

# Nutrition Communication Project

## QUARTERLY TECHNICAL REPORT

8

July - September 1989

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. 8  
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**QUARTERLY ACTIVITY REPORT NO. 8  
JULY-SEPTEMBER 1989**

**I. HIGHLIGHTS**

Major accomplishments of the Nutrition Communication Project (NCP) during July-September 1989 included the following:

- o The International Nutrition Planners' Forum, held in Seoul August 15 - 18 brought together 30 nutrition leaders from developing countries to examine crucial elements for successful community nutrition programs.
- o Plans for vitamin A promotion were developed in Mali and Niger.
- o Buy-ins were received to carry-out work in Niger, Burkina Faso, Mali, Swaziland, and Central America.
- o Ethnographic research on infant and child feeding was completed in the Sudan.
- o A needs assessment was carried out in the Dominican Republic.
- o Case studies on Breastfeeding Promotion in Honduras, El Salvador and Panama were initiated.
- o Preparations continued for two regional communication training workshops for Africa with the University of Abidjan/CERCOM and RENA, the Réseau pour l'Education Nutritionnelle en Afrique.

## II. PROJECTS AND OTHER FIELD SUPPORT ACTIVITIES

### A. AFRICA

#### Burkina Faso

The Burkina Faso project was initiated in late March 1989 to develop culturally appropriate media and counseling materials aimed at improving the diets of pregnant and breastfeeding women, and in a second phase to promote the introduction of improved weaning foods. The project will look at the effectiveness of mass media in three provinces: Houet, Passore and Soum which represent three different ecological zones and ethnic groups. The project presents the first opportunity in Burkina to see whether message content and media varied by region are more effective than more generic messages presented in different languages, which has been the approach used to date for other social campaigns in the country.

In this quarter, the Burkina project team, consisting of representatives from the Nutrition and Health Education sections of the Ministry of Health, analyzed the focus group findings (conducted in June); developed a preliminary communication strategy; developed a prototype song, poster, flyer and slide show; and pretested three of these materials in one field site. The team is developing a set of health worker materials tied to a mass communications campaign, scheduled for final production and distribution in spring 1990.

Part-time resident advisor Joy Morrison provided technical assistance to the team during the period April 16 to August 12 at which time she returned to the United States. Claudia Fishman, NCP Deputy Project Director and coordinator for Burkina Faso, made a technical assistance visit to Burkina to provide support for the pretesting carried out during the period September 11-20. The timing of this visit worked well giving the team sufficient lead time to develop the prototype materials and organize the pretesting in the field after the departure of resident-advisor Morrison. The team is enthusiastic and well qualified and worked closely with Dr. Fishman to set concrete goals for the next phase. The group looked to the Abidjan workshop (mid-October) as a critical deadline for which they hoped to have all of their communications materials ready for presentation and review. NCP will provide short-term technical assistance beginning in December to move through the materials revision and final testing phase.

After completing her assignment in Burkina Faso, Joy Morrison spent August 16-18 at AED to review progress to date on the project and strategies for continuing technical support. A close out of project accounts was also completed. Debriefings included

discussions with the Office of Nutrition on August 17 and a brown-bag lunch on the use of theatre in Burkina Faso to present messages to the community on family planning and nutrition. A video produced by Morrison in conjunction with the Atelier Théâtre Burkinabé (ATB) was presented to the group, as was the special drama slide program produced by ATB for NCP. To judge by audience reactions, the highly interactive entertainment format--where the audience is asked to do retakes of key scenes--is being used with great success in Burkina and draws on the rich oral and story-telling tradition in the project areas.

## Mali

AED has been working closely with the Nutrition Section of the Division of Family Health (DSF) since October 1988 to develop an overall communications strategy for improving infant and maternal nutrition in Bamako and Koulikoro, the zones included in the Integrated Family Health Project (IFHAS) sponsored by USAID/Mali. The project plan for the "Mali Nutrition Communication Project," approved by the DSF in March 1989, should begin by the end of this calendar year.

Nutrition anthropologist Kathryn Dettwyler, in Mali on a Fullbright Fellowship, is expected to receive MOH approval to begin her NCP assignment in October. She will work closely with the DSF to develop a program of qualitative research on nutritional attitudes and practices in the IFHAS project regions. A workshop to train MOH and PVO staff to conduct research will take place October 30 - November 3. Claudia Fishman will also take part in conducting this training.

One component of the NCP project, to be developed and launched by January 1990, consists of supporting vitamin A activities in the zones covered by the National Vitamin A Program to combat vitamin A deficiency and will be carried out in collaboration with UNICEF, Helen Keller International, Save the Children, CARE, AFRICARE, and other non-governmental organizations.

The National Vitamin A Program is designed to cover the regions of Gao, Mopti, Ségou and Tombouctou. The Chief of the Nutrition Section of the DSF, M. Djibril Semega, has recommended that NCP concentrate its efforts in the region of Ségou given the strong infrastructure, supervisory capacity, and efforts by the Joint Nutrition Support Project and PVOs in this region. These programs are integrated within the calendar of activities proposed for the National Action Plan for 1989-1990, and are functioning with well established lines of coordination with the DSF, the Ministry of Agriculture, and other government agencies.

During her September visit to Mali, Claudia Fishman worked with M. Semega, Chief of the Nutrition Service, to prepare a work plan

for the vitamin A communication activities to be supported by NCP.

Assistance will focus on the following:

1. background research (predisposing, enabling and reinforcing factors affecting consumption at the household level or participation in Vitamin A capsule programs);
2. strategic planning (who is the target population, what communications and materials need to be developed, what staff need to be trained in IEC);
3. materials design and pretesting; and
4. evaluation of the IEC impact on the target behaviors.

NCP will field approximately 20 weeks of technical assistance over the next three years to support these activities, to the extent they are consistent with national/A.I.D./Office of Nutrition/NGO goals for combatting vitamin A deficiency.

### Niger

Margaret Parlato, NCP Project Director, visited Niger September 18-22 to finalize plans for activities to be carried out with newly-received funds from the Africa Bureau. In collaboration with USAID Health Officer Carina Stover and the Nutrition Division of the MOH, she reviewed different project options that had been proposed by NCP during the past year in light of available funding. A decision was made to support vitamin A promotion activities in a pilot area of the country.

The Ministry of Health, with support from the WHO Joint Nutrition Support Program, is developing a national vitamin A strategy and action plan for international funding. Based on results of recent surveys documenting the extent of vitamin A deficiency in Niger, there is strong interest in mounting preventive programs. Helen Keller International (HKI) has taken a lead role in the country's vitamin A activities and is working in close collaboration with the MOH and PVOs, including CARE and AFRICARE.

A draft project plan was developed for a pilot activity in selected zones of Niger where HKI has an infrastructure and where vitamin A-rich foods are available through the market or local production. Plans call for using the NCP-supported ethnographic research conducted last August as a base for the vitamin A promotion efforts. Efforts will focus on promoting consumption of vitamin A-rich foods, especially for the most vulnerable age groups. HKI and the MOH, which participated in this research, will work closely with a local consultant to consolidate the

vitamin A-related findings and supplement it as needed with focus group discussions.

The first step to launching activities in Niger will be the Abidjan Workshop to be held in October. The three-person team attending from Niger will use the training to further develop the work plan. A meeting in New York has also been scheduled for mid-November when HKI's Niger Director will be available to finalize the project plan and budget. The research/message development phase of the pilot activity is slated to begin in December, with technical assistance from NCP.

While in Niger, Margaret Parlