June, Margaret Parlato took part in a meeting of Communication Experts invited to help develop a communication strategy for population/health/nutrition programs in Africa.

VI. ADMINISTRATION

NCP technical staff held a day-long retreat May 22 to review activities and develop program strategies for Project Year 6 which begins October 1.

Financial activities during this quarter included the following:

- \$370,000 in Core funding was received by NCP.
- An Indefinite Quantity Subcontract with Wellstart was executed.
- A request to increase the obligated amount under Delivery Order # 8 (Burkina Faso) was submitted to USAID Contracts along with a proposed new budget.
- A pipeline analysis of Core funding for FY '92 was submitted to the Office of Nutrition along with a \$170,000 budget for activities; and a \$300,000 budget for proposed Vitamin A activities.
- A Peru budget was developed for Breastfeeding activities with CARE.
- A Mali imprest account was created to track local project expenditures.
- Responsibility for the local Honduras imprest account, previously prepared by the AED HEALTHCOM financial manager, was transferred to the NCP financial manager.
- A request was submitted to the USAID Contracts Office to extend the end dates for Amendment No. 5 (Africa Bureau) and Amendment No. 8 (Mali) from 09/29/92 to 09/29/93.

VII. STAFF

Although by no means a new face on the NCP project, having worked with us as "temporary staff" since October, Joëlle Chorna officially joined the project as a Program Assistant this quarter. Joëlle has an undergraduate law degree from the University of Paris and a marketing degree from the Ecole Supérieure de Gestion de Paris. With her Africa experience, native French language skills, and good command of Spanish, Joëlle is a welcome asset to the NCP team.

NCP completed recruitment and interviewing for the Coordinator for Latin America and Asia/Near East. Ms. Clara Olaya, a communications expert of long standing with extensive experience in Latin America, will begin working for NCP in this position next quarter.

Mr. Dia El Housseynou, an MPH candidate at Tulane University, began an internship with NCP on June 1. Dia will remain through the end of July, helping NCP develop training plans and materials for its Sahelian based programs. Prior to coming to Tulane, Dia was the Director of Health Education at the MOH in Mauritania. In addition to NCP's internship stipend, Dia's stay in Washington is being sponsored by the African American Institute of New York.

Courtney Jones, will work as a file clerk with NCP this summer, and will also provide assistance to the project library. Jones will assist with cataloging new acquisitions and with the general maintenance of the collection.

VIII. SUBCONTRACTORS

1. Porter/Novelli's Claudia Fishman provided technical support to programs in Mali, Burkina Faso and Niger, while continuing programmatic development of the African Infant Feeding Initiative. She also contributed extensively to the background paper for the International Conference on Nutrition (ICN) and planning for the SNE International Communications Conference. Bob Porter completed a creative brief for radio producers in Mali. Mary Debus and Robert Gould and the Creative department of NCP developed the outline for a presentation for the Society for Nutrition Education conference.
2. The Futures Group continued to provide the technical expertise of Ed Abel in designing the nutrition computer model.

IX. DELAYS, PROBLEMS, AND ACTIONS TAKEN TO ADDRESS THEM

- Field projects in Honduras and Burkina Faso suffered temporary cash-flow problems. In the case of Honduras, this was associated with the transfer of administrative oversight of the project from Healthcom to NCP, and particularly scrupulous review of imprest accounts during the transition. The funds were transferred to Honduras upon satisfactory completion of this review.

In the case of Burkina Faso, Ministry of Health project staff in country did not anticipate unusual end-of-quarter expenses because of print shop deliveries and training events.

NCP's accounting agency in Ouagadougou, FIDEXCO, was able to provide funds for one of the training activities, carrying the project over a one week period while funds were electronically transferred from the United States. Kim Forsyth, who manages the FIDEXCO account for NCP, will be visiting Burkina Faso next quarter. She will work with FIDEXCO and DSF project staff to clarify procedures and improve the format of the monthly financial reports to avoid these problems in the future.

- Planned NCP activities in Honduras are facing delays due to heavy competing demands of the Health Education Department and other counterpart agencies. The AED resident advisor also finds himself unable to fully respond to the technical assistance needs of the 6 different technical interventions Healthcom/NCP have been asked to address. The Mission and RD/N and RD/H have been apprised of the situation. Although both NCP and Healthcom are trying to use more short-term consultants to support the advisor, and a Honduran communications assistant has been hired, the present scope of work is still an issue with counterparts. A site visit by Healthcom and NCP managers has been scheduled to review the situation with the Mission and the MOH next quarter.

