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Nutrition Communication Project

**QUARTERLY
TECHNICAL REPORT**

16

July - September

1991

**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. 16
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I. HIGHLIGHTS THIS QUARTER

- NCP and PRITECH held a regional forum on "Infant Feeding and Child Survival" for 11 participating African countries that examined technical and programmatic issues linked to optimal infant feeding, in Lomé, Togo.
- The Vitamin A mini-project in Niger completed research on the availability and consumption of Vitamin A-rich foods. These findings and those from the ethnographic research served as the basis to develop an implementation plan.
- NCP projects in Burkina Faso and Mali finalized production of two Vitamin A village storybooks developed in collaboration with Helen Keller International.
- With the support of NCP and other international donors, RENA (Nutrition Education Network for Africa) transferred its headquarters from Liège, Belgium to Lomé, Togo, and held the first meeting of its officers at its new site.
- "Comuniquémonos, Ya," a video training package on interpersonal communication for growth promotion, was released for distribution in the LAC region.
- NCP/Honduras launched a new wave of breastfeeding promotion activities with the production of a breastfeeding promotional flipchart for healthworkers and a comic book and calendar-poster for mothers.
- A week-long training in "Communication for Technology Transfer in Food, Nutrition and Health" was provided by NCP and HealthCom for INCAP advisors from the Central American region.

Next Quarter

- Conduct assessment/project planning visits to 1-2 African countries as a follow-up to the Lomé Conference.
- Finalize the CARE training design for two sub-regional workshops to be held with PVO field staff in Latin America in January. The workshops apply non-formal education principles to the topic of nutrition.
- Continue to field-test and refine the training manual, "Learning to Listen to Mothers." This training resource for nutrition and growth promotion will be translated into French and Spanish.

- Recruit local coordinators for activities underway in Mali and Burkina Faso.
- Finalize the baseline research reports for Mali, Burkina Faso and Honduras.

II. PROJECTS AND OTHER FIELD SUPPORT ACTIVITIES

A. AFRICA

Africa Bureau Infant Feeding Initiative

Between September 9-13, 1991, the Office of Nutrition's Nutrition Communication Project and the Office of Health's PRITECH project in collaboration with the Togolese Nutrition Group, mounted a regional Forum for francophone Africa in Lomé, Togo entitled "Infant Feeding and Child Survival," that examined technical and programmatic issues linked to optimal infant feeding. Ten African countries¹ sent high ranking delegates from their ministries of health who headed up national teams of nutrition, diarrheal disease and family planning program managers as well as hospital-based clinicians and university researchers. The 50 national representatives were joined by USAID Mission Child Survival Advisors, technical advisors from the World Health Organization, FAO, IBFAN and the Nutrition Education Network for Africa (RENA), as well as program officers and consultants supported by the Office of Nutrition and other A.I.D. centrally-funded projects, including FEWS, Wellstart, W.I.N.S., VITAL and the Georgetown Institute for Reproductive Health. With a full complement of Lomé based health and nutrition managers, daily participation ranged between 75-100.

The opening session was presided over by the Honorable Mr. John Kirby, Ambassador of the United States, Ms. Sarah Clark, Director of USAID/Togo as well as Togo's new Director General of the Ministry of Health and Population, for whom the Forum was his first official function. During five days of plenary and small group sessions, the participants reviewed research, policy and program efforts related to maternal nutrition and health, exclusive breastfeeding, appropriate introduction of complementary food and prevention and dietary management of diarrheal disease. Focussing on the range of inputs required to insure exclusive breastfeeding, the participants endorsed the *Innocenti Declaration* on protection, encouragement and support of Breastfeeding, and prepared specific recommendations.

Participants stressed that these recommendations have been drafted to change what they have labeled the "deplorable situation" of high child morbidity and mortality due to malnutrition and diarrheal disease. Participating representatives from the Office of Nutrition and the Africa Bureau insured that these recommendations would be seriously considered in directing ongoing and future Agency support to the region.

¹Burkina Faso, Cameroon, Côte d'Ivoire, Gambia, Guinea, Mali, Niger, Senegal, Togo and Zaire.



Jaw

**RECOMMENDATIONS
FORUM ON OPTIMAL INFANT FEEDING
LOME, TOGO**

We, the delegates from BURKINA FASO, CAMEROON, COTE D'IVOIRE, GAMBIA, GUINEA, MALI, NIGER, SENEGAL, TOGO, and ZAIRE, participants in the

INTERNATIONAL FORUM ON INFANT FEEDING AND CHILD SURVIVAL

have established that the deficiencies in infant feeding and the disturbing decline in breastfeeding pose a serious risk in general for the survival of African children, resulting in high morbidity and mortality due to malnutrition and diarrheal diseases.

Although this situation can in part be explained by the general economic crisis of the countries of the continent, the fact remains that the African states bear an unequivocal responsibility, particularly because of:

- 1 - the absence of a clearly defined health policy that places importance on nutrition as part of overall health problems of the population and the health problems of women and children in particular;
- 2 - the inadequacies of existing laws protecting pregnant and nursing women;
- 3 - the inadequate application of the International Code on the Marketing of Breast Milk Substitutes;
- 4 - the shortage of health personnel involved in nutrition and the promotion of breast feeding.

Endorsing the INNOCENTI DECLARATION on protection, encouragement, and support of Breastfeeding, and in order to change the above-mentioned deplorable situation and ensure the health of Women and Children,

We Recommend:

To African Governments:

1. Define and establish, in the shortest time possible, a pertinent and integrated policy on Food and Nutrition, focusing particularly on the promotion of breastfeeding and the survival of children;
2. Adapt the different laws in governing maternity leave with the goal of truly promoting exclusive breastfeeding;
3. Take adequate measures to ensure optimal nutrition for women in general, and pregnant and nursing women in particular;
4. Take adequate measures to improve the skills of health personnel in our various countries in the area of nutrition and promotion of breastfeeding;

5. Ensure that the Structural Adjustment Plans to which our developing countries must adhere, take into consideration these recommendations in order to protect conditions for Infant Nutrition and Child Survival.

To Health Authorities:

6. Promote exclusive breastfeeding from birth until age 4 to 6 months, taking into account that breastfeeding, on the one hand, completely meets the nutritional and fluid needs of infants and, on the other hand, serves as an effective means of spacing births;
7. See that weaning foods are introduced gradually and in sufficient quantities, using local foods that are nutritionally adequate and culturally acceptable; these foods should be offered between 4 and 6 months while continuing to promote breastfeeding until 2 years of age and beyond;
8. See that breastfeeding is maintained and associated with oral rehydration in the event of diarrhea in a nursing infant and that this treatment is also associated with continuing to feed a child who is already weaned;
9. See that breastfeeding continues to be encouraged, even among populations with a high incidence of HIV infection, taking into account the increased risks of mortality linked to a decline in the practice of breastfeeding;
10. Ensure that these recommendations are applied.

To International and Non-Governmental Organizations and Bilateral Aid Agencies:

11. Place more emphasis on national food and nutrition programs, particularly in the area of applied research, in order to strengthen the conditions needed for the Survival of Mothers and Children.

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Each of the country teams also developed action plans, outlining follow-up activities needed to begin making improvements in infant feeding in their countries. This included holding national level seminars to sensitize health professionals; creating national breastfeeding committees; examining diarrheal disease control programs to make them more supportive of infant feeding; and sending teams for training at Wellstart.

Both NCP and PRITECH set aside funds to provide assistance to interested countries in launching new activities in support of infant feeding. Other donors invited to the Forum also had an opportunity to initiate a dialogue with participating countries on future areas of assistance. Since the forum, NCP has received requests from Cameroon, Senegal and Togo to deliver technical assistance that will help realize some of these objectives in national programs to support optimal infant feeding. Initial follow-up visits are planned for November and January. PRITECH, NCP and other collaborating agencies from the Office of Nutrition and Health have met several times since the Lomé meeting to develop plans for meeting other expressed needs.

A comprehensive collection of articles on infant feeding, breastfeeding and maternal nutrition were assembled and translated into French for the Forum. These readings are being prepared for wide-scale distribution to interested organizations. This will be done through existing Clearinghouses such as APHA, ORANA, PRITECH, and others.

Burkina Faso

NCP activities in Burkina Faso are part of the A.I.D.-funded "Family Health and Health Financing" (FHHF) project. During this quarter, NCP Burkina focused attention on the following activities:

- Production of communication materials developed over the past eighteen months. These materials will be used in a series of training workshops scheduled for 1992.
- Completion of the KAP survey analysis.
- Strengthening collaborative ties with the Ministry of Education in view of implementing a child-to-child, school-to-community nutrition activity program and developing a series of post-literacy nutrition education booklets.

Program Officer Gottert made a technical assistance visit to Ouagadougou from September 20 - 27 to monitor the progress of the project. Considerable progress has been made in producing graphic and print material for the project. A low cost hand-out poster, designed to reinforce messages communicated at health centers, was printed in Ouagadougou in September. Women will be encouraged to post the handouts prominently in their homes. The two Vitamin A village storybooks developed by Helen Keller International in collaboration with NCP Burkina and Mali were printed in New York. The storybooks were very well received by the MOH and the PVOs, whose staff had conceived and helped pretest the storybooks.

The poster developed during the first phase of the project is presently at the printers and should be completed by the end of October. In addition to the two Vitamin A storybooks, NCP Burkina and Mali have developed four others on nutrition. Two of these storybooks are being generated from the Burkina slide presentation "Deux Familles Burkinabès...". The Burkina artist working on the illustrations from the slides finished his second drafts in August. In early October the images are scheduled to be pretested along with two storybooks initially developed in Mali.

Kap Survey

Data analysis was completed in August. Dr. Hugues Koné, NCP consultant working on the survey, is writing the research report in Abidjan. A summary of the KAP survey results was presented by Project Director Mr. Jean Parfait Douamba at the Infant Feeding Forum held in Lomé in September. The report is scheduled to be completed at the end of October. A Technical Advisory Group (TAG) Workshop to discuss the research findings is scheduled for December 1991. The Director of the Division of Family Health, Dr. Bakouan, has proposed that the TAG workshop be held in partnership with other projects that have conducted research this year. USAID Health Development Officer, Ms. Jatinder Cheema, supports this decision, as does NCP. This will be an excellent opportunity to explore ways to programmatically link breastfeeding/infant feeding to family planning.

Child-To-Child Program

NCP is investigating the possibility of introducing a nutrition education package into the primary school curriculum. The starting point for the development of the learning package would be the interpersonal communications NCP is presently developing. Initial contacts with the Ministry of Education were made in June. During the September visit, Mr. Gottert and Mr. Douamba held two planning sessions at the Burkina Teaching Institute which served to strengthen the groundwork for future cooperation.

Post-Literacy Booklets

Since June, the National Literacy Institute has completed the translation of four post-literacy booklets into three National Languages. The booklets use the same images as the first four village storybooks, and a simplified text. Initial discussions on developing an implementation strategy for these booklets were held at the Institute. The Institute offers second-level literacy courses in which the books could eventually be used. The text will be checked to insure that the vocabulary and verb forms are of an appropriate level. The demand for these books is great as lack of reading material following literacy training has limited the impact of the literacy program in Burkina.

Training Workshop at World Relief

During Mr. Gottert's September visit, he and Mr. Douamba helped conduct a half-day training workshop at World Relief which served to introduce health educators from three PVOs to the Vitamin A Village Storybooks. Workshop participants discussed ways to enhance the impact of the storybooks beyond their obvious use as a tool to facilitate discussion. Ideas centered around involving the mothers in recounting the story to their peers and using certain images as take-off points for related issues during a second or third presentation. Participants, who were introduced to the storybooks for the first time during the workshop, demonstrated ease in following the storyline based on cues from the images despite the fact that they had not yet mastered the text.

Kenya

Caby Verzosa, who backstops Kenya activities for NCP, met with the new PRITECH Resident Advisor to Kenya, Karen Blyth, in September to brief her on the planned NCP-sponsored activities in Kenya. In collaboration with the PRITECH project, NCP provided technical assistance in January and April, 1991 to help develop plans for an intervention strategy to improve the nutritional aspect of the home management of diarrhea. Ms. Blyth will follow-up with the Ministry of Health to seek confirmation by December, 1991 regarding their plans to proceed with research and intervention activities.

Mali

The USAID/Bamako Mission has allocated funds for a two year buy-in beginning October 1, 1991 to enable NCP to systematically expand village-level nutrition promotion conducted by health workers and other rural communications agents, use mass media to extend the impact of interpersonal messages, and perform limited applied research.

During the reporting period, Program Officer Gottert made a technical assistance visit to Mali. The objective was to lay the ground work within the newly created National Center for Information, Education and Communication (CNIECS) for collaboration over the next 24 months. In a series of meetings, Mr. Gottert, Dr. Kanté, the director of the Center, and his staff discussed the objectives, methodology and implementation plan of the new NCP project.

A number of Malian NGOs active in the health sector have expressed interest in collaborating with NCP. NCP intends to invite these organizations to participate in training workshops scheduled for early 1992.

Initiatives with the Ministry of Education

In an initiative parallel to that undertaken in Burkina, contacts were made with the Ministry of Education, USAID representatives, UNICEF, and UNFPA to explore the possibilities of collaboration. Each of these groups expressed an interest in incorporating a nutrition education

program based on NCP's approach into their project. The National Teaching Institute of Mali will be contacted to discuss incorporating NCP nutrition education materials into the primary school curriculum.

Post-Literacy Booklets

In August, a basic French text of four village nutrition storybooks was translated into Bambara, the most widely-spoken language in Mali. Draft copies of four post-literacy nutrition booklets were prepared in Washington and brought to Mali for pretesting by collaborating PVOs and the CНИЕCS.

Local Coordinator

As the expansion project begins, it remains uncertain which arrangement will best facilitate the continued successful participation of the PVOs while fostering the growth of technical and managerial expertise within the CНИЕCS. Mr. Gottert held preliminary discussions with Sam Asare, the country representative for World Vision, concerning the possibility of NCP coordinating project logistics through the PVO's office. Potential agreements are still being studied.

Niger

The Vitamin A Mini-Project, which was approved by the Government of Niger in December of 1990, is being carried out in collaboration with the Ministry of Health and Helen Keller International. Since AED has neither a field office nor a resident advisor in Niger, HKI will act as AED's agent for the disbursement of AED funds and coordination of local activities.

From mid-April until the end of June, NCP consultant, Dr. Nancy Keith, directed field research in the Tahoua province of Niger. The study was designed to identify acceptable interventions which, when promoted, could increase Vitamin A consumption. During this period, Keith and MOH nutrition staff analyzed the research data and wrote the first draft report. A complementary study by NCP consultant, Man-Ming Hung, who was investigating the availability and consumption of Vitamin A-rich foods in Niger, was completed in September.

Based on Dr. Keith's and Ms. Hung's findings, NCP Program Officer Peter Gottert and Dr. Keith organized a series of six strategy development sessions during a technical assistance visit they made jointly to Niamey from September 16 to 20. Sylva Etian, the USAID TAACS officer, and the project group participated in all the sessions. During the sessions, held at the HKI office, the project team identified key target behaviors and themes, developed draft messages and worked out an activity calendar for the remaining nine months of the project. Cheryl Combest, HKI's new Niger representative, was able to attend a number of the meetings and will provide oversight of activities in-country.

Following Dr. Keith's presentation of the research findings, the group identified the following general behavioral clusters for the communication program to address:

Pregnant and lactating women and children need to eat more and higher quality foods. Specifically, this would require:

- Increased consumption of liver.
- Increased consumption of dark green, leafy vegetables

After identifying the behavior clusters, the group focused on identifying possible behavioral changes. These target behaviors were then expressed as draft messages. The six draft messages encourage fathers, mothers and gardeners to adopt specific behaviors such as eating 25 francs-worth of liver a week as a grilled snack-food and growing greater quantities of traditional vegetables.

Strategy Considerations

During the June meetings, the project team decided to intervene in 16 villages which fall into three categories:

- 4 with gardens and a dispensary
- 8 with gardens but no dispensary
- 4 with neither gardens nor dispensaries

This mix of villages is designed to provide insight into the kind of infrastructure requirements needed to bring about changes in dietary patterns related to Vitamin A. Considering the limited number of project villages and the fact that only nine months are planned for the field-trial itself, the team will focus on using role plays and skits to promote grassroots participation in the communication activities. Mass media will not be used in this pilot stage due to the absence of local radio stations and the impossibility of targeting specific populations through the national broadcast agency.

Evaluation

Now that the communications strategy has been defined, NCP will work with evaluation experts early next quarter to develop an evaluation plan. NCP plans to conduct a low-cost evaluation, based on a few indicators, to obtain information about promising target behaviors and to learn more about the kind of infrastructure (water, markets, health facilities) needed for an educational approach to Vitamin A to succeed. A three-day workshop at the end of the project will serve to synthesize the lessons that are most relevant to a second phase-expanded communication program.

Next Steps: After developing draft messages, the working group determined the activity calendar through the end of the project. Next quarter the team will make a field trip to Birni Nkonni to test messages, develop roles plays and prepare for the training of trainers workshops in January.

Swaziland

During this quarter, NCP continued technical support to the Swaziland Weaning Project, a research-based communication intervention to prevent infant malnutrition through improved breastfeeding, weaning practices and hygiene.

