

PD-A-6-913

# **Nutrition Communication Project**

**QUARTERLY  
TECHNICAL REPORT**

**20**

**July - September**

**1992**

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

DAN-5113-Z-00-7031-00  
936-5113

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

**Quarterly Technical Report No. 20  
July - September 1992**

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**This project is funded by the U.S. Agency for International Development, Bureau for Research and Development, Office of Nutrition, under Contract No. DAN-5113-Z-00-7031-00 (Project 936-5113).**

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## I. HIGHLIGHTS THIS QUARTER

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

- A test-version of a microcomputer model for policymakers was readied, that focuses attention on nutrition issues and their economic, social and human costs to governments.
- A two-day International Nutrition Education Conference was mounted in conjunction with the Annual Meeting of the Society for Nutrition Education. Over 200 participated in the Conference, and another 80 attended a one-day skills building workshop on social marketing.
- A strategy-development seminar was held in Swaziland for the Weaning Project, followed by a workshop to train regional staff in collecting radio material.
- In Burkina Faso 240 health workers, teachers and agriculture extension workers were trained in nutrition communication skills.
- A new vitamin A communication activity which focuses on in-school education was launched in Burkina Faso in collaboration with HKI.
- A second phase breastfeeding communication program was initiated in Honduras, including a popular radio call-in show.
- Some 6500 copies of *Questions and Answers on Infant Feeding: a Panel of Experts Takes a New Look* were distributed this quarter; the manual was also used as a resource material in several key conferences including the UNICEF World Congress of Pediatricians and the First Ladies of Latin America Summit.

### Next Quarter

NCP plans:

- Development and launch of new radio drama series in both Burkina Faso and Mali.
- Evaluation of the Niger Vitamin A Social Marketing Mini-Project.
- Finalization of a series of print and graphic material on breastfeeding for La Leche League in Honduras; and, initiation of materials design in Côte d'Ivoire for use in West Africa.

## II. PROJECTS AND OTHER FIELD SUPPORT ACTIVITIES

### A. AFRICA

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#### ■ Sahel Region Vitamin A Communication Project

Country teams from Mali, Burkina Faso and Niger attended the FAO-sponsored rural radio workshop held in Ouagadougou this August. For each team, NCP prepared a separate creative brief to succinctly sketch out target groups, messages, desired actions, and thematic treatments for the radio programs. Peter Gottert reviewed the briefs with the teams during his July - August visit to the three countries, and worked with teams in preparation for the workshops.

To capitalize on the FAO investment in training, NCP will launch radio programming immediately after the workshop. In early October, NCP will field two radio consultants to Mali and Burkina Faso -- first a scriptwriter and then a producer -- to initiate the development of a radio drama series and spots. The consultants will work with the Niger teams early in 1993. An overall goal of the radio programming will be to create a series of characters with whom the population can identify and use as models for adopting target behaviors.

#### ■ Africa Bureau Infant Feeding Initiative

##### Regional

##### *Optimal Infant Feeding Research Roundtable*

In July NCP organized a one-day "Roundtable" at the Academy for Educational Development to discuss ethnographic and human biology research issues and methods that need to be considered before conducting in-depth research on optimal maternal and infant feeding. Dr. Claudia Fishman, (a medical anthropologist), assisted by Joëlle Chorna and Diane Foster, organized the meeting which included human biologists/anthropologists who have recently worked in Africa as well as two African program managers. The participants included Mr. Dia El Housseynou (NCP's summer intern from Tulane, formerly Director of Health Education, MOH, Mauritania); Dr. Eleonore Seumo-Fosso (Pilot Nutrition Education Program Director, CARE-Cameroon); Dr. Katherine Dettwyler (Anthropology Department, Texas A & M University, who worked with Bamabara and Bozo in Mali); Dr. Sheila Cosminsky (Anthropology Department, Rutgers University, who worked in Kenya); Dr. Sarah Castle (Harvard Population Center, who worked with Fulani in Mali); and Dr. Stina Almroth, (Cornell University, Nutrition Program visiting Scholar, who worked in Lesotho).

The roundtable served as a point of departure for planning in-depth research activities over the next two years to be undertaken in Mali, Burkina Faso, Cameroon and elsewhere in Africa. Three key issues discussed were:

- The cultural relevance of fluids and foods used to feed infants, including breastmilk.
- People's attachment to water, and perceived need for infants to have water in addition to breastmilk.
- Women's view of their nutritional needs surrounding pregnancy and lactation, and perceived obstacles to consuming foods of higher nutritional quality during these periods.

In thinking about these issues, participants were asked to consider cultural models for adult behavior, including men's and women's responsibilities; views of parenting; when do infants become part of society -- how much special attention is considered appropriate, how is nurturing (by mothers or fathers) defined and "rated," and relevance of the fear of sorcery or other locally defined threats to health.

The group reached several conclusions during the "roundtable":

1. While there are hundreds of culture and language groups in the countries discussed, many of the "barriers" to optimal infant feeding appear to be "universal," for example, every group had reasons for withholding colostrum, for giving liquids to infants in the first four months and for eating less during the last trimester of pregnancy. However, the rationale for these practices varies widely by country and ethnic group. For example, Fulani herders (spread across the northern part of the Sahel) believe firmly in using "preventive medicines" consisting of large servings of cooked and cooled liquids given orally (or as enemas) to infants from their first days. This practice is also common among the More of Burkina Faso. However, few other groups, including the Bamabara of Mali and ethnic groups residing in the same environmental belt in Cameroon, practice this tradition. Therefore, culture-specific findings need to guide future country-level research.
2. Much of existing ethnographic data lays out the resistance points and other obstacles, however, none of it suggests solutions. There is therefore no simple, obvious way to translate present culture-specific knowledge into message guidelines. Additional operational research is necessary.
3. From a marketing perspective, breastmilk and breastfeeding must "compete" with several other "products" and "processes" during critical decision points: Colostrum must be positioned as a better product than the sugar water currently recommended by traditional birth attendants; breastmilk has to compete with millet water left to feed children by mothers wanting to get some "real work" done in the fields or elsewhere; breastmilk must appear to be a more effective preventive medicine than a range of traditional preparations used in many countries. For each of these competing products, there are actually "sales agents" (TBAs, herbalists, older women who advise young mothers in "household hints, such as using millet water). An area of strategic concentration, therefore, is understanding each of the competing products in light of what motivates the

current "sales agent" to promote the "product" and how can that person be convinced that breastmilk/breastfeeding is a better product. This is in addition to understanding a mother's perspective surrounding her choice of breastmilk or the alternative in these decision points.

4. Whether a marketing or more classic IEC approach is used, short-cuts to developing optimal infant feeding message strategies should include a phase of focussed ethnographic research to generate message concepts followed by village-based trials of strategies mounted by programs already implementing other message platforms (e.g. in Vitamin A or improved weaning).

Dr. Seumo-Fosso planned to incorporate the groups' recommendations into the ongoing Pilot Nutrition Education Project in Cameroon; Dr. Castle has agreed to lead an NCP research activity in Mali and NCP has initiated discussions with Dr. Doris Bonnet of ORSTOM (France) who undertook similar research in Burkina Faso. As the next step, NCP will develop the guidelines for the in-depth research. A non-edited transcript (60 pp) of the Research Roundtable discussion is available from NCP.

#### *Infant Feeding and Child Survival: Selected Readings*

NCP finalized agreements with the International Children's Center (CIE) in Paris for the collaborative production of a printed volume with the working title, Infant Feeding and Child Survival: Selected Readings. The technical articles assembled for the Lomé Conference on Optimal Infant Feeding (September, 1991) will be utilized to produce a stand-alone resource for courses or seminars on the themes. The volume will follow the Lomé conference agenda and provide an overall introduction to optimal infant feeding.

Following the meetings held by Claudia Fishman and CIE senior staff (Dr. Anne-Marie Masse-Raimbault, Dr. Michel Chauillac, Mme. Helen Basancon) last quarter during which time the 50 articles included in the original reading set were winnowed down to 20, technical assistance agreements and a production budget were developed. NCP staff, overseen by Kim Forsyth, began the process of procuring author's and publisher's clearances this summer. The CIE, given their topical expertise and experience in publishing technical documents for a non-technical West African audience, is taking primary responsibility for editing and revising the selected articles. CIE will also write short chapter introductions and summaries, and insure overall quality of the volume and oversee printing. CIE will make the volume available for sale (at cost) through their documentation center and catalog, following a preliminary distribution to countries which request copies from the Office of Nutrition and NCP.

## Program Planning and Technical Assistance

### *Côte d'Ivoire*

Collaboration with La Leche League International and CERCOM (Center for Communications Research and Teaching, at the National University of Côte d'Ivoire) moved forward significantly this quarter. La Leche League is collaborating with UNICEF in Côte d'Ivoire and Gabon in support of the "Baby Friendly" Hospital Initiative, and asked NCP to assist in modifying a low-literacy breastfeeding "how-to" pamphlet for mothers and a guide for mothers' support group leaders, both originally developed in Latin America. NCP Program Associate Kim Forsyth travelled to Abidjan in July to begin developing the pamphlet for use in hospitals in Abidjan and potentially other urban hospitals throughout francophone Africa.

Dr. Hugues Koné and Mrs. Regina Traore of CERCOM will coordinate the development and production of the breastfeeding pamphlet and conduct focus group research and pretesting with technical assistance from NCP and La Leche League. They will work closely with Dr. Joseph Andoh, Director of Pediatrics at the Treichville University Hospital (CHU).

The pamphlet is designed for semi-literate mothers, so it contains little text and the essential messages are conveyed through expressive images. Dr. Andoh noted that there is currently a lack of materials that mothers can take home with them after giving birth and was positive about the value of this type of reinforcement. Dr. Koné also suggested that slides be made from the pictures used in the pamphlet in order to train health personnel in how to use the pamphlet to counsel mothers. The idea is that if health personnel use the pamphlet to explain the basic messages to mothers before they leave the hospital, those mothers who cannot read the text will be better able to understand the pictures.

Ms. Forsyth also visited the maternity and pediatrics wards of the Treichville CHU. Treichville, as well as three other pilot hospitals in Abidjan, had recently been declared "Baby Friendly" by UNICEF. Only the last of the *Ten Steps to Successful Breastfeeding* -- the creation of mothers support groups -- had not yet been achieved. Because of this need, adapting the guide for mothers support-group facilitators was discussed as an important next step. However, it was agreed that we would focus first on the pamphlet and then proceed with the facilitators' guide if time and funds permit.

On her return through Paris, Ms. Forsyth met with Carmen Vandenabeele, the La Leche League Coordinator of the Baby Friendly Hospital Initiative project, to discuss the results of the Abidjan visit and the next steps to pursue. Since La Leche League holds the copyrights to the pamphlet, they will review any changes suggested and be involved during all stages of production. A Letter of Agreement between La Leche League and NCP will be prepared to formalize this relationship.

## *Cameroon*

Together with CARE-New York, NCP sponsored the participation of Dr. Eleonore Seumo-Fosso to the Society for Nutrition Education (SNE) International Meeting in Washington DC, and organized two days of additional meetings (including the Research Roundtable described on page 2) to assist Dr. Seumo-Fosso in planning formative research for the Pilot Nutrition Education Program. Dr. Seumo-Fosso shared the first draft of formative research guidelines intended for implementation this quarter, pending finalization of administrative agreements among the various government and non governmental agencies participating in the Pilot Nutrition Education Project (MOH/CARE/World Bank). Dr. Seumo-Fosso hoped to incorporate some of the information she learned during the SNE meetings into a revised research plan. NCP's participation was requested for interpretation of the research findings leading to strategy development, now anticipated for next quarter.

## *Nigeria*

On July 17, NCP took part in a planning meeting organized by the World Bank and the USAID Africa Bureau to discuss a national food and nutrition program in Nigeria. NCP has been asked to contribute to developing a communications component for the larger program initiated by the World Bank and UNICEF. It is clear that planners in Nigeria are talking about nutrition as a national priority because of (1) recent DHS results showing high rates of malnutrition and child mortality in Northern Nigeria, (2) similar results from a vitamin A survey, (3) a breastfeeding conference held in-country, and (4) official interest shown by USAID, UNICEF and the World Bank.

## ■ **Country Project: Burkina Faso**

NCP has been collaborating with the Ministry of Public Health in Burkina since 1988. In March 1991, NCP/Burkina Faso initiated second-phase activities in eight provinces as a component of the USAID-funded Family Health and Health Financing Project. To improve the nutrition of families in Burkina Faso, communications will address three themes: improvement of maternal nutrition, child nutrition and dietary management practices during and after diarrhea. NCP plans to work through the following channels: radio, health workers, teachers, and other development agents.

### Technical Assistance Visits

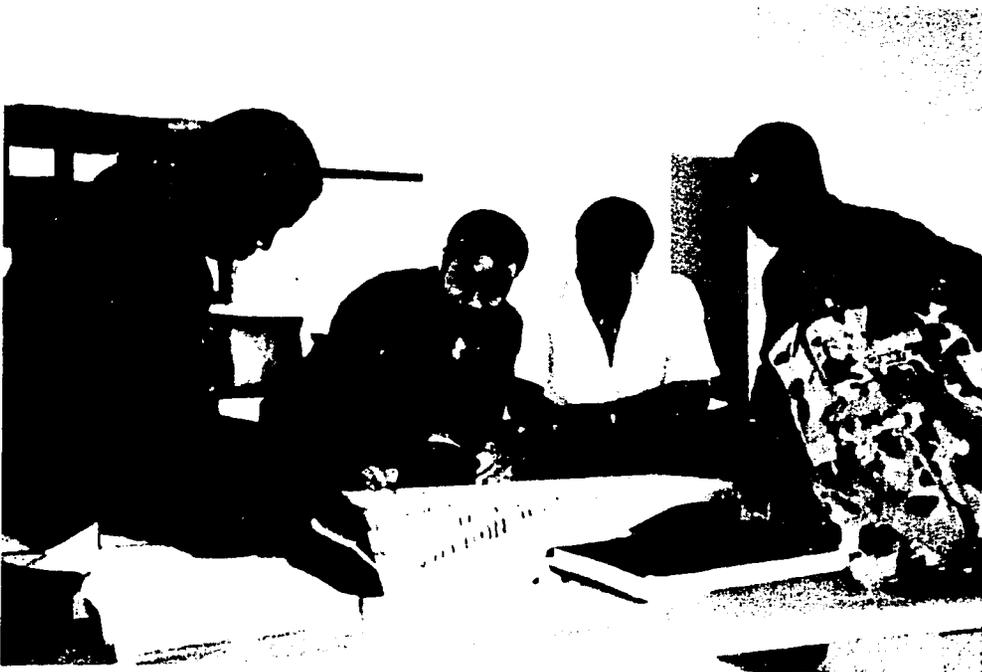
During this quarter Program Officer, Peter Gottert visited Burkina Faso from August 4 -11 and Program Associate, Kim Forsyth from July 23 - 31. Gottert worked with NCP consultant Amelia Duran-Bordier, and Project Director Douamba Parfait to plan activities leading up to launching the project's mass-media component. Forsyth worked with the team on the development of a primary school initiative.