APPENDIX A

BUDGET ANALYSIS

NUTRITION COMMUNICATION PROJECT (NCP)
 CONTRACT NO. DAN-5113-2-00-7031-00

FINANCIAL REPORT FOR PERIOD APRIL - JUNE '92

JUNE 30, 1992

| FUNDING SOURCE | A | B | C | D | E | F | G |
|---|------------|------------|--|---|------------------------|--|-----------------------------|
| | | | OBLGD FUNDS 10/01/87 THRU 06/30/92 | EXPENDITURES INVOICED 10/01/87 THRU 06/30/92 | SPENT/ NOT INVOICED | EXPENDITURES 10/01/87 THRU 06/30/92 (D+E) | REMAIN FUNDS (C MINUS F) |
| I. R&D/N Funds (not including Vitamin A or INPF) | | | | | | | |
| General Costs | | | 2,642,336 | | | | 79,657 |
| Haiti/Central | 21300000 | | | 2,473,008 | 14,972 | 2,487,980 | |
| Niger I/Central | 21300001 | | | 8,171 | 0 | 8,171 | |
| Bolivia/Central | 21300003 | | | 7,292 | 0 | 7,292 | |
| Sudan/Central | 21300005 | | | 308 | 0 | 308 | |
| Jordan/Central | 21300007 | | | 65 | 0 | 65 | |
| Peru/Central | 21300009 | | | 17,461 | 0 | 17,461 | |
| FVA/CARE-CRS/Central | 21300011 | | | 38,336 | 3,066 | 41,402 | |
| Burkina/Central | 21300012 | 10,771 | | 9,970 | 0 | 9,970 | 801 |
| Abidjan Wkshop/Central | 21300014 | 21,675 | | 14,018 | 0 | 14,018 | 7,657 |
| Honduras/Central | 21300020 | 9,583 | | 9,583 | 0 | 9,583 | 0 |
| Rapid/Central | 21300027 | 74,635 | | 74,635 | 0 | 74,635 | 0 |
| | 21300039 | 70,000 | | 42,032 | 0 | 42,032 | 27,968 |
| Total R&D/N (Other than Vitamin A and INPF) | | | 2,829,000 | 2,694,879 | 18,038 | 2,712,917 | 116,083 |
| II. R&D/N Vitamin A Activities | | | | | | | |
| General | 2130001700 | 197,000 | | 78,525 | 0 | 78,525 | 118,475 |
| Niger II (Mini-Project) | 2130001701 | 115,000 | | 101,921 | 11,768 | 113,689 | 1,311 |
| Mali | 2130001702 | 53,000 | | 52,493 | 0 | 52,493 | 507 |
| FAO Workshop | 2130001703 | 35,000 | | 7,123 | 4,677 | 11,800 | 23,200 |
| TOTAL R&D/N Vitamin A Activities | | 400,000 | | 240,062 | 16,445 | 256,507 | 143,493 |
| III. INPF Conferences | 21300018 | 200,000 | | 199,891 | 0 | 199,891 | 109 |
| IV. Mission Funds | | | | | | | |
| Haiti/Mission | 21300002 | 39,996 | | 29,490 | 0 | 29,490 | 10,506 |
| Funds To Be Deobligated - Haiti | | (10,506) * | | | | | (10,506) |
| Niger/Mission | 21300004 | 61,733 | | 56,669 | 0 | 56,669 | 5,064 |
| Funds To Be Deobligated - Niger I | | (5,064) * | | | | | (5,064) |
| Bolivia/Mission | 21300006 | 15,685 | | 0 | 0 | 0 | 15,685 |
| Funds Deobligated - Bolivia | | (15,685) | | | | | (15,685) |

| A | B | C | D | E | F | G |
|------------------------------------|-----------------|-------------------------|----------------------|------------------------|-------------------|-----------------------------|
| FUNDING SOURCE | PROJ # | EXPENDITURES | | EXPENDITURES | | REMAIN FUNDS (C MINUS F) |
| | | OBLGD FUNDS 06/30/92 | INVOICED 06/30/92 | SPENT/ NOT INVOICED | 06/30/92 (D+E) | |
| Burkina/Mission | 21300013 | 115,397 ** | 109,240 | 0 | 109,240 | 6,157 |
| Burkina/Mission (Local Costs) | 21300016 | 8,792 ** | 8,792 | 0 | 8,792 | 0 |
| Honduras/Mission | 21300026 | 671,613 | 438,875 | 11,255 | 450,130 | 221,483 |
| Mali/Mission | 21300031 | 50,000 | 49,830 | 0 | 49,830 | 170 |
| Burkina/Mission II | 21300036 | 399,947 | 171,132 | 0 | 171,132 | 228,815 |
| Mali/Mission II | 21300038 | 300,000 | 132,578 | 11,790 | 144,368 | 155,632 |
| Total Mission | | 1,631,908 *** | 996,606 | 23,045 | 1,019,651 | 612,257 |
| V. Bureau Funds | | | | | | |
| LAC Bureau | | | | | | |
| LAC/Breastfeeding Evaluation | 2130001501 | 20,825 | 21,257 | 0 | 21,257 | (432) |
| LAC/Breastfeeding Manual | 2130001502 | 15,500 | 14,982 | 0 | 14,982 | 518 |
| General Account | 2130001500 | 3,675 | 3,761 | 0 | 3,761 | (86) |
| Total | 21300015 | 40,000 | 40,000 | 0 | 40,000 | 0 |
| Guatemala/ROCAP | 21300022 | 49,796 | 49,718 | 0 | 49,718 | 78 |
| Funds To Be Deobligated - ROCAP | | (78) * | | | | (78) |
| Sudan/AFR Bureau I | 21300008 | 99,763 + | 99,763 | 0 | 99,763 | 0 |
| Kenya/AFR Bureau I | 21300033 | 34,337 + | 34,093 | 0 | 34,093 | 244 |
| Kenya/AFR Bureau | 21300035 | 3,400 ++ | 3,171 | 0 | 3,171 | 229 |
| Niger/Africa Bureau I | 21300040 | 15,900 ++ | 15,887 | 0 | 15,887 | 13 |
| Niger/Africa Bureau | 21300024 | 83,864 ++ | 78,904 | 0 | 78,904 | 4,960 |
| FVA/CARE-CRS | 21300010 | 24,993 | 24,917 | 0 | 24,917 | 76 |
| FVA/CARE II | 21300037 | 19,750 | 18,719 | 256 | 18,975 | 775 |
| Abidjan Wkshop/REDSO/WCA | 21300019 | 105,000 | 104,920 | 0 | 104,920 | 80 |
| Burkina/Africa Bureau | 21300023 | 29,736 | 8,747 | 0 | 8,747 | 20,989 |
| Swaziland/Africa Bureau | 21300025 | 25,000 ++ | 24,953 | 0 | 24,953 | 47 |
| Abidjan Workshop Follow-up/Africa | 21300028 | 20,000 | 19,905 | 0 | 19,905 | 95 |
| Mali/Africa Bureau | 21300030 | 43,000 ++ | 42,988 | 0 | 42,988 | 12 |
| Child Survival Init./Africa Bureau | 21300034 | 500,000 | 335,539 | 12,020 | 347,559 | 152,441 |
| Total Bureau | | 1,094,461 +++ | 902,224 | 12,276 | 914,500 | 179,961 |
| GRAND TOTAL | | 6,155,369 | 5,033,662 | 69,804 | 5,103,466 | 1,051,903 |

* Deobligation pending with A.I.D Contracts Office.

** Total Burkina Mission buy-in is \$124,189; \$8,792 of this is local in-country costs (Project # 21-3000 16).

*** Total obligated mission funds (\$1,663,163) minus total deobligated and to-be-deobligated funds (\$31,255).

+ Original Sudan allocation was \$150,000; \$34,337 of unused money was transferred to Kenya, and \$15,900 to Niger.

++ Original Swaziland allocation was \$80,000; \$3,400 was transferred to Kenya, \$3,000 to Mali, and \$48,600 to Niger.

+++ Total obligated bureau funds (\$1,094,539) minus total to-be-deobligated funds (\$78).

| | R&D/N (other than Vitamin A & INPF Conf.) | R&D/N Vitamin A | R&D/N INPF | MISSION | BUREAU | TOTAL |
|-------------------------------------|--|--------------------|---------------|-----------|-----------|-----------|
| I. Obligations thru 06/30/92: | 2,829,000 | 400,000 | 200,000 | 1,631,908 | 1,094,461 | 6,155,369 |
| II. Expenses Invoiced thru 06/30/92 | 2,694,879 | 240,062 | 199,891 | 996,606 | 902,224 | 5,033,662 |
| III. Funds Spent thru 06/30/92 | 2,712,917 | 256,507 | 199,891 | 1,019,651 | 914,500 | 5,103,466 |

Total Budget Ceiling = 8,420,506

| | |
|--|-------|
| % Obligated R&D/N Funds Invoiced thru 06/30/92 (not incl. Vitamin A & INPF) | 95.26 |
| % Obligated R&D/N Vitamin A Funds Invoiced thru 06/30/92 | 60.02 |
| % Obligated Mission Funds Invoiced thru 06/30/92 | 61.07 |
| % Obligated Bureau Funds Invoiced thru 06/30/92 | 82.44 |
| % Invoiced Against Budget Ceiling thru 06/30/92 | 59.78 |