NCP consultant Dr. Edward Douglass traveled to Swaziland twice during this quarter. During these visits, he assisted the Nutrition team at the MOAC to develop a radio program production and broadcasting strategy tailored to the information needs of the target audiences. He also helped to identify an NGO to take responsibility for developing and implementing social mobilization activities on behalf of the Project; reviewed the Social Sciences Research Unit KAP study report for its contribution to the messages of the campaign; assisted the video production of dramas and songs performed by the Agricultural Extension staff for local T.V.; and oversaw the finalization of the radio scripts for premier airing on the radio.

During this quarter, NCP was able to take advantage of Dr. Douglass' U.S. visits, to hold a project update meeting on July 19 in Washington with Dr. Eunyong Chung from the Office of Nutrition, and NCP Coordinators Anne Roberts and Margaret Parlato.

NCP has recommended the development of an integrated communication plan. The Mission has indicated their support for continued assistance to achieve this aim, and to complete materials development and monitoring. They will request additional central funding for continued technical assistance. This support would help to complete the critical last steps of this promising project.

Regional Developments

The FAO Regional Vitamin A Communication Project has scheduled a planning meeting in Bamako during the week of November 17. NCP, HKI, and UNICEF will collaborate with the FAO on the execution of this project which will involve five Sahelian countries.

B. LATIN AMERICA AND THE CARIBBEAN

Honduras

Since October 1989, NCP has been providing technical support to nutrition activities being carried out under the USAID Health Sector II project.

Breastfeeding Promotion Activities

NCP's efforts in Honduras thus far have concentrated on breastfeeding promotion. This quarter, the MOH received from the printer a health worker flipchart, two educational posters and a comic book for mothers. The materials highlight solutions to the most common problems with exclusive breastfeeding, identified during the formative research conducted by the health education and nutrition divisions. Now that materials are available, and the government's new 6 month exclusive breastfeeding norm disseminated, the MOH can begin airing six radio spots promoting exclusive breastfeeding, produced earlier this year.

The MOH Director General, Dr. Marco Tulio Carranza, has asked that no new programs be introduced so that regional personnel can focus all energy on the cholera epidemic threatening the Central American region. "New areas" include training in breastfeeding promotion and counselling. NCP, therefore, has been unable to move ahead with the Ministry on the planned intensive training activity in exclusive breastfeeding promotion. It is hoped that breastfeeding, the most effective diarrhea and cholera prevention measure for infants, can be incorporated into the cholera prevention effort. It has, however, been difficult to convince the MOH of this approach, although one and one-half day training in the use of the new materials has been approved and should begin early next quarter.

Also this quarter, NCP helped to plan and fund a workshop to incorporate breastfeeding education at all levels of the national nursing school curriculum. Advisor Boddy made two presentations at the workshop, which was held in San Pedro Sula from August 13-16, 1991.

A new Ministry publication, *Ciencia y Practicia* (Science and Practice) was produced with the assistance of NCP. The premier issue focused on Vitamin A; the second on exclusive breastfeeding. The breastfeeding issue reinforced the soundness of a six month exclusive breastfeeding policy (the norm advocated by the Honduran MOH), and addressed the issue of water supplementation, which is a prevalent recommendation of Honduran health workers.

Evaluating the Breastfeeding Promotion Component

With support and funding from the A.I.D. Office of Nutrition, NCP is evaluating the impact of the Honduras breastfeeding promotion experience.

Last quarter, baseline data were collected by teams in three regions of the country, the two project and one control region. Supervised by Evaluation Specialist Leslie Zeldin, two questionnaires were administered to mothers, midwives and health workers. Data have been analyzed and a draft report has been completed by NCP Consultant Carol Baume. Final revisions and corrections are underway, and the report will be circulated early next quarter.

Results of the baseline will be reported in greater detail at that time. Initial results show that while a large proportion of health workers say they have received some sort of training in lactation management and breastfeeding promotion, a very high proportion did not answer basic

SOLO LECHE MATERNA

¡Doña Cleotilde, Doña Cleotilde..!
deténgase un momentito,
por favor.

Quién te llama, no te
engaña, dice el refrán. ¿Para
qué soy buena, Teresa?



This comic book for mothers features a dialogue between mother and midwife, addressing a mother's concern about milk sufficiency for six months.

knowledge questions correctly. Over two thirds (76%) believe that a three-month old should be eating foods. The sample included primarily midwives, who have received less intensive training in breastfeeding issues. Yet physicians and nurses also tested low on knowledge scores. Only 17% of midwives, 41% of nurses and 33% of doctors correctly stated that water should not be given to a three-month old.

Growth Monitoring/Promotion (GM/P) Activities

Growth monitoring falls under the responsibility of two divisions, the Nutrition Directorate and MCH Division. NCP's two GM/P counterparts do not share a common philosophy and approach, and it is not clear which division has the mandate to direct growth monitoring policy and programs. The MCH Division feels that GM/P should become a focus for the integration of all child survival programs, a top priority of the Division. Conversely, the Nutrition Directorate sees growth monitoring as a diagnostic and surveillance activity, falling under the mandate of the Directorate. The director of MCH, Dr. Alvaro González Marmól, has asked NCP to wait until a new program head is in place before proceeding with growth monitoring policy development and/or GM/P program planning. This position has been vacant for months.

In the meantime, an inter-divisional committee (including MCH, Nutrition and Health Education) has decided to adopt a new growth card developed at the Latin American Pediatric Center (CLAP, a PAHO affiliate). The adaptation of the card to meet Honduran MOH needs, followed by distribution of and training in the use of the new card, is a major undertaking and the advantages of the change are not clear.

This last quarter, Advisor Peter Boddy continued to work with the various divisions on their growth monitoring policy and engage in dialogue on the difficult GM/P issue. Programmatic changes have yet to be made. NCP Program Officer Valerie Uccellani, visiting Honduras to pretest the NCP growth monitoring manual, worked with Dr. Boddy to discuss regional strategies for growth monitoring, and reviewed with him Honduras PVO plans and strategies under consideration for growth monitoring.

Next Steps

Important decisions must be made as to the next phase of NCP activities in Honduras. The three-year NCP project was designed to have a Resident Advisor for just two years, so alternative assistance must be planned for the final project year. Despite considerable change in the MOH in the past several years and consequent delays in activities, USAID remains committed to the goal of institutionalizing the nutrition communication methodology and developing the MOH's capability, and would like to continue efforts with the various counterpart divisions. Next quarter, NCP Director Margaret Parlato and Senior Program Officer Julia Rosenbaum will meet with USAID/Tegucigalpa in Honduras to finalize plans for the future.

En los primeros 6 meses
Solo leche materna
y nada más.



¡Tu puedes hacerlo!



This promotional poster reminds mothers and healthworkers, "For the first six months, breastmilk and nothing else." "You can do it!", it encourages mothers.

1/12

Peru

In 1989 and 1990, NCP and the Population Council assisted the Peru Breastfeeding Project in the design of breastfeeding promotion materials, as part of a larger hospital-based breastfeeding intervention. A controlled study found that women exposed to the trainings and materials had higher rates of initiation and longer duration of breastfeeding than those in control hospitals. Since the intervention, no additional follow-up has looked at how, or if, educational materials are still being used.

This quarter, NCP received a request from USAID/Lima to begin planning a follow-up evaluation of the Peru Breastfeeding Project. In addition, the USAID Mission would like to test the materials in other ethnically diverse areas of the country, to see if they are applicable, or adaptable. NCP will be working with Laura Altobelli, principal investigator on the project and now USAID Child Survival Officer, to plan the evaluation and pretest of materials.

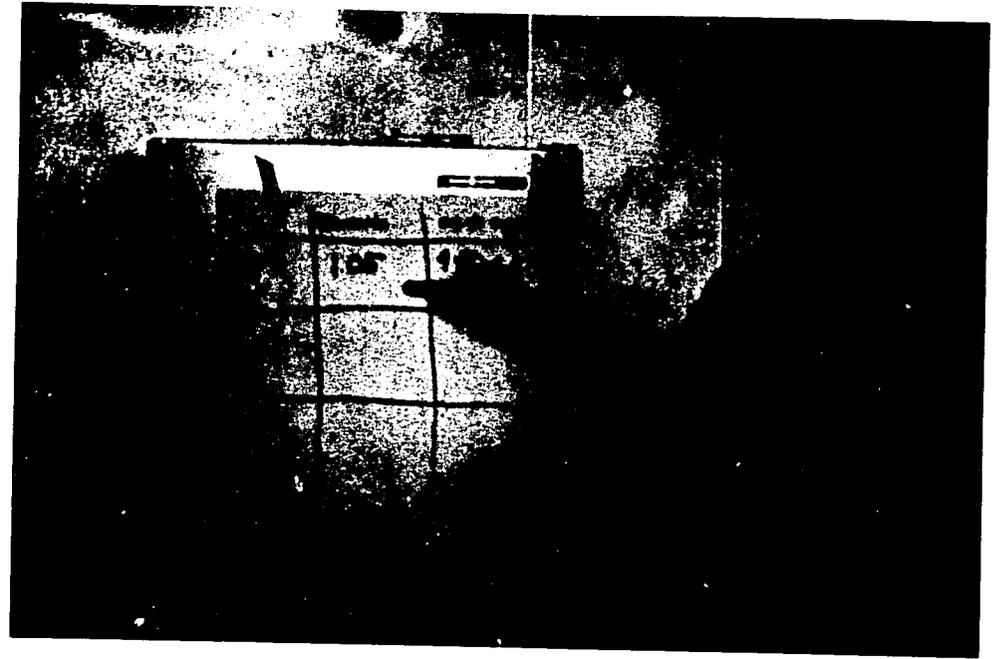
III. TRAINING AND EDUCATIONAL MATERIALS

Developing INCAP Training Capabilities in Nutrition Communication

As requested by INCAP, the first training activity in Public Health and Nutrition Communication to both central-level program directors and regional health education personnel was conducted this quarter. AED Consultant Elizabeth Booth coordinated the development of the training curriculum and served as lead trainer for the workshop. Technical direction and support of the training was provided by Julia Rosenbaum, Senior Program Officer for Latin American Programs for NCP and HealthCom. Sylvia Gaona, HealthCom Project Assistant, provided administrative support before and during the training course. In addition to Booth, principal trainers were Dr. Orlando Hernandez, Program Officer, AIDSCOM Project, and Dr. Patricio Barriga, HealthCom Resident Advisor in Honduras. The principal counterpart for INCAP was Magda Fischer, Director of the Coordination for Information and Communication, who actively participated in the development of the training curriculum and coordinated conference logistics. ROCAP Health Officer, Sandra Callier, was instrumental in conference planning, but unfortunately was not able to attend the conference. The workshop was co-sponsored by A.I.D.'s Offices of Health and Nutrition and ROCAP, the Regional Office for Central America and Panama.

Eight INCAP education and training advisors from El Salvador, Panama, Guatemala, Nicaragua, Costa Rica and Honduras, and five participants from INCAP headquarters in Guatemala, participated in the week-long course in Tela, Honduras.

The training was designed based on discussions with Dr. Hernán Delgado, INCAP Director, and Ms. Fischer, as well as a written Needs Assessment which was sent to the participants in their countries. INCAP, in its research function, has developed a number of technologies to address acute nutritional problems of the region. Best known are the "galleta" or high-protein cookies distributed to school children, and INCAPARINA, a high-protein flour mix to substitute for



INCAP participants practice using a behavioral checklist, as they observe their colleagues in a handwashing exercise.

common flour. Even after decentralizing INCAP by posting staff to member countries, these nutrition technologies are not well-known or applied. INCAP headquarters program directors, together with consultant Booth, decided to "position" the communication workshop as "Communication for the Transfer of Health, Nutrition and Food Technologies." Using this strategy, INCAP hoped to both heighten awareness of INCAP technologies, and sharpen advisors' communication skills. The communication methodology for the transfer of technologies was abbreviated to "COMTEC," and introduced as a concept during the workshop.

The Needs Assessment explored participants' current activities and responsibilities in order to understand the role that technology transfer would have in their work. It also assessed each participant's formal training, professional experience, personal interest in and country need for eighteen skill areas which are used in the communication process. Participants indicated particular need in the application of assessment, planning, and monitoring skills for communication. From the needs assessment, the planning team selected to focus on assessment and planning -- the first two steps in the health communication process -- and due to time constraints, decided that monitoring and evaluation would have to be addressed through other means. The areas of behavior analysis and social marketing were emphasized throughout the course, and research techniques useful for monitoring and evaluation were introduced (though not elaborated).

Five points were emphasized throughout the training course: 1) the COMTEC approach is designed to systematically involve the community throughout the communication process through the use of formative research, 2) a "technology" can be a product, such as oral rehydration salts or weaning foods, or a set of behaviors such as correct breastfeeding, 3) communications objectives focus on behavior change, as well as knowledge change. 4) COMTEC is a systematic and scientific process, and 5) research has demonstrated that a successful COMTEC program combines various channels -- interpersonal, print and mass media -- in a systematic, integrated way.

Initial discussions with both Dr. Delgado and Ms. Fischer indicated the need to focus on INCAP technologies, as well as technologies already available in the countries. At the same time, it was important to include practical exercises which participants could immediately apply upon returning to their countries. The workshop, therefore, used the example of hand-washing as a technology for cholera prevention since this is a public health problem presently receiving highest priority in the region, and one in which the INCAP country advisors are actively involved. After developing a behavioral checklist based on observing colleagues washing hands, the group went to different Honduran villages for an afternoon of field practice. The handwashing exercise drew directly from the INCAP nutrition/water and sanitation project supported by NCP.

The following are major recommended follow-up INCAP activities for which NCP/HealthCom financial and technical assistance have been requested.

1. Provide a two-day communication workshop for policy and program directors at central level, as previously planned. Set date for conference immediately.
2. INCAP needs immediate, concrete communication experience at the country level in order to become a leading Central American institution in the area of communication for the transfer of technology. In 1991, INCAP should select one pilot site to serve as an in-service laboratory for implementing the COMTEC process. NCP/HealthCom and ROCAP would provide financial and technical resources to support the project through all phases of an intervention, sharing the experience with all member countries. The program would be thoroughly documented and be the core of a follow-up meeting on communication for technology transfer in 1992.
3. NCP/HealthCom should provide state-of-the-art articles on communication and marketing to the Coordination of Information and Communication, on a quarterly basis, for their translation and distribution to INCAP staff and country counterparts.
4. Assist INCAP to amplify and incorporate country-level workplans developed during the course of the September country-level advisor workshop held in Tela, Honduras into the INCAP 1992 workplan.
5. Conduct two training courses in qualitative research - a one-week course at the central level which would focus on the role of qualitative research in the development of nutrition "technologies," and a two-week course at the country level which would teach formative research techniques for the design and implementation of communication for technology transfer programs.
6. INCAP will develop a directory of INCAP technologies. NCP/HealthCom would assist in the elaboration of a marketing strategy for each priority strategy.

Taking advantage of other regional travel, AED Program Officer Julia Rosenbaum, Consultant Bette Booth, INCAP's Magda Fischer and ROCAP's Sandra Collier, will meet in Guatemala City in October, 1991, to discuss operationalizing workshop recommendations, and discuss technical assistance and funding inputs. Office of Nutrition and Health input will be important for these discussions.

Video and Facilitator's Guide on Interpersonal Communications in GMP

This quarter, NCP completed production of a Spanish-language training video on Interpersonal Communication for Growth Monitoring and Promotion (GMP), produced in collaboration with UNICEF. The 23-minute video, "Comuniquémonos, Ya!," is designed to be used with a facilitators' guide in a half-day training of field staff -- village health workers, auxiliary nurses and others -- who monitor the growth of children in their communities. Submaster copies of the video and guide have been sent to UNICEF, INCAP and USAID offices in the Latin America/Caribbean region so that organizations interested in using the material for training can

acquire or borrow a copy in-country. The video and guide have also been made available directly through NCP. Via the American Public Health Association (APHA), NCP will send out a limited number of copies free to those international training organizations that are not able to get the material from local sources. AED will send copies directly to other interested individuals or organizations for a fee of \$10.00.

In July of this quarter, NCP worked with the Programa de Coordinación en Supervivencia Infantil (PRITECH/PROCOSI) in Bolivia to conduct a two-day training of trainers (TOT) workshop using the video and guide. The goal of the TOT was to train field staff to use "Comuniquémonos, Ya!" effectively and to adapt it to their own GMP programs. Ten supervisors from six different Bolivian non-governmental organizations participated in the TOT. Participants indicated that the workshop was successful in instilling new attitudes about GMP communication, was stimulating and pertinent to their work, and encouraged them to explore participatory approaches to training. The training stimulated a good deal of interest among private and public organizations working in nutrition. To support future TOTs, workshop facilitators Dr. Barrera (PROCOSI) and Ms. Uccellani (NCP) revised the workshop agenda and materials, and developed a series of recommendations.

Also in this quarter, NCP and PROCOSI began an evaluation of "Comuniquémonos, Ya" in Oruru and Corocoro, Bolivia. The purpose of the effort is to test the effectiveness of the video training package in Bolivia, and to refine a set of evaluation tools that could be used in other locations. In August, María Eugenia Lara, community nutrition specialist, conducted a baseline evaluation of GMP communication skills among field staff in these two zones. The baseline evaluation combined observations and interviews to assess existing attitudes and practices toward GMP communication. In September, Dr. Barrera trained the field staff in Corocoro using "Comuniquémonos, Ya!" -- the field staff in Oruru was not trained and will serve as a control. Participants completed questionnaires immediately before and after the training to provide a proximal measure of the training's effectiveness. The long-term effect of the training will be evaluated next quarter (3 months after completion of the baseline) by repeating observations and interviews in both zones.

Training Manual: Strengthening Communication for Nutrition and Growth Promotion

In this quarter, NCP Program Officer Uccellani began a series of field tests of the training manual *Learning to Listen to Mothers: Strengthening Communication Skills for Nutrition and Growth Promotion*. The manual is designed to train field staff on how to communicate with mothers about their children's nutrition and growth. Before producing the manual for final distribution, NCP developed a plan to field-test it in both non-governmental and governmental nutrition programs in different cultural contexts. The field test design has three parts: 1) to interview trainers on the manual itself, 2) to observe them using the manual to facilitate an actual workshop; and, 3) to discuss each session with them, as well as with the workshop participants. In order to structure feedback from each field test, NCP designed a set of instruments -- interview guide for trainers, a questionnaire for trainees, and a workshop observation guide.

In September, Uccellani field-tested the manual with trainers from Freedom From Hunger/Meals for Millions (MFM) in Honduras in a two-day training. The workshop participants were eight auxiliary nurses and two supervisors from the Ministry of Health (MOH) in the department of Olancho. The trainees were receptive not only to the experiential methodology proposed in the manual, but also to the development of communication skills to build understanding between themselves and the mothers in their communities. Direct observation during the workshop suggested that the participants gained a new perspective on the potential of communication, and will be better communicators on the job -- greeting the mother, using open questions, and providing more practical, nutrition advice. During the workshop, only some participants seemed to master the use of key communication skills such as repeating what the mother said, personalizing nutrition messages, and asking mothers to state a specific, limited behavior change at the close of a session. These should be priority areas for follow-up supervision and training.

At the close of the workshop, participants' evaluations were very favorable. Compared with the pre-workshop questionnaire, they rated themselves an average of three levels higher on their ability to help a mother improve her child's nutrition. They stated that, they had: 1) learned ways to make a GMP session more successful for the mother, the child, and for themselves; 2) reflected on how they, themselves, treat mothers; 3) realized that mothers often don't understand the advice they give; and, 4) gained confidence in how to train others.

Evaluation by trainers indicated that the workshop had enabled them to learn and practice new training methodologies. They felt that the workshop was extremely valuable for participants, and that it had built a foundation that they could build on through additional practice and direct supervision. They plan to repeat the workshop for volunteer mothers in the Olancho department. Overall, the Olancho field test provided concrete ideas on how to improve the training manual. Next quarter, NCP will make revisions to the manual and continue to set plans to field test the manual with other interested organizations in other sites worldwide.

Nutrition Communication Training of CARE Field Staff in Latin America

With funding from the A.I.D. Bureau of Food for Peace and Voluntary Assistance, Office of Program, Policy and Management (FVA/PPM), NCP has worked closely with CARE International during this quarter to plan two sub-regional workshops in the LAC region. Valerie Uccellani, Program Officer, NCP, and Julio Ramirez de Arellano, CARE Regional Training Advisor, have taken primary responsibility for planning the workshops. Based on initial consultation with CARE program directors in each of six LAC countries in June and July of this year, it was decided that:

- 1) The primary goal of the workshops will be to build a working knowledge of non-formal education principles which can be applied to nutrition promotion activities in CARE programs;
- 2) The workshop participants will be field staff from primary health care and food programs who have nutrition-related training and supervisory responsibilities;

- 3) Teams of three participants from Bolivia, Peru and Ecuador will join for sub-regional workshop #1, while teams from Guatemala, Honduras, and the Dominican Republic will join for sub-regional workshop #2; and,
- 4) In order to build inter-organizational team efforts, health and nutrition staff from other organizations in each country will be encouraged to attend, up to a limit of 15 participants per workshop.

In July and August, based on these guidelines, Ramirez and Uccellani conducted a two-phase training needs analysis to obtain systematic information about the nutrition promotion activities currently underway in each of the six countries, and the prime concerns and interests of the future participants. In early September, Uccellani and Ramirez met in Costa Rica to analyze the results of this final assessment phase and develop a detailed list of objectives for the workshop, an agenda, and a complete training design.

Tentative dates for the training are as follows: Workshop #1 -- Santa Cruz, Bolivia from January 18 - 22 and Workshop #2 -- Antigua, Guatemala from January 25 - 29. Other organizations who conduct nutrition promotion activities tied to food aid in Bolivia and Guatemala will also be invited to participate.

Society for Nutrition Education

On September 20, a planning meeting was held at AED to make decisions about the topic and agenda for the planned two-day July, 1992 session focused on international nutrition communication. The meeting, chaired by Peggy Koniz-Booher and Hugh Joseph was attended by representatives from a number of organizations interested in international nutrition including A.I.D., the World Bank, USDA, La Leche League International, Manoff International, Education Development Center, American Public Health Association, PAHO and the Nutrition Foundation. Finalization of the program and identification of speakers will be the next task.

Social Marketing Guidelines for Vitamin A Program Managers

The Vitamin A Case Studies being prepared by the VITAL project were completed and made available to NCP the last week of September. Work will therefore resume next quarter on the Social Marketing Guidelines, which had been put on hold until the case studies were completed. NCP aims to have a final draft ready for review by the end of December.

Guide to Optimal Infant Feeding Patterns

The Question and Answer Guide, which was prepared based on the recommendations of a panel of experts, convened at AED in 1990 is in the translation/production stage.

IV. WORKING LIBRARY

The NCP Library collection now comprises 820 holdings (articles, technical reports, books, manuals, etc.) that pertain to nutrition and related topics. In addition to these catalogued items, NCP also maintains "country boxes" which contain items that deal specifically with a particular country, such as project reports and data sheets. The Library also includes a collection of materials (pamphlets, posters, flipcharts, etc.) as well as audio/visual materials, such as slides and videos.

In the last quarter, the NCP Library responded to 40 requests for materials. Requests for *Media Promotion of Breastfeeding: A Decade's Experience* continue to come from many organizations and health professionals from around the world, including Moyoke Pharmaceutical Store, Tabora, Tanzania; Research and Education International, UCLA Medical Center; Breastfeeding Consultants Inc., Swathmore, PA; Instituto de Investigación Nutricional, Lima, Peru; UNICEF/Jamaica and UNICEF/Iran; and the Columbia University Center for Population and Family Health, New York.

Specific requests for information on communication topics included one for materials on **Nutrition Education**, from the National Institute of Nutrition, Hyderabad, India and **Rapid Ethnographic Assessment/Niger**, from USAID/Maputo, Mozambique and the International Eye Foundation.

V. MEETINGS AND DISSEMINATION ACTIVITIES

International Nutrition Planners Forum

The event, held at UNESCO headquarters in Paris September 4-6, focused on "Effective Nutrition Communication for Behavior Change." AED Vice-President Mark Lediard gave the keynote address and served as lead facilitator. Dandara Toure Kanté, a nutritionist working with the NCP Mali Vitamin A project, presented a case study which she developed in collaboration with Claudia Fishman and Peter Gottert during her August visit to Washington. Margaret Parlato and Mr. Lediard worked with several of the presenters before the meeting; Margaret Parlato served as a facilitator.

Copies of *Communications for Child Survival*, made available through HealthCom, will be sent to participants along with the proceedings.

Presentations: Dissemination Activities

On August 9, Ms. Uccellani invited representatives from A.I.D. offices as well as from other A.I.D.-supported projects to view and discuss NCP's newly-produced training package, "Comuniquémonos, YA!"

Meetings and Coordination with Other Organizations

CARE: From 16-20 July, Ms. Uccellani met in New York with Mr. Ramirez, LAC Training Advisor, and officers of other CARE divisions. They analyzed nutrition communication training needs of CARE field staff in Latin America and developed plans for two workshops in the region.

FAO: Taking advantage of the opportunity afforded by the Lomé conference, Peter Gottert organized a meeting of persons responsible for launching the FAO Vitamin A Communications for the Sahel Initiative on Sept. 12. Dr. Beatrice Sénémaud of FAO, Dr. Hugues Koné of the University of Abidjan, NCP consultant Dr. Nancy Keith, as well as program managers from Burkina Faso, Mali, and Niger, discussed next steps prior to the organizational meeting scheduled for November in Bamako, Mali.

Nutrition Foundation: NCP collaborated with the Nutrition Foundation in preparing speakers for the Office of Nutrition's International Nutrition Planner's Forum in Paris.

PRITECH & MotherCare: NCP collaborative efforts with PRITECH continued strongly this quarter, culminating in the Lomé conference. Dr. Martita Marx of PRITECH organized a meeting on August 9 for Claudia Fishman and Dr. Marx to brief Dr. Mary Ann Anderson of the Office of Health and Dr. Marge Koblinsky of the MotherCare project on NCP and PRITECH activities in Optimal Infant Feeding. Fishman prepared a memo outlining the breastfeeding situation in West Africa, and presented the Lomé conference objectives, syllabus and materials. Koblinsky arranged to provide NCP with a French language translation of the A.I.D. Strategy for Breastfeeding which had been prepared for MotherCare in Haiti.

RENA: NCP sponsored participation of three steering committee members of the Nutrition Education Network for Africa (abbreviated as RENNA in French) to the Lomé conference in September, allowing RENNA to organize three critical working meetings, as well as the ceremonial transfer of keys to the University of Benin as the new headquarters. Professor Ananivi Doh, who teaches at UB and who presides over the Togolese Nutrition Group, received the keys from Michel Andrien of the University of Liège, Belgium.

WHO: NCP provided funding to translate three key chapters of James Akaré's *Infant Feeding, the Physiological Basis*, Supplement to Vol. 67, 1989 of the Bulletin of WHO. In addition, NCP partially sponsored the participation of Dr. Isabelle de Zoysa at the Lomé conference, allowing for timely input from WHO headquarters, particularly on the issues of diarrheal control and breastfeeding and AIDS, during the conference.

WINS: NCP staff met on several occasions with the WINS project to discuss opportunities for collaborative work in Africa (August 16 and September 25) and Latin America (August 20). In addition, Valerie Uccellani met with Nina Schlossman, Deputy and Technical Director, WINS, to brief her on recent NCP activities in Bolivia prior to a WINS needs assessment visit to that country.

VI. ADMINISTRATIVE

A meeting was held July 22 with the A.I.D. Contracts Office to review the NCP contract.

Financial/controlled activities during the last quarter include the following:

- Submitted a Year Five Work Plan and budget for FY '91/92;
- Requested a one-year no-cost extension to Amendment No. 2: Africa Bureau;
- Received a one-year no-cost extension to Amendment No. 4 and No. 5: Africa Bureau;
- Received a one-year no-cost extension to Delivery Order No. 4: USAID/Burkina Faso;
- Received incremental funding of \$209,613 from USAID/Honduras: Amendment No. 2 to Delivery Order No. 7; and,
- In connection with the proposed no cost extension of the NCP Contract, presented a detailed actual and projected expense and level of effort report to R&D/N.

VII. STAFF

Cindy Arciaga joined the NCP staff in September, after having worked as a part-time student clerk. She replaces Roxana Bades as project secretary.

During this quarter NCP was fortunate to have Dr. Muderhwa Runesha work with NCP in preparing the technical sessions for the Lomé conference. This was done through the Humphrey fellowship program. Gabriella Newes, a Ph.D. student from the Johns Hopkins University, also worked as an intern during this period, providing assistance for the Lomé conference.

VIII. SUBCONTRACTORS

1. Wellstart's Anne Brownlee participated in the Lomé conference on Optimal Infant Feeding. She made a presentation and served as a resource person. Plans for follow-up country visits to West Africa are being planned.
2. Porter/Novelli's Claudia Fishman concentrated on planning the Lomé conference. During this period, work also was carried out by Bob Porter on the **Ethnographic Training Manual**.

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

1. All project activities in Honduras were delayed or put on hold due to national mobilization against an anticipated cholera epidemic. This has especially affected planned training activities for this quarter. NCP is exploring ways of forging stronger links between breastfeeding and diarrhea prevention efforts in an effort to keep up momentum on this component.

2. Baseline survey reports for Honduras, Mali and Burkina Faso and the ethnographic research from Niger, all expected at the end of this quarter, are now scheduled for completion by the end of October. These reports were put on hold due to concentration of staff effort on the Lomé Conference and the INCAP regional training (held two months earlier than planned at INCAP's request).

APPENDIX A

BUDGET ANALYSIS

NUTRITION COMMUNICATION PROJECT (NCP)

CONTRACT NO. DAN-5113-Z-00-7031-00

FILENAME: NUSPEN16

FINANCIAL REPORT FOR PERIOD JULY - SEPTEMBER '91

SEPTEMBER 30, 1991

| A | B | C | D | E | F | G |
|--|------------|------------------------------|---------------------------|------------------------|------------------------|-----------------------------|
| FUNDING SOURCE | PROJ # | EXPENDITURES | | SPENT/ NOT INVOICED | EXPENDITURES | |
| | | OBLGD FUNDS THRU 09/30/91 | INVOICED THRU 09/30/91 | | THRU 09/30/91 (D+E) | REMAIN FUNDS (C MINUS F) |
| I. R&D/N Funds (not including Vitamin A or INPF) | | 2,542,322 | | | | 346,973 |
| General Costs | 21300000 | | 2,118,898 | 14,427 | 2,133,325 | |
| Haiti/Central | 21300001 | | 8,175 | 0 | 8,175 | |
| Niger I/Central | 21300003 | | 7,292 | 0 | 7,292 | |
| Bolivia/Central | 21300005 | | 295 | 0 | 295 | |
| Sudan/Central | 21300007 | | 65 | 0 | 65 | |
| Jordan/Central | 21300009 | | 17,461 | 0 | 17,461 | |
| Peru/Central | 21300011 | | 28,736 | 0 | 28,736 | |
| FVA/CARE-CRS/Central | 21300012 | 10,771 | 9,970 | 0 | 9,970 | 801 |
| Burkina/Central | 21300014 | 21,675 | 14,008 | 0 | 14,008 | 7,667 |
| Abidjan Wkshop/Central | 21300020 | 9,576 | 9,576 | 0 | 9,576 | 0 |
| Honduras/Central | 21300027 | 74,656 | 74,656 | 0 | 74,656 | 0 |
| Total R&D/N (Other than Vitamin A and INPF) | | 2,659,000 | 2,289,132 | 14,427 | 2,303,559 | 355,441 |
| II. R&D/N Vitamin A Activities | | | | | | |
| General | 2130001700 | 97,000 | 69,262 | 0 | 69,262 | 27,738 |
| Niger II (Mini-Project) | 2130001701 | 95,000 | 34,741 | 17,696 | 52,437 | 42,563 |
| Mali | 2130001702 | 53,000 | 52,261 | 0 | 52,261 | 739 |
| FAO Workshop | 2130001703 | 55,000 | 0 | 0 | 0 | 55,000 |
| TOTAL R&D/N Vitamin A Activities | | 300,000 | 156,264 | 17,696 | 173,960 | 126,040 |
| III. INPF Conference | 21300018 | 200,000 | 199,769 | 0 | 199,769 | 231 |
| 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) |

| FUNDING SOURCE | A PROJ # | EXPENDITURES | | | EXPENDITURES | | G REMAIN FUNDS (C MINUS F) |
|------------------------------------|-----------------|----------------------|------------------|----------------|------------------------|------------------------|----------------------------------|
| | | OBLGD FUNDS | | INVOICED | SPENT/ NOT INVOICED | THRU 09/30/91 (D+E) | |
| | | THRU 09/30/91 | THRU 09/30/91 | THRU 09/30/91 | THRU 09/30/91 | THRU 09/30/91 | |
| Burkina/Mission | 21300013 | 115,401 ** | 102,460 | 1,217 | 103,677 | 11,724 | |
| Burkina/Mission (Local Costs) | 21300016 | 8,788 ** | 8,788 | 0 | 8,788 | 0 | |
| Honduras/Mission | 21300026 | 671,613 | 314,131 | 43,129 | 357,260 | 314,353 | |
| Mali/Mission | 21300031 | 50,000 | 49,786 | 0 | 49,786 | 214 | |
| Burkina/Mission II | 21300036 | 199,998 | 50,002 | 32,836 | 82,838 | 117,160 | |
| Mali/Mission II | 21300038 | 300,000 | 0 | 0 | 0 | 300,000 | |
| Total Mission | | 1,431,959 *** | 611,326 | 77,182 | 688,508 | 743,451 | |
| V. Bureau Funds | | | | | | | |
| LAC Bureau | | | | | | | |
| LAC/Breastfeeding Evaluation | 2130001501 | 20,825 | 21,386 | 0 | 21,386 | (561) | |
| LAC/Breastfeeding Manual | 2130001502 | 15,500 | 14,982 | 0 | 14,982 | 518 | |
| General Account | 2130001500 | 3,675 | 3,632 | 0 | 3,632 | 43 | |
| Total | 21300015 | 40,000 | 40,000 | 0 | 40,000 | 0 | |
| Sudan/AFR Bureau | 21300008 | 99,763 + | 99,763 | 0 | 99,763 | 0 | |
| Kenya/AFR Bureau | 21300033 | 50,237 + | 34,238 | 0 | 34,238 | 15,999 | |
| Kenya/AFR Bureau | 21300035 | 50,000 ++ | 3,085 | 0 | 3,085 | 46,915 | |
| FVA/CARE-CRS | 21300010 | 24,993 | 17,853 | 7,140 | 24,993 | 0 | |
| FVA/CARE II | 21300037 | 19,750 | 0 | 0 | 0 | 19,750 | |
| Abidjan Wkshop/REDSO/WCA | 21300019 | 105,000 | 104,920 | 0 | 104,920 | 80 | |
| Guatemala/ROCAP | 21300022 | 49,796 | 48,843 | 0 | 48,843 | 953 | |
| Burkina/Africa Bureau | 21300023 | 29,736 | 8,774 | 0 | 8,774 | 20,962 | |
| Niger/Africa Bureau | 21300024 | 37,264 ++ | 34,646 | 2,618 | 37,264 | 0 | |
| Swaziland/Africa Bureau | 21300025 | 25,000 ++ | 24,673 | 0 | 24,673 | 327 | |
| Abidjan Workshop Follow-up/Africa | 21300028 | 20,000 | 19,905 | 0 | 19,905 | 95 | |
| Mali/Africa Bureau | 21300030 | 43,000 ++ | 42,984 | 0 | 42,984 | 16 | |
| Child Survival Init./Africa Bureau | 21300034 | 500,000 | 224,360 | 72,159 | 296,519 | 203,481 | |
| Total Bureau | | 1,094,539 | 704,044 | 81,917 | 785,961 | 308,578 | |
| GRAND TOTAL | | 5,685,498 | 3,960,535 | 191,222 | 4,151,757 | 1,533,741 | |

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

** Total Burkina Mission buy-in is \$124,189; \$8,788 of this is local in-country costs (Project # 21300016).

*** Total obligated mission funds (\$1,463,214) minus total deobligated and to-be-deobligated funds (\$31,255).

+ Original Sudan allocation was \$150,000; \$50,237 of unused money was transferred to Kenya.

++ Original Swaziland allocation was \$80,000; \$50,000 was transferred to Kenya, \$3,000 to Mali, and \$2,000 to Niger.

| | R&D/N (other than Vitamin A & INPF Conf.) | R&D/N Vitamin A | R&D/N INPF | MISSION | BUREAU | TOTAL |
|-------------------------------------|--|--------------------|---------------|-----------|-----------|-----------|
| I. Obligations thru 09/30/91: | 2,659,000 | 300,000 | 200,000 | 1,431,959 | 1,094,539 | 5,685,498 |
| II. Expenses Invoiced thru 09/30/91 | 2,289,132 | 156,264 | 199,769 | 611,326 | 704,044 | 3,960,535 |
| III. Funds Spent thru 09/30/91 | 2,303,559 | 173,960 | 199,769 | 688,508 | 785,961 | 4,151,757 |

Total Budget Ceiling = 8,420,506

| | |
|--|-------|
| % Obligated R&D/N Funds Invoiced thru 09/30/91 (not incl. Vitamin A & INPF) | 86.09 |
| % Obligated R&D/N Vitamin A Funds Invoiced thru 09/30/91 | 52.09 |
| % Obligated INPF Funds Invoiced thru 09/30/91 | 99.88 |
| % Obligated Mission Funds Invoiced thru 09/30/91 | 42.69 |
| % Obligated Bureau Funds Invoiced thru 09/30/91 | 64.32 |
| % Total Obligated Funds Invoiced thru 09/30/91 | 69.66 |
| % Invoiced Against Budget Ceiling thru 09/30/91 | 47.03 |

APPENDIX B
NCP TRAVEL

July - September, 1991

| TRAVELER | DESTINATION | DATE | COMMENTS |
|--------------------------|------------------------|------------------|-----------------|
| P. Gottert | New York | July 12 | AED |
| V. Uccellani | New York | July 16 - 20 | AED |
| E. Douglass ¹ | Washington, D.C. | July 19 | AED |
| V. Uccellani | Bolivia | July 22 - 31 | AED |
| P. Gottert | New York | July 25 | AED |
| J. Rosenbaum | Honduras | August 1 - 16 | AED |
| H. Koné | Burkina Faso | August 4 - 14 | AED |
| E. Douglass | Swaziland | August 11 - 17 | AED |
| E. Booth | Honduras | August 11 - 20 | AED |
| D. Kanté | Washington, D.C. | August 18 - 23 | AED |
| H. Koné | Burkina Faso | August 25 - 30 | AED |
| V. Uccellani | Honduras Costa Rica | September 1 - 19 | AED |
| M. Parlato | Paris, France | September 2 - 7 | AED |
| J. Daniels | Togo | September 1 - 17 | AED/PRITECH |
| C. Fishman | Togo | September 3 - 16 | P/N |
| K. Forsyth | Togo | September 3 - 16 | AED |

¹ Travel not paid for by NCP.

| | | | |
|---------------|------|------------------|-------------|
| B. Traore | Togo | September 5 - 14 | AED/PRITECH |
| Y. Gamatie | Togo | September 6 - 16 | AED/PRITECH |
| A. Brownlee | Togo | September 6 - 14 | Wellstart |
| M. Runesha | Togo | September 6 - 15 | AED/PRITECH |
| M. Parlato | Togo | September 7 - 14 | AED |
| D. Kanté | Togo | September 7 - 15 | AED |
| N. Keith | Togo | September 8 - 16 | AED/PRITECH |
| H. Koné | Togo | September 7 - 14 | AED/PRITECH |
| M. Hien | Togo | September 7 - 15 | AED/PRITECH |
| J. Zerbo | Togo | September 7 - 15 | AED/PRITECH |
| Y. Guy | Togo | September 7 - 15 | AED/PRITECH |
| J. Somda | Togo | September 7 - 15 | AED/PRITECH |
| B. Zampaligre | Togo | September 7 - 15 | AED/PRITECH |
| J. Douamba | Togo | September 7 - 15 | AED/PRITECH |
| B. Barry | Togo | September 7 - 15 | AED/PRITECH |
| C. Lowe | Togo | September 7 - 15 | AED/PRITECH |
| C. Mbella | Togo | September 7 - 15 | AED/PRITECH |
| E. Mbaniko | Togo | September 7 - 15 | AED/PRITECH |
| G. Ningo | Togo | September 7 - 15 | AED/PRITECH |
| M. Olayinka | Togo | September 7 - 15 | AED/PRITECH |
| C. Adou | Togo | September 7 - 14 | AED/PRITECH |
| J. Andoh | Togo | September 7 - 14 | AED/PRITECH |

| | | | |
|-------------|-----------|-------------------|-------------|
| E. Ezan | Togo | September 7 - 14 | AED/PRITECH |
| T. Ambroise | Togo | September 7 - 14 | AED/PRITECH |
| F. Diallo | Togo | September 7 - 14 | AED/PRITECH |
| M. Kanté | Togo | September 7 - 14 | AED/PRITECH |
| T. Fatimata | Togo | September 7 - 14 | AED/PRITECH |
| B. Mountaga | Togo | September 7 - 14 | AED/PRITECH |
| A. Boukar | Togo | September 7 - 14 | AED/PRITECH |
| G. Alzouma | Togo | September 7 - 16 | AED/PRITECH |
| H. Hamani | Togo | September 7 - 16 | AED/PRITECH |
| A. Moha | Togo | September 7 - 16 | AED/PRITECH |
| B. Sabo | Togo | September 7 - 16 | AED/PRITECH |
| S. Bucyana | Togo | September 7 - 15 | AED/PRITECH |
| M. Kader | Togo | September 8 - 15 | AED/PRITECH |
| A. Helal | Togo | September 8 - 15 | AED/PRITECH |
| M. Kondé | Togo | September 8 - 15 | AED/PRITECH |
| B. Fall | Togo | September 9 - 14 | AED/PRITECH |
| B. Camara | Togo | September 9 - 14 | AED/PRITECH |
| M. Coly | Togo | September 9 - 14 | AED/PRITECH |
| M. Mbaye | Togo | September 9 - 14 | AED/PRITECH |
| P. Gottert | Togo | September 11 - 16 | AED |
| E. Douglass | Swaziland | September 14 - 21 | AED |
| P. Gottert | Niger | September 16 - 20 | AED |

| | | | |
|-------------------|---------------------|--------------------------|------------|
| N. Keith | Niger | September 16 - 20 | AED |
| P. Gottert | Burkina Faso | September 20 - 27 | AED |

APPENDIX C

TRAINING EVENTS AND WORKSHOPS

| DATES | NUMBER OF PARTICIPANTS | COUNTRY | DESCRIPTION OF ACTIVITIES |
|------------------|-------------------------------|---|--|
| July 8 | 26 | Honduras | One-day orientation on breastfeeding and infant feeding for twenty interviewers, two physicians, three health educators and one administrator including current practices in Honduras and a brief description of communication plan. |
| July 25 & 26 | 10 | Bolivia | Two-day training of trainers with supervisory staff of five NGOs to train on the use and adaptation of "Comuniquémonos, Ya." |
| August 12 - 16 | 11 | Honduras Panama Costa Rica Guatemala El Salvador Nicaragua | Week-long training in "Communication for Technology Transfer in Food, Nutrition, and Health" by NCP and HealthCom for INCAP advisors from the region. |
| September 8 - 16 | 26 | Honduras | One-week training in health communication and education and communication planning for Meals for Millions supervisors, Olancho. |
| September 9 & 10 | 13 | Honduras | Two-day workshop with three trainers from Meals for Millions and ten auxiliary nurses of the Ministry of Health using the manual "Learning to Listen to Mothers: Strengthening Communication for Nutrition and Growth Promotion." |
| September 26 | 15 | Burkina Faso | Half-day training with three health supervisors and twelve health educators from three PVOs on the use of the two Vitamin A village storybooks. |

| DATES | NUMBER OF PARTICIPANTS | COUNTRY | DESCRIPTION OF ACTIVITIES |
|---------------------|-------------------------------|--|---|
| September 9 - 13 | 75 - 100 | Burkina Faso Cameroon Côte d'Ivoire Gambia Guinea Mali Niger Senegal Togo Zaire | Week-long conference with teams of high-ranking government policymakers and program managers, as well as hospital-based clinicians and university researchers, from eleven African countries to discuss technical and programmatic issues related to optimal infant feeding and develop country action plans. |

APPENDIX D

SHORT-TERM TECHNICAL ASSISTANCE

July - September 1991

| | Number of Weeks | | Total Weeks of TA |
|--|-----------------|-------------|-------------------|
| | Staff | Consultants | |
| I. AFRICA | | | |
| A. Regional | 3.0 | 13.6 | 16.6 |
| <p>Kolodin (c) analyzed recent scientific literature on socioculturally-mediated factors that influence infant and young child feeding practices and the effects of these practices on children's nutritional status, morbidity and mortality, growth and development, in support of the Africa Bureau Infant Feeding Initiative.</p> <p>Muderhwa (a Humphrey fellow) reviewed and prepared summaries of African quantitative and ethnographic data for Lomé conference, made presentations on maternal health and the introduction of solids, and served as a facilitator during the conference.</p> <p>Brownlee (c) made a presentation at the Lomé conference on the protocol to use when developing projects to be considered for funding by donors, and served as a resource person during the conference.</p> <p>Parlato, Fishman, and Gottert served as facilitators and resource persons during the Lomé conference.</p> | | | |

(c) = consultant

| | Number of Weeks | | Total Weeks of TA |
|---|-----------------|-------------|-------------------|
| | Staff | Consultants | |
| <p>B. Burkina Faso</p> <p>Koné (c) assisted the MOH to analyze the KAP survey data and prepare the preliminary survey results for presentation at the Lomé conference.</p> <p>Holley (c) collaborated with Koné on the statistical analysis of the KAP survey using the EPI INFO software.</p> <p>Fishman supervised the KAP survey analysis, assisted with presentation of preliminary results at Lomé conference, and reviewed draft report.</p> <p>Gottert monitored progress of project activities, discussed the results of the KAP survey, and assisted in planning the December TAG workshop.</p> | 4.0 | 4.0 | 8.0 |
| <p>C. Mali</p> <p>Holley (c) completed analysis of the KAP survey and wrote draft of final report.</p> <p>Fishman supervised analysis of the KAP survey and reviewed final report.</p> | 3.0 | 1.0 | 4.0 |

| | Number of Weeks | | Total Weeks of TA |
|---|-----------------|-------------|-------------------|
| | Staff | Consultants | |
| <p>D. Niger</p> <p>Keith (c) analyzed the data from the field research and completed the draft report.</p> <p>Hung (c) reviewed available literature and analyzed data pertaining to the availability and consumption of Vitamin A-rich foods in southern Niger and estimated the Vitamin A gap for vulnerable age groups.</p> <p>Gottert and Keith reviewed findings of the field research and assisted the Mini-project team to develop a communications strategy and implementation plan.</p> | 1.0 | 11.0 | 12.0 |
| <p>E. Swaziland</p> <p>Douglass (c) assisted the Weaning Project to develop a radio production and broadcasting strategy.</p> | | 2.0 | 2.0 |
| II. LATIN AMERICA | | | |
| <p>A. Bolivia</p> <p>Uccellani conducted a two-day training of trainers with supervisory staff of five NGOs to train on the use and adaptation of "Comuniquémonos, Ya."</p> | 1.5 | | 1.5 |

(c) = consultant

| | Number of Weeks | | Total Weeks of TA |
|---|-----------------|-------------|-------------------|
| | Staff | Consultants | |
| <p>B. Honduras</p> <p>Rosenbaum, Baume (c) and Zeldin (c) completed data analysis of Health Provider Survey and produced draft of Breastfeeding Promotion Project Evaluation baseline report.</p> <p>Rosenbaum assisted the divisions of Nutrition and Maternal and Child Health to develop a training plan for the breastfeeding component.</p> <p>Uccellani conducted a training session for Meals for Millions staff in Olancho, to pretest the GMP manual "Learning to Listen to Mothers".</p> | 2.65 | 5 | 7.65 |
| <p>C. INCAP</p> <p>Booth and Rosenbaum prepared and conducted a week-long training, "Communication for Technology Transfer", for INCAP in-country health education and training advisors.</p> | 3.0 | 2.0 | 5.0 |
| <p>D. CARE - LAC Region</p> <p>Uccellani collaborated with LAC Training Advisor, Julio Ramirez, to design nutrition training/communication workshop for CARE fieldstaff.</p> | 1.0 | 1.0 | 2.0 |

(c) = consultant

APPENDIX E

NUTRITION COMMUNICATION PROJECT

LIST OF PUBLICATIONS

The following documents are available from the Nutrition Communication Project of the Academy for Educational Development, 1255 23rd Street, N.W., Washington, DC 20037:

Answering Key Questions: Recommendations from the Expert Meeting on Optimal Infant Feeding Practices September 24-25, 1990

edited by P. Koniz-Booher, C. Fishman, M. Parlato, and A. Roberts

Breastfeeding and Infant Feeding Graphs Based on Data from the Demographic Health Surveys, 1990

by Alfred Zerfas

Breastfeeding: A Sampling of Promotional Materials

A Latin America/Caribbean supplement to *Media Promotion of Breastfeeding: A Decade's Experience*, 1990.

Breastfeeding Promotion in Central America: High Impact at Low Cost, 1991

by Sandra Huffman, Dora Panagides, Julia Rosenbaum, and Margaret Parlato

Comment Identifier les Enfants Malnourris et Comment Conseiller Leur Parents, 1991

A manual on infant feeding counselling techniques for health workers. Available in French only.

¡Comuniquémonos, Ya!, 1991

Training video/facilitator's guide package for Interpersonal Communications Skills in Growth Monitoring. The video package is available to those interested for the cost of a copy. Available only in Spanish.

Crucial Elements of Successful Community Nutrition Programs

Report of the Fifth International Conference of the International Nutrition Planners Forum, August 15-18, 1989. Seoul, Korea.

This document is available in English, Spanish and French.

Ethnographic Techniques for Researching Maternal and Child Nutrition, 1991
by Claudia Fishman, Robert Porter, and Joan Campbell
Available in French and English.

Field Research in Macina (Mali) for Vitamin A Communications, 1990
by Claudia Fishman and Katherine Dettwyler
This document is also available in French.

Growth Monitoring and Promotion: Issues and Actions
A report of an Advisory Meeting sponsored by NCP in coordination with the Office of Nutrition of A.I.D. December, 1988.

Historical Review of the Panama Breastfeeding Promotion Project, 1991
by Sandra Huffman

Learning to Listen to Mothers: Strengthening Communication for Nutrition and Growth Promotion, 1991
A manual for training supervisors of community health workers in counselling techniques.

Media Promotion of Breastfeeding: A Decade's Experience, 1989
by Cynthia Green
This document is available free of charge to individuals from developing countries and for \$10.00 to those from developed countries.

Nutrition and Child Feeding Patterns in the Sudan, 1989
by Gail Harrison

Promising PVO Strategies in Growth Monitoring and Promotion
A report on a workshop sponsored by NCP in coordination with the Office of Nutrition of A.I.D. June 15-17, 1989:

Rapid Ethnographic Assessment of Infant Feeding Practices in the Sudan, 1989
Sahar Zaghoul