Discussing the nutrition messages



Practicing communication techniques at a health center



Planning nutrition education activities

## Images of Burkina Faso Training

*01*

## Training and Distribution of Educational Materials

Since March, NCP has been actively involved in preparing and implementing a series of two Training of Trainers Workshops and 16 Workshops in the project provinces. Thirteen workshops were conducted in this quarter. In each province, with the assistance of consultant Amelia Duran-Bordier, NCP trained 30 agents -- approximately 20 "Chef de Poste" from health, 5 "conseillers pédagogiques" and/or inspectors from education and 5 agents from the rural development sector. The series of 18 workshops was completed in mid-August.

During the provincial workshops, the Division of Family Health distributed all the nutrition education materials produced for field use. This includes the health center handouts, poster, the slide show, cassettes with nutrition promotion songs and three of the five village storybooks.

## Post-Literacy Booklets

NCP will print two post-literacy booklets next quarter. In August, Duran-Bordier worked with Emmanuel Ildoudo of the Nutrition Division to design a plan for integrating the literacy booklets into ongoing activities within the Burkina Literacy Service and projects with literacy components. Initially the materials will be printed in Mooré, one of the national languages, to test their impact. Other national languages will be added in early 1993.

## Collaboration with UNICEF and HKI in Primary Education

NCP received \$80,000 from the Africa Bureau to provide technical assistance to the HKI Vitamin A program that is active in eight provinces in Burkina. There is an overlap of only one province between the NCP and HKI projects. This means that NCP will be working in 15 of the country's 30 provinces. NCP will provide assistance to this project in the design, implementation and analysis of limited KAP and qualitative research and the introduction of a nutrition education activity plan into the primary school curriculum. During this quarter, consultant Suzanne Dumais completed a first draft of the Teacher's Nutrition Activity Guide to aid primary school teachers to effectively use the five village storybooks which UNICEF has ordered from NCP. NCP will develop a training plan and provide a trainer to introduce the guide and the flipcharts to teachers. NCP plans to send a consultant to Burkina in late November to pretest the activity guide.

During her July visit, Kim Forsyth met with Ministry of Education and NGO officials to discuss issues and outline activities involved in the production of materials for primary schools.

## ■ **Country Project: Mali**

In October 1991, NCP received funds from USAID/Bamako to implement Phase II communication activities by building on initial investments in research, materials development and training of field staff and managers. During the past 12 months, the number of organizations with which NCP is collaborating has grown from **four to over fifteen** - ten PVOs,

four government organizations and several donor organizations. The National Center for Health Information, Education and Communication (CNIECS), NCP's primary government counterpart has demonstrated capacity to mount and manage health communication programs.

Program Associate, Kim Forsyth visited Mali from July 15 - 23 and Program Officer Peter Gottert was there July 21 - 28. Forsyth met with Ministry and NGO officials to discuss strengthening nutrition education in primary schools. Gottert worked with the CNIECS team to plan NCP activities for the next three months.

### Local Coordinator

In September, NCP hired Robin Anthony as a full time local coordinator for the project. Ms. Anthony will monitor and provide support to all ongoing project activities and ensure efficient communication among NCP partners and between Mali and Washington. She will work out of the AFRICARE office in Bamako.

### Training

In November, NCP will train 75 health agents from the ten PVO partners in the second series of three five-day workshops to be held during Phase II. Trainees will learn how to plan and implement community-based education activities, will gain practical experience in animation techniques and develop a monthly activity plan. A facilitators orientation will be held in Bamako before the first workshop. The first set of Phase II workshops, held in May 1992, focused on improving the interpersonal counseling skills of health workers.

### Supervision

In order to monitor the quality and the number of nutrition communication interventions carried out by the PVO/NGO partners following the May workshops on interpersonal communication, the CNIECS team conducted a 14 day field monitoring visit in early September. The results of this field visit will be incorporated into the design of the upcoming workshop.

### Marketing of the Infant Feeding Bowl

In connection with the November workshops, NCP will launch a marketing test through selected PVO partners. This initiative will promote the sale of special bowls through village health committees and market women to encourage mothers to feed their infants solid food from six months of age and to allow them to use a separate bowl once they are capable of feeding themselves. During this quarter, NCP developed a draft marketing plan which will be discussed with the PVO teams during the November training.

## Materials Development

Before the November workshops, four of the five flipcharts/village story books on nutrition and two post-literacy books will be completed.

The Interpersonal Counseling Manual, pretested during the May workshops, is in the final stages of development. Consultant Gabriella Neues worked on the manual during the summer. During his July visit, Gottert took a series of slides that are being used to develop illustrations for the manual.

The first draft of a Teacher's Activity Guide, completed in September by consultant Suzanne Dumais will be pretested in December. In collaboration with the Basic Education Expansion Project (BEEP) project, the guide will be introduced on a trial basis during workshops to be held in February.

## Plans for Phase III

NCP anticipates that current Mission funds will be exhausted in March of 1993. To enable NCP to fully capitalize on the momentum that the project has generated, the Office of Nutrition requested additional funding from USAID/Bamako for an 18 month program of expanded Phase III activities. A Discussion Document was prepared for the mission in September.

## ■ **Project Development Visit: Mali**

Between September 23 through October 1, NCP Project Manager, Dr. Eunyong Chung, accompanied by Claudia Fishman visited USAID/Mali to begin developing a multi-sectoral food and nutrition program intended to significantly reduce malnutrition in Mali. The trip followed desk research conducted during July and August, during which time NCP staff and consultants (Claudia Fishman, Diane Foster, Lonna Shafritz) collaborated with the Africa Bureau-funded Demographic and Health Surveys team (Penelope Nestel and Chessa Lutter) to consolidate and analyze existing data on Mali's food and nutrition situation. In Mali, Chung and Fishman met with numerous Mission staff in Agriculture, Health and the General Development Office, representatives of donor and non-government organizations active in nutrition in Mali, as well as key government counterparts to ascertain the current state of food and nutrition programming and what is planned for the immediate future. The team debriefed with Mission senior staff, presenting preliminary recommendations for potential program interventions, primary counterpart institutions, a preliminary work plan as well as a mechanism for RD/N to provide USAID technical assistance and other nutrition program support through one or several centrally funded projects. It is planned that RD/N will work closely with the Mission in the conception and execution of this project, thereby focusing and optimizing the power of resources available to each to create what will be the first large scale USAID-managed nutrition program in west Africa.

In addition, given the immediacy and potential results of Mali's participation in International Conference on Nutrition (ICN, co-sponsored by FAO/WHO in Rome, December 5-12), the team's first recommendation, was that RD/N and USAID assist the 13 member ICN inter-ministerial committee in successful completion of Mali's draft nutrition strategy, and sponsor the participation of key "technical advisors" drawn from this committee to Rome. The committee's Focal Point (Mr. Djibril Semega, Division of Community Health, Nutrition Section) and PVO Coordination Representative (Modibo Maiga) were nominated for this responsibility.

## ■ Country Project: Niger

The Vitamin A Mini-Project (Phase I), which began in January 1991, uses social marketing to develop culturally appropriate interventions to increase the consumption of vitamin A-rich foods in Niger. The project centers on 16 villages in the Birni N'Konni region (Tahoua Department). In May and June 1991, NCP consultant Dr. Nancy Keith directed qualitative field research to study nutrition and vitamin A consumption among high-risk groups: pregnant and nursing women and children under six. A principle component of the project's dissemination strategy - community-based role plays and theater pieces -- was launched in April 1992.

The successful implementation of the three Village Theater Festivals in June marked the end of the normally scheduled activities for the Mini-project. The Office of Nutrition provided Vitamin A funds to extend the project for three months until September 30, in order to have continuity between the Phase I and II and to allow time for the development of support materials for government agents.

NCP anticipates a buy-in from the Mission to support 18 months of expanded Phase II activities during the next quarter.