APPENDIX B

NCP TRAVEL

April - June, 1992

| TRAVELER | DESTINATION | DATE | COMMENTS |
|------------------|---------------------|-------------------|-----------------|
| C. Fishman | Mali | April 21 - May 5 | P/N |
| C. Fishman | Niger | May 5 - 7 | P/N |
| C. Fishman | Geneva, Switzerland | May 7 - 10 | P/N |
| C. Fishman | Paris, France | May 10 - 13 | P/N |
| R. Pareja | Honduras | May 10 - 23 | AED |
| P. Gottert | Burkina Faso | April 6 - 11 | AED |
| P. Gottert | Niger | April 11 - 23 | AED |
| E. Abel | Washington | May 13 - 14 | Futures Group |
| K. Forsyth | New York | June 22 | AED |
| E. Douglass | Swaziland | May 3 - 9 | AED |
| E. Douglass | Swaziland | May 30 - June 6 | AED |
| A. Duran-Bordier | Mali | April 29 - May 15 | AED |
| M. Runesha | Mali | April 29 - May 19 | AED |

APPENDIX C

TRAINING EVENTS AND WORKSHOPS

| DATES | NUMBER OF PARTICIPANTS | COUNTRY | DESCRIPTION OF ACTIVITIES |
|---------------------|-------------------------------|----------------|---|
| April and May | 48 | Niger | Village animation activities |
| May 4 - 30 | 60 | Mali | Training of trainers in interpersonal communication skills. |
| June - August 15 | 120 | Burkina Faso | Skill building in group communication |
| June 22 | 25 | USA | Cornell course: focus group discussion methodology. |

APPENDIX D

SHORT-TERM TECHNICAL ASSISTANCE

January - March, 1992

| | Number of Weeks | | Total Weeks of TA |
|--|-----------------|-------------|-------------------|
| | Staff | Consultants | |
| I. AFRICA | | | |
| A. Burkina Faso Duran-Bordier (c) implemented the first round of training, "Skill building in group communication" in eight provinces. Gottert assisted in preparation of the communication workshops. | 1 | 12 | 13 |
| B. Mali Fishman and Duran-Bordier (c) set up and assisted the first of two trainings of trainers workshops. Runesha (c) co-facilitated two training workshops in collaboration with CНИЕCS, collaborating PVOs and NCP. | 2 | 10.2 | 12.2 |
| C. Niger Gottert assisted in launching village communication activities for health workers, teachers and agricultural workers in the Mini-project region. | 1.8 | | 1.8 |

(c) = consultant

| | Number of Weeks | | Total Weeks of TA |
|--|-----------------|-------------|-------------------|
| | Staff | Consultants | |
| II. LATIN AMERICA | | | |
| A. Honduras Pareja developed educational materials on breastfeeding for mothers with LLL/H. Zeldin (c) presented NCP baseline findings on Breastfeeding and Weaning Practices in Honduras, at a La Leche League-sponsored breastfeeding and family planning workshop. | 3 | | 3 |
| III. GLOBAL | | | |
| A. Society for Nutrition Education Conference Koniz-Booher (c) continued work on planning two-day conference. | 4 | | 4 |
| B. Nutrition Computer Model Sabry (c) and Hansch (c) completed first phase research for a nutrition computer model. Pertschuk (c) assisted Sabry with literature search. | 3.5 | | 3.5 |
| C. FAO International Conference on Nutrition Green (c), Parlato and Fishman made final revisions to the case study "Modifying Behavior: Communication and Motivating to Improve Nutrition." | 1 | | 1 |

| | Number of Weeks | | Total Weeks of TA |
|---|-----------------|-------------|-------------------|
| | Staff | Consultants | |
| D. Vitamin A Manual Green (c) made revisions to draft "Manual on Vitamin A Social Marketing." | 2 | | 2 |
| E. Publications Valdenebro (c) designed the cover for the NCP publication "A Historical Review of the Panama Breastfeeding Promotion Project" and acted as liaison between NCP and the printer. | .5 | | .5 |

APPENDIX E

DISSEMINATION THIS QUARTER

| Name / Organization | Materials Provided |
|--|---|
| Margaret de Jong Healthworker Haiti | <i>Sur le Chemin de la Santé</i> |
| Association des groupement d'églises et missions protestantes evangeliques au Mali | <i>Sur le Chemin de la Santé</i> |
| Abdallah Bchir Université du Centre Monastir, Tunisia | <i>Sur le Chemin de la Santé</i> |
| Jorge Juan Wuest Colegio San Felipe Riobamba, Ecuador | <i>Sur le Chemin de la Santé</i> |
| Dadoune Messaoud Laghouat, Algeria | <i>Sur le Chemin de la Santé</i> |
| Mark Rasmuson AED/Asia Jakarta, Indonesia | Honduras, Mali, Niger research reports; <i>Producing a Training Video: the Case of "¡Comuniquémonos, Ya!"</i> ; <i>Media Promotion of Breastfeeding</i> ; GMP publications; <i>Crucial Elements of Successful Community Nutrition Programs</i> ; NCP brochures; Macina vitamin A research report. |
| Alan Berg World Bank | <i>Breastfeeding and Weaning Practices in Honduras - NCP Baseline Study</i> |
| Dr. Max Ramirez INCAP/Panama | 50 "¡Comuniquémonos, Ya!" video guides; <i>Learning to Listen to Mothers: Strengthening Communication for Nutrition and Growth Promotion (spanish)</i> |
| Dr. José Octacio de Caso Director Northern Border Regional Council Mexican Foundation for Health Ciudad Juarez, Mexico | Spanish language materials about AED and NCP; Honduras and Peru Health Workers guide on breastfeeding; Honduras breastfeeding comic book |

| Name / Organization | Materials Provided |
|--|---|
| Virginia Yee Clearinghouse on Infant Feeding and Maternal Nutrition APHA Washington, DC | NCP Nutrition flipcharts developed for Mali and Burkina Faso; Breastfeeding materials developed by NCP/Honduras (flipchart and user's guide, healthworkers guide, poster, comic book); NCP fieldnote <i>Producing an Training Video: the Case of "¡Comuniquémonos, Ya!"</i> |
| Tom Allocco New York State Health Dept. Albany, NY | Spanish language educational materials on breastfeeding |
| Dele Mafolasive Health Worker Dugbe, Ibadan, Nigeria | <i>Learning to Listen to Mothers: Strengthening Communication for Nutrition and Growth Promotion</i> |
| Biodun Ogundairo Press Officer Ministry of Health Press Division Library Oyo State, Nigeria | <i>Breastfeeding: a Sampling of Promotional Materials; Promising PVO Strategies in Growth Monitoring and Promotion; Growth Monitoring and Promotion: Issues and Actions</i> |
| EPI/ORT Unit Telga Health Zone PO Box 10 Mchia Elenu, Nigeria | <i>Media Promotion of Breastfeeding: A Decade's Experience</i> |
| Linda Storoschok Health Promotion, Protection & Disease Prevention Winnipeg, Manitoba | <i>Media Promotion of Breastfeeding: A Decade's Experience</i> |
| Ginnie Lawman Nutrition Division Saskatoon Community Health Unit Saskatoon, Saskatchewan | <i>Media Promotion of Breastfeeding: A Decade's Experience</i> |
| Beth Wilck Nutrition Consultant County of Huron Clinton, Ontario | <i>Media Promotion of Breastfeeding: A Decade's Experience</i> |
| H. Deans Health Services Dept. St. Catharines, Ontario | <i>Media Promotion of Breastfeeding: A Decade's Experience</i> |

| Name / Organization | Materials Provided |
|--|---|
| Marilyn Shapiro The Lactation Institute and Breastfeeding Clinic Encino, CA | <i>Media Promotion of Breastfeeding: A Decade's Experience</i> |
| Linda Dickie British Columbia's Children's Hospital Vancouver, BC | <i>Media Promotion of Breastfeeding: A Decade's Experience</i> |
| Petra Windisch Frankfurt, Germany | <i>Media Promotion of Breastfeeding: A Decade's Experience</i> |
| Middlesex-London Health Unit London, Ontario | <i>Media Promotion of Breastfeeding: A Decade's Experience</i> |
| Claudia Guerro Dpto. de Materiales Educación Popular en Salud Santiago, Chile | ¡Comuniquémonos, Ya! training video package |
| Judi Aubel Pritech Dakar, Senegal | ¡Comuniquémonos, Ya! training video package |
| Dalys de Herrera Jefa de Nutrición y Dietética Caja de Seguro Social Panama | ¡Comuniquémonos, Ya! training video package |
| Marilyn Nutio Rua dos Tabajaras Fortuleza, Caera Brazil | NCP fieldnote <i>Producing an Training Video: the Case of "¡Comuniquémonos, Ya!"</i> ; ¡Comuniquémonos, Ya! training video package |
| Kristen Cooney Georgetown University | Breastfeeding evaluation report of 2 Lima hospitals |