### Outreach Activities by Government Personnel

During this quarter, NCP pretested and modified graphic materials developed during the May workshop. The teachers, nurses and agricultural agents have developed lesson plans, presentations and technical sheets which explain how and when to plant traditional crops rich in Vitamin A. The materials will be finalized and produced for field use in Phase II.

### Evaluation

During this quarter, the project team began the organization of a rapid evaluation of the Mini-project. An important consideration in the evaluation is that the recommendations be made available in time for the initial planning of Phase II activities in January 1993. Dr. Hugues Koné from CERCOM in Abidjan will provide technical assistance in implementing the project evaluation and writing the report.

The evaluation will focus on:

1. the overall process of project development and implementation;
2. the roles of village-level technical personnel (nurses, teachers, agricultural agents) participating in the project;
3. the effectiveness of village animation teams; and
4. the impact of project activities, village theatrical productions in particular, on the dietary knowledge and behavior of target audiences in project villages.

### Phase II Activities

NCP/Niger is seeking funds from USAID/Niamey to expand its impact in the Tahoua Department by building upon the most successful Phase I interventions. Adaptation and integration of successful training and education materials will be carried out through a network of collaborating Government and Non-government organizations.

Peter Gottert visited Niger from July 28 - August 4 to consult with the project team on issues related to the transition from the Mini-project to expanded Phase II activities.

### ■ **Country Project: Swaziland**

NCP has been providing assistance to the Swaziland Weaning Project since 1990. Consultant Dr. Edward Douglass has made nine visits over the past three years to provide technical assistance to the Home Economics Section of the Ministry of Agriculture and Cooperatives (MOAC) in the communications component of the project, primarily radio production (magazine format programs and spots). Dr. Douglass' presence in nearby Lesotho provided NCP with a unique opportunity to have a consultant readily available at critical points in the project and enabled a relationship of trust and confidence to develop with Swazi counterparts, which has strengthened the program.

At the end of this quarter, a two-part workshop was held to develop a communications strategy for the project and to train Home Economics extension officers in simple radio production techniques. NCP funded the visits of Dr. Douglass and IEC specialist Joan Schubert to serve as facilitators, while the MOAC covered the local costs of the workshops. During the first part (September 28 - October 2, 1992), participants identified problems and behaviors from the extensive research, and determined which desired behaviors should receive priority attention, based on several criteria including potential for improved health, ease of performance, availability, cost in time, cost in resources, acceptability by the individual, acceptability by the family/community, and potential for personal reward. By the end of the week, participants had prepared a creative brief and drafted an integrated communications strategy for the Weaning Project.

Rural women of childbearing age are the primary target group for the communications strategy. Grandmothers are a secondary target, given their strong influence in the family on child rearing practice. The ideal behaviors which will be given priority attention in the communications strategy are:

- correctly measure child's food and give recommended daily quantities
- always feed child thick *indengane* (porridge)
- always feed child from his/her own bowl
- encourage child to eat sour foods to restore appetite during and after illness

An innovative mix of media at the regional and national levels will be used to reach the target audiences with these messages, and regional communications task forces have been created to plan and coordinate these efforts. Examples of the possibilities for message dissemination include: the project's 15-minute twice-weekly radio program, poetry contests (with results published in a popular newspaper and broadcast on the radio), community drama, counselling cards, traditional healers, and modules on infant feeding to be included in training workshops for agricultural extension workers, rural health motivators and members of mothers support groups.

In the second part of the workshop (October 5 - 9, 1992), the same 12 participants were trained by Dr. Douglass in simple radio production techniques. Participants, who included many regional Home Economics officers, made use of the creative brief and communications strategy to develop and produce pieces for the project's radio program. This program is now being produced in a magazine format, and includes a variety of news stories, recorded interviews, drama, songs, and poetry. The significance of this training is that now the Home Economics Section Radio Producer, Nenekazi Zwane, will receive much of her program material directly from the regional officers in the field. This will not only save her time in travelling to the field, but will also ensure that more information from the regions is included in the program, which is important since rural women are the primary target audience.

As funding from the Africa Bureau for this activity is nearly exhausted, it is unclear whether NCP will be able to provide assistance to the Swaziland Weaning Project in the future. The potential for USAID Mission and/or UNICEF assistance will have to be pursued by the MOAC.

## **B. LATIN AMERICA AND THE CARIBBEAN**

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### **■ 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,



Mothers in a Tegucigalpa hospital use breastfeeding educational materials developed by NCP in Honduras.



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.

From September 7-11, 1992, a joint team from the NCP and HealthCom Projects went to Honduras to review the status of activities, to discuss the transition of HEALTHCOM advisor, Patricio Barriga to the NCP project and to introduce Clara I. Olaya as the new coordinator of NCP Honduras activities.

As NCP technical assistance is entering its final stage, and the MOH's priorities have changed, meetings with the USAID mission, Management Sciences for Health (MSH) and government counterparts were held to reach agreement on priority activities for technical support and the remaining scope of work to be completed by May 15, 1993 -- the date agreed upon during the visit as the termination date for the resident advisor.

### Breastfeeding Promotion Activities

A successful radio call-in program was launched this quarter. The Lactation Management Clinic at the Hospital Escuela has reported a big increase in attendance as a result of the 9 programs to date sponsored by NCP, and broadcasted weekly on Thursdays, from 8:30 to 9:15 a.m. on Radio América. Telephone calls are abundant and telephone callers have trouble getting through. Questions asked by mothers through telephone calls during air time and written questions addressed to Dr. Rivera, the program host, are being collected to document mothers' interests and concerns.

NCP Resident advisor Patricio Barriga worked closely with the ad-hoc committee of the breastfeeding campaign organized by UNICEF and PAHO to plan for the National Breastfeeding month of August. He assisted the Health Education Department to produce brochures, posters, flyers, caps and T-shirt prototypes which were reproduced by UNICEF and distributed in the week-long breastfeeding event. NCP also sponsored the scriptwriting and presentation of the play "Mama Lactancia" in 22 barrios of San Pedro Sula, Tegucigalpa, Santa Rosa de Copan, Catacamas, and La Ceiba reaching a total of about 8,000 people.

Dr. Barriga was invited to participate in the Jornadas Cientificas on Breastfeeding where he presented the breastfeeding communication strategy developed by the Department of Health Education and NCP to nursing school faculty members at the National University. He also participated in a workshop organized by the World Food Program for the Health regions and PVOs.

The brochure *Questions and Answers on Infant Feeding* recently published in Spanish by NCP was reproduced by the World Food Program and the Nutrition Directorate.

### Growth Monitoring

A growth monitoring design for the pilot project (regions 2 and 5) was prepared for to-be-selected community personnel. It is expected that these persons will conduct monthly weighing of community infants. Several working meetings took place during the month of September in La Paz and Santa Rosa.

#### Collaboration with La Leche League/Honduras

As part of the technical assistance being provided to the Health Sector II Project, NCP consultant Reynaldo Pareja worked with La Leche League (LLL) Honduras and the Ministry of Health September 16-29, 1992 in San Pedro Sula to develop educational materials on breastfeeding.

These materials are intended to complement those recently developed by the Ministry of Health by reaching new audiences (i.e. counselors and paraprofessionals) and by exploring in-depth a number of critical breastfeeding behavioral issues identified during the formative research but not dealt with in the materials created to date.

Reynaldo Pareja, with the assistance of the LLL team and an artist, created a 64 page manual for community breastfeeding promoters and other health care paraprofessionals and a 13 page leaflet for mothers to take home after delivery.

The materials have been partially pre-tested and the LLL team has been trained in focus group methodology.

The manual is in the process of being reviewed in Washington by Wellstart and Georgetown University, which have made important contributions to the design of these materials.

#### ■ **Technical Assistance: Peru**

NCP collaborated with CARE in an expansion of the Peru Breastfeeding Project carried out in Lima hospitals with support from the Population Council and NCP. The present activity was aimed at exploring the attitudes, beliefs and problems women have towards breast and infant feeding and to determine if the messages contained in existing educational materials adequately address their concerns.

From August 31 - September 29, consultant José Romero assisted CARE and the Institute for Nutrition Research in the assessment of breastfeeding and weaning practices and materials. Mr. Romero met with the team in Lima and selected 13 different print and graphic pieces which were then tested in urban areas of Arequipa and Chiclayo with 229 pregnant mothers, community leaders and mothers participating in food programs.

Mr. Romero, with the help of local technical experts pretested materials using focus group discussions. Valuable information about mothers' beliefs and practices were identified as well as suggestions for changes in the materials' concepts, vocabulary, sequences, illustrations and

text. The findings will be presented to those institutions responsible for development of materials, and a production and distribution plan will be developed.

### **III. TRAINING AND EDUCATIONAL MATERIALS**

#### **■ INCAP**

This quarter NCP continued planning the development of INCAP's 15 week curriculum in Social Marketing to be part of their Masters Degree Program in Food and Nutrition. Towards this goal, NCP joined with HEALTHCOM, pooling the Academy's expertise, with that of faculty members from Cornell University, the University of Southern Florida, the University of California, Davis and Tulane University. A draft of the curriculum will be ready for reviewers by November 18th and arrangements have been made for INCAP's Magda Fischer and Verónica de Palma to visit Cornell University and AED during the first week of December to finalize the draft.

The new course will be ready in January 1993. It will position INCAP to offer a comprehensive curriculum on the theory and practice of Social Marketing and Communications as applied to food and Nutrition Issues in the Region. The Masters program attracts doctors, pediatricians, nurses, nutritionists and food technicians from all over Latin America. These students tend to be mid-career staff responsible for the design, implementation and evaluation of food and nutrition programs in Agriculture, Health, Education and development sectors in the Region.

#### **■ Nutrition Computer Model**

Work continued this quarter on development of the interactive software program, PROFILES, which is designed to raise the awareness of policymakers about nutrition issues and the consequences of not addressing them. The original team of Dr. Zak Sabry, Steve Hansch, John Novak and Margaret Parlato from NCP and Ed Abel of the Futures Group was augmented by Dr. Fred Zerfas and Bart Burkhalter. Ms Parlato is managing the activity, until a new manager is approved by the Office of Nutrition to take the place of Mr. Novak who left AED.

Dr. Burkhalter worked on developing a breastfeeding component to the model. Dr. Zerfas focused on the protein/energy and cost relationships. Dr. Sabry and his two research assistants completed their background research. Mr. Abel focused on preparing an operators model and technical documentation. Dr. Hansch took prime responsibility for the technical documentation of the nutrition assumptions presented in the model; he met with Dr. Sabry at the University of California/Berkeley to work on this aspect.

On September 25, NCP presented the test-model to UNICEF country directors from the Asia Region who were at New York headquarters. The model proved an effective tool for initiating policy dialogue. There was considerable discussion about the issues presented as well as

suggestions for improving the model. The team met several times in late September to plan changes. Some will be ready in time for the presentation to the Nutrition Sector Council of USAID in October. Other changes will be incorporated before the International Conference on Nutrition (ICN).

Additional test presentations are planned next quarter, including one to international officials and participants attending the final week of the Program Against Micronutrient Malnutrition (PAMM) at Emory University.

Also next quarter NCP will begin to plan PROFILES 2, which will greatly expand the capacity of the model to examine intervention options and costs.

## ■ Society for Nutrition Education

Together with the Society for Nutrition Education, NCP sponsored the 1992 International Nutrition Education Conference held in Washington July 13 - 15, 1992. The theme of this year's conference was *Communication Strategies to Support Infant and Young Child Nutrition*, which allowed 200 technical experts and field personnel from 20 countries to explore comprehensive program planning, as well as specific strategies for reaching the community, encouraging healthworkers and marshalling the support of policy makers through communication. The topical area that received primary attention was promotion, protection and support of exclusive breastfeeding. Representatives from SIDA, USAID, UNICEF, the World Bank and WHO chaired, or acted as discussants at sessions which featured USAID, La Leche League, large and small PVOs, and Ministry of Health-funded personnel highlighting program successes and lessons learned.

NCP also took part in the Society for Nutrition Education's annual meeting which immediately followed the international conference, July 15 - 18. NCP facilitated sessions on effective materials development and research, hosted a media viewing reception attended by over 50 people and conducted a day-long workshop on Social Marketing, the latter in collaboration with the Manoff Group. The Social Marketing workshop, which took place on Saturday at the end of the jam-packed week, was attended by over 80 nutrition professionals. Following presentations of strategy and methods, facilitators from NCP were on hand to talk one-on-one with the participants and to help them examine how to apply social marketing techniques to their specific programs. As one participant commented, "I've been to several social marketing workshops, but this one is the best because it's the first time I felt that I could do it myself."

One outstanding result of the week of meetings was the cross-fertilization between international and domestic nutrition education, with participants from Tanzania and Bolivia sharing ideas fruitfully with their counterparts from inner-city DC and Los Angeles as well as the great farm states of the US. The key message for all, whether it was conveyed by laser disk technology or koro music, is "know your audience."

## ■ UNICEF Video on Micronutrients

NCP is collaborating with UNICEF in the production of a 30-minute video on micronutrient deficiencies, designed to promote greater awareness among decision-makers of the global proportions of the problem and to present viable programmatic solutions. The video, entitled *Ending Hidden Hunger* will be produced during the fall. It will be available in Spanish, English, and French and will be previewed at ICN in Rome this December.

Three 10-minute videos on Vitamin A, iron, and iodine deficiencies are also planned to be filmed by the same production company. This quarter Clara Olaya participated in a planning meeting at UNICEF headquarters and developed plans to collaborate with UNICEF in pre-testing the videos in Asia, Africa, and Latin America, with a cross-section of the audiences they are intended to reach.

### ■ GMP Training Manual

Final revisions were made to the manual *Learning to Listen to Mothers: Strengthening Communication Skills for Nutrition and Growth Promotion* based on findings from the fieldtests conducted last quarter. Production of the English-language version is currently underway and will serve as a model for other language editions. NGOs in Bolivia (PROCOSI) and Indonesia (Project Concern International) will produce the manual in Spanish and Indonesian with limited technical input from NCP. The English manual is expected to be completed next quarter.

NCP has also been actively exploring options for a companion manual designed to assist field supervisors to oversee interpersonal communication activities and reinforce the interpersonal communication skills of the health workers they supervise.

### ■ Workshop for NGO Field Staff in Latin America

Last quarter, NCP contracted Dr. Deborah Bender to conduct a qualitative evaluation of two regional workshops in Latin America 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 was 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 attending the workshops. A secondary goal of the evaluation was to explore ideas for follow-up training or other support.

The evaluation indicates that, overall, field staff from the participating programs found the workshop very challenging, satisfying, and useful. Many participants are actively using the concepts and techniques presented in the workshop to enhance their own nutrition education activities.

Two important observations were made that speak to future training needs:

1. There is a notable difference between countries and between programs in how effectively they are using key concepts and techniques from the workshop; and

2. Participants who seem to have mastered key concepts and techniques from the workshop now feel the need for complementary training in such areas as materials development and behavior change.

NCP is currently working with CARE, Catholic Relief Services, Share, Project Concern International, and their partner PVOs to respond to these training needs.

## ■ PAMM

Margaret Parlato worked with Emory University this quarter to help plan the 6 week Communication Course being developed for participants in the Program Against Micronutrient Malnutrition (PAMM). Participants will be coming from over 10 countries this year. Dr. Susan Burger, who is organizing the course, met with Claudia Fishman and other NCP staff during a July visit to Washington to begin the planning process.

NCP, with funding from the Office of Nutrition, will be responsible for conducting a week training on **Strategy Development** in October. Bob Porter and Linda Bardfield worked on preparing the sessions, with assistance from Diane Foster. Dr. William Smith will conduct a wrap-up session on social marketing for decision-level and non-communication managers during the final week of the course.

## IV. WORKING LIBRARY

This quarter, the NCP Library filled over 35 requests from 15 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!"*, *Questions and Answers on Infant Feeding: A Panel of Experts Takes a New Look*, and the NCP newsletter for West African healthworkers *Sur le Chemin de la Santé*. (See Appendix E for a complete dissemination list.)

A large mailing of *Questions and Answers on Infant Feeding: A Panel of Experts Takes a New Look* was completed last quarter with approximately 2500 English, 1900 Spanish, and 900 French booklets distributed. UNICEF distributed 3500 copies at the World Conference on Pediatrics held in Rio de Janeiro, Brazil in September; copies were distributed at the Summit Meeting for the First Ladies of Latin America in Cartajena, Colombia; 100 to INCAP for distribution throughout Central America; 200 for Honduras' Primera Semana Nacional de la Lactancia Materna; copies were sent to all USAID Mission directors and HPN Officers through a mailing sent out by Project Assist of PRAGMA; copies were sent to all CARE field offices; and 200 copies were distributed to participants of the Society for International Education Conference.

## V. MEETINGS AND DISSEMINATION ACTIVITIES

### ■ Meetings and Coordination with Other Organizations

DHS: Penelope Nestel and Chessa Lutter collaborated in preparation of a background document reviewing the DHS and other sources of nutrition data for Mali.

ORSTOM: Claudia Fishman met with Doris Bonnet of the French Scientific Research Organization in September to discuss conducting ethnographic research in Burkina Faso.

Peace Corps: Discussions continued regarding development of a training module on social marketing, with meetings on July 22 and September 16.

UNICEF: Clara Olaya participated in the August 11 reviews for the *Ending Hidden Hunger* Video.

VITAL: Pat Haggerty met with Richard Seifman and Eunyong Chung from the Office of Nutrition and NCP's Fishman and Parlato to discuss the Nutrition Program Development mission to Mali and to plan for preparing a Project Document after the September country visit.

Wellstart: Judy Canahuazi has been part of the review/design team for La Leche League materials in Honduras. Wellstart consultant Cathy Linderberg also met with Margaret Parlato this quarter for a briefing and background materials on Honduras.

### ■ Presentations and Dissemination Activities

Staff and consultants made the following presentations this quarter:

**International Nutrition Education Conference, SNE, Washington, D.C., July 13-14, 1992.**

1. Caby Verzosa: "Developing a Communication Strategy: Dietary Management of Diarrhea in Peru"
2. Claudia Fishman: "Using Oral Tradition in West Africa"
3. Valerie Uccellani: "Skill Building in Counseling"

**Society for Nutrition Education, Washington, D.C., July 15-18, 1992.**

4. Linda Bardfield VanOver: "Guidelines for Creating Effective Infant Feeding Materials"

5. Martha Holley: "NCP Baseline Study for Mali" as part of the International Nutrition Education Research Session

#### **Honduras**

6. Resident Advisor Patricio Barriga: "Lactancia Materna y Educación a la Comunidad" at the Hospital Escuela. This was part of the "Jornada Sobre el Programa Método Canguro," September 14, 1992.
7. Resident Advisor Patricio Barriga: "Tecnología Educativa," Faculty of Sciences, National University, September 16, 1992.

**Skill Building Workshop in Social Marketing for Nutrition, a one-day program organized with the Manoff Group in conjunction with the SNE conference, July 18, 1992.**

8. Margaret Parlato: "Strategy Development"

## **VI. ADMINISTRATION**

This quarter NCP staff developed a comprehensive workplan and budgets for 1993, Project Year Six. These were reviewed and approved by Dr. Chung in September.

Financial activities during this quarter included the following:

- NCP received an obligation of \$100,000 in Core funding and \$720,000 in Vitamin A funding from the Office of Nutrition. A total of 14 individual budgets and project accounts were created to track these Vitamin A funds.
- Contract Amendment No. 2 (Africa Bureau), No. 5 (Africa Bureau), and No. 8 (Mali Mission) were extended to 09/30/93.
- All work under Delivery Order No. 4 (Burkina Faso) and Amendment No. 4 (Africa Bureau) was completed 09/30/92.
- A 1992 Country/Region Expenditures Report for Core and Vitamin A activities was submitted to the Office of Nutrition.
- The Porter Novelli subcontract was extended from 09/30/92 to 09/29/94.

- A request to revise the line-item budget and level of effort in Delivery Order No. 2 (Niger) and Delivery Order No. 4 (Burkina Faso) was submitted to the USAID Contracts Office.
- NCP received an additional obligation of \$210,000 under Delivery Order No. 8 (Burkina Faso). The end date of the Delivery Order was extended to 09/29/94.

## VII. STAFF

Clara Olaya joined NCP August 1 as coordinator for Latin America and Asia. Ms. Olaya, who has a Master's degree from Stanford University in Communication, has extensive experience in media production and communication research. Her nutrition work encompasses directing the mass-media component of the PAN (Program of National Nutrition Plan) Project in Colombia in the mid 1970s, Health Minutes at the Children's Television Workshop, and production and evaluation of numerous communication interventions.

Program Officer Valerie Uccellani began her leave of absence September 3. She returns in mid-December.

Kamilah Robinson, part-time file clerk, returned to work in September. Ms. Robinson is a student at Howard University. Jennifer Edwards, also a student at Howard, began part-time work as a file clerk in September.

Dia El Housseynou of Mauritania, who earned his MPH from the Tulane School of Public Health in 1992, completed his internship with NCP in August. His primary task was contributing to the design of a training program for village health committees to be implemented by PVO-sponsored health and agricultural agents in Mali and Burkina Faso. Mr. Housseynou also participated in the Society for Nutrition Education's Annual Meeting and International Conference on Nutrition, July 13-19th; the World Alliance on Breastfeeding Action meeting, July 19th and individual meetings with PRITECH, Africare, Helen Keller International and the Office of Nutrition.

## VIII. SUBCONTRACTORS

1. The Futures Group worked in collaboration with the NCP team to finalize the nutrition computer model PROFILES for testing; train NCP staff in operating the program; and contribute to the technical documentation of the model. Mr. Ed Abel made a

presentation at UNICEF, New York and participated in several planning/review meetings in Washington.

2. Porter/Novelli's Claudia Fishman provided management and technical input to activities in Africa this quarter as well as to global training efforts. Mary Debus and Rob Gould prepared and presented the opening session on social marketing for the International Nutrition Education Conference in July.

Bob Porter completed a creative brief for radio producers from Burkina Faso and Niger.

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

This quarter there were no major delays or problems.

1. Major item pending is extension of the Honduras Delivery Order by USAID/Tegucigalpa and the USAID Washington contracts office.

**APPENDIX A**  
**BUDGET ANALYSIS**

NUTRITION COMMUNICATION PROJECT (NCP)  
 CONTRACT NO. DAN-5113-Z-00-7031-00  
 FILENAME: MUSPEN  
 SEPTEMBER 30, 1992

FINANCIAL REPORT FOR PERIOD JULY - SEPTEMBER '92

A	B	C	D	E	F	G
FUNDING SOURCE	PROJ #	OBLGD FUNDS	EXPENDITURES		EXPENDITURES	REMAIN FUNDS
		10/01/87 THRU 09/30/92	INVOICED 10/01/87 THRU 09/30/92	SPENT/ NOT INVOICED	10/01/87 THRU 09/30/92 (D+E)	(C MINUS F)
<b>I. R&amp;D/N Funds (not including Vitamin A or INPF):</b>						
General Costs	21300000	2,899,956	2,580,176	20,332	2,600,508	299,448
Haiti/Central	21300001	8,171	8,171	0	8,171	0
Niger I/Central	21300003	7,292	7,292	0	7,292	0
Bolivia/Central	21300005	308	308	0	308	0
Sudan/Central	21300007	65	65	0	65	0
Jordan/Central	21300009	17,461	17,461	0	17,461	0
Peru/Central	21300011	41,633	38,567	3,066	41,633	0
FVA/CARE-CRS/Central	21300012	9,970	9,970	0	9,970	0
Burkina/Central	21300014	14,018	14,018	0	14,018	0
Abidjan Wkshop/Central	21300020	9,600	9,600	0	9,600	0
Honduras/Central	21300027	74,635	74,635	0	74,635	0
Rapid/Central	21300039	45,891	45,891	0	45,891	0
Subtotal R&D/N Core Funds		3,129,000	2,806,154	23,398	2,829,552	299,448
<b>II. R&amp;D/N Vitamin A Activities:</b>						
General I	2130001700	98,122	98,122	0	98,122	0
Niger II (Mini-Project)	2130001701	121,992	121,992	0	121,992	0
Mali	2130001702	52,493	52,493	0	52,493	0
FAO Workshops	2130001703	35,000	13,126	4,723	17,849	17,151
General II	2130001704	64,939	18,463	21,430	39,893	25,046
UNICEF Videos	2130001705	75,000	2,683	0	2,683	72,317
INCAP Activities	2130001706	52,855	0	0	0	52,855
Computer Model	2130001707	129,000	0	1,379	1,379	127,621
Multi-Media Training Module	2130001708	58,929	0	0	0	58,929
Publications	2130001709	50,455	0	6,525	6,525	43,930
PAMM - Emory	2130001710	23,907	0	0	0	23,907
Niger Evaluation	2130001711	40,574	0	0	0	40,574
Learning to Listen	2130001712	97,908	0	313	313	97,595
Niger Interim	2130001713	40,770	0	0	0	40,770
HKI Burkina	2130001714	79,996	0	0	0	79,996
Nigeria	2130001715	49,191	0	0	0	49,191
PVO Materials Development Wkshp	2130001716	26,506	0	0	0	26,506
Peace Corps Manual	2130001717	22,363	0	0	0	22,363
Subtotal R&D/N Vitamin A Funds	21300017	1,120,000	306,879	34,370	341,249	778,751
TOTAL R&D/N Core & Vitamin A Funds		4,249,000	3,113,033	57,768	3,170,801	1,078,199
<b>III. INPF Conferences</b>						
	21300018	200,000	199,891	0	199,891	109

A	B	C	D	E	F	G
FUNDING SOURCE	PROJ #	OBLGD FUNDS 09/30/92	EXPENDITURES INVOICED 09/30/92	SPENT/ NOT INVOICED	EXPENDITURES 09/30/92 (D+E)	REMAIN FUNDS (C MINUS F)
<b>IV. Mission Funds</b>						
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)
Burkina/Mission	21300013	115,397 **	109,240	6,080	115,320	77
Burkina/Mission (Local Costs)	21300016	8,792 **	8,792	0	8,792	0
Honduras/Mission	21300026	671,613	495,029	7,124	502,153	169,460
Mali/Mission	21300031	50,000	49,830	0	49,830	170
Burkina/Mission II	21300036	609,947	243,170	1,206	244,376	365,571
Mali/Mission II	21300038	300,000	184,654	10,748	195,402	104,598
<b>Total Mission</b>		<b>1,841,908 ***</b>	<b>1,176,874</b>	<b>25,158</b>	<b>1,202,032</b>	<b>639,876</b>
<b>V. Bureau Funds</b>						
<b>LAC Bureau</b>						
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)
<b>Total</b>	<b>21300015</b>	<b>40,000</b>	<b>40,000</b>	<b>0</b>	<b>40,000</b>	<b>0</b>
Guatemala/ROCAP	21300022	49,796	49,718	0	49,718	78
Funds To Be Deobligated - ROCAP		(78) *				(78)
Sudan/AFR Bureau I	21300008	99,762 +	99,762	0	99,762	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	15,901 ++	16,102	0	16,102	(201)
Niger/Africa Bureau	21300024	83,864 ++	84,406	0	84,406	(542)
FVA/CARE-CRS	21300010	24,993	24,917	0	24,917	76
FVA/CARE II	21300037	19,750	19,656	0	19,656	94
Abidjan Wkshop/REDSO/WCA	21300019	105,000	104,920	0	104,920	80
Burkina/Africa Bureau	21300023	29,736	21,770	7,552	29,322	414
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 ++	43,175	0	43,175	(175)
Chila Survival Init./Africa Bureau	21300034	500,000	360,443	9,053	369,496	130,504
<b>Total Bureau</b>		<b>1,094,461 +++</b>	<b>946,991</b>	<b>16,605</b>	<b>963,596</b>	<b>130,865</b>
<b>GRAND TOTAL</b>		<b>7,385,369</b>	<b>5,436,788</b>	<b>99,531</b>	<b>5,536,319</b>	<b>1,849,050</b>

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- \* Deobligation pending with A.I.D Contracts Office.
- \*\* Total Burkina Mission buy-in is \$24,189; \$8,792 of this is local in-country costs (Project # 21-3000 16).
- \*\*\* Total obligated mission funds (\$1,873,163) 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 \$15,901 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 09/30/92:	3,129,000	1,120,000		200,000	1,841,908	1,094,461	7,385,369
II. Expenses Invoiced thru 09/30/92	2,806,154	306,879		199,891	1,176,874	946,991	5,436,788
III. Funds Spent thru 09/30/92	2,829,552	341,249		199,891	1,202,032	963,596	5,536,319

Total Budget Ceiling = \$8,420,506

% Obligated R&D/N Funds Invoiced thru 09/30/92 (not incl. Vitamin A & INPF)	89.68%
% Obligated R&D/N Vitamin A Funds Invoiced thru 09/30/92	27.40%
% Obligated Mission Funds Invoiced thru 09/30/92	63.89%
% Obligated Bureau Funds Invoiced thru 09/30/92	86.53%
% Invoiced Against Budget Ceiling thru 09/30/92	64.57%

*250*

**APPENDIX B**

**NCP TRAVEL**

**July - September, 1992**

<b>TRAVELER</b>	<b>DESTINATION</b>	<b>DATE</b>	<b>COMMENTS</b>
D. Bender	Bolivia*	July 1 - 14	AED
E. Seumo-Fosso	Washington	July 11 - 16	AED
S. Cosminsky	Washington	July 15 - 16	AED
K. Dettwyler	Washington	July 15 - 16	AED
S. Castle	Washington	July 15 - 16	AED
K. Forsyth	Côte d'Ivoire	July 12 - 15	AED
K. Forsyth	Mali	July 15 - 25	AED
K. Forsyth	Burkina Faso	July 25 - August 11	AED
P. Gottert	Mali	July 21 - 28	AED
P. Gottert	Niger	July 28 - August 4	AED
P. Gottert	Burkina Faso	August 4 - 11	AED
C. Olaya	New York	August 11	AED
E. Abel	Washington	September 3	Futures Group
C. Olaya	Honduras	September 7 - 12	AED
P. Parlato	Honduras	September 7 - 12	AED
R. Pareja	Honduras	September 16 - 29	AED
J. Romero	Arequipa, Peru	September 8 - 11	AED
J. Romero	Chiclayo, Peru	September 22 - 25	AED
C. Fishman	Mali	September 21 - October 3	P/N
E. Douglass	Swaziland	September 23 - October 11	AED
J. Schubert	Swaziland	September 23 - October 4	AED
B. Burkhalter	New York	September 25	AED
E. Abel	New York	September 25	Futures Group
S. Hansch	New York	September 25	AED

\* Travel not funded by NCP; however, NCP funded her consultancy.

**APPENDIX C**

**TRAINING EVENTS AND WORKSHOPS**

<b>DATES</b>	<b>NUMBER OF PARTICIPANTS</b>	<b>COUNTRY</b>	<b>DESCRIPTION OF ACTIVITIES</b>
July 13 - 17	10	Burkina Faso	Training of trainers in Community- based techniques
July 20 - 31 August 11 - 14 August 17 - 20	240	Burkina Faso	13 workshops on Community-based communication techniques
July 13 - 18	200	Washington, DC	SNE Conference on Communication Strategies to Support Infant and Young Child Nutrition
July 15	50	Washington, DC	Media Viewing Critique
July 18	80	Washington, DC	SNE skill-building workshop on social marketing (one day)
August 5	27	Honduras	Jornadas Cientificas, National University "Breastfeeding Strategy"
August 5	450	Honduras	Orientation on Breastfeeding Messages for Región Metropolitana Semana Nacional de Lactancia Materna
August 6	85	Honduras (San Pedro)	Semana Nacional de Lactancia Materna Estrategias de Comunicación
August 7	80	Honduras	Semana Nacional de Lactancia Materna Estrategias de Comunicación
September 17	3	Honduras	Pretesting techniques, La Leche League
August 31 - September 29	5	Peru	Focus group discussion techniques
September 28 - 30	25	Honduras	Ministry of Health Seminar on food and nutrition for regional health personnel "Communication Plan for Breastfeeding and Child Survival."
September 28 - October 2	12	Swaziland	Communications strategy and creative brief development
October 5 - 9	12	Swaziland	Radio production techniques

**APPENDIX D**

**SHORT-TERM TECHNICAL ASSISTANCE**

**January - March, 1992**

	Number of Weeks		TA Total
	Staff	Consultants	
<b>I. AFRICA</b>			
<b>A. Regional</b> Forsyth met with CERCOM, CHU/Treichville, and La Leche League to plan development of materials on infant feeding for Abidjan hospitals.	.5		.5
<b>B. Burkina Faso</b> Gottert planned activities for fourth trimester of 1992.  Forsyth worked with Ministry of Education and PVOs on Teachers' Activity Guide and child-to-child materials. Discussed imprest fund management with FIDEXCO.	1  1		2
<b>C. Mali</b> Gottert worked with CНИЕCS to set up PVO monitoring systems and prepared participants for the FAO radio workshop.  Forsyth collaborated with the Ministry of Education and PVOs on Teachers' Activity Guide and child-to-child materials.  Fishman participated in design of new multi-sectoral nutrition project.	1  1.5  2		4.5
<b>D. Niger</b> Gottert prepared participants to FAO radio workshop and planned radio production calendar.	1		1
<b>E. Swaziland</b> Douglass (C) facilitated workshop on radio production techniques.  Schubert (C) and Douglass (C) facilitated workshop to develop communications strategy and prepare creative brief.		1  1	2

(c) = consultant

	Number of Weeks		TA Total
	Staff	Consultants	
<b>II. LATIN AMERICA</b>			
<b>A. Regional</b> Bender (C) evaluated of NCP/CARE regional workshops for NGO fieldstaff on <i>Training Principles and Techniques Applied to Nutrition</i> .		2	2
<b>B. Honduras</b> Parlato and Olaya reviewed project activities with USAID and government.  Pareja (C) developed and pretested two breastfeeding manuals with La Leche League/Honduras.	2	2	4
<b>C. Peru</b> Romero (C) assisted CARE and Institute for Nutrition Research to assess breastfeeding and weaning materials for use in AID-funded Child Survival Project.		4	4
<b>III. GLOBAL</b>			
<b>A. International Conference on Nutrition</b> Green (C) made revisions to case study <i>Modifying Behavior: Communication and Motivating to Improve Nutrition</i> .		1	1
<b>B. Vitamin A Manual</b> Green (C) made revisions to draft "Manual on Vitamin A Social Marketing."		1	1
<b>C. Nutrition Computer Model</b> Sabry (C), Hansch (C), and Burkhalter conducted research for the PROFILES model.	2	1.5	2.5
<b>D. Society for Nutrition Education Conference</b> Koniz-Booher (C) managed two-day international nutrition education meeting held in conjunction with SNE.  Bardfield (C) prepared and conducted a skill-building workshop on "Guidelines for Creating Effective Infant Feeding Materials."		1  1	2

(c) = consultant

**APPENDIX E**

**REQUESTS FOR PUBLICATIONS FILLED THIS QUARTER**

NAME / ORGANIZATION	MATERIALS PROVIDED	QUANTITY
Greg Wilcox, World Vision Monrovia, CA	<i>Questions and Answers on Infant Feeding: A Panel of Experts Takes a New Look</i>	5 English 3 French 3 Spanish
Sofia Haughton, PATH, UNPF MCH Project/China		5 English
Dr. J.M. Gurney, WHO, Regional Office for Southeast Asia		1 English
Rolf Klemm, Helen Keller International Manila, Philippines		25 English
Jairo Arbolez for LAC First Ladies Summit		25 Spanish 5 English
Joan Schubert, SESA Project, Cameroon, Ministry of Agriculture and Cooperatives		25 French
Ed Douglass, Swaziland MOAC		14 English
Magda Fischer, INCAP		100 Spanish
Manual Manrique, UNICEF/Mexico Director Comunicación		1 Spanish
Pat Lewis, Nursing Mothers' Association of Australia, Lactation Resource Centre		1 English
Rebecca Magalhaes, La Leche League Iowa City, IA		1 English
Susan Klein, Hisperian Foundation Santa Cruz, CA		1 English
Dr. Idrian Resnick, Action for Corporate Accountability, New Haven, CT		1 English
Betty Crase, Center for Breastfeeding Information, La Leche League International, Franklin Park, IL	1 English	
Margaret Ruble, Minnesota International Health Volunteers, Minneapolis, MN	1 English	

NAME / ORGANIZATION	MATERIALS PROVIDED	QUANTITY
Barbara Heiser, La Leche League International, Franklin Park, IL	<i>Questions and Answers on Infant Feeding: A Panel of Experts Takes a New Look</i>	1 English 1 French 1 Spanish
Dr. Nancy Mock, Tulane University		1 English
Dr. Patricio Barriga, NCP Resident Advisor, Honduras		200 Spanish
Benjamin Stafford, Management Training and Development Institute	<i>Producing a Training Video: The Case of "¡Comuniquémonos Ya!"</i>	1
Charlotte McRobbie, PACT		1
Robert Morris, Management Training and Development Institute		35
Pam Harper, Association for Voluntary Contraception, New York, NY		3
Neil Andersson, UNICEF/New York	<i>Media Promotion of Breastfeeding: A Decade's Experience</i>	1
C. Rwebangira, Dar-es-Salaam, Tanzania		1
Sajjad Hussain, Dhaka, Bangladesh		1
Peter Peniat, Health Dept. Of ENBP, Rabaul, Papua New Guinea		1
Dept. Of Nursing Sciences, University of Nigeria		1
Martita Marx, Wellstart	<i>Field Research in Birni'N Konni Vitamin A Communication Project, Republic of Niger</i>	3
Christine Wilson, Editor Ecology of Food and Nutrition		1
Richard Montieth, USAID/Managua	<i>Breastfeeding and Weaning Practices in Honduras: NCP Baseline Study</i>	1
Salvador Baldizón, CARE/Guatemala		1
Yati Soenarto Diarrhoea Information Center Yogyakarta, Indonesia		1
Christine Wilson, Editor Ecology of Food and Nutrition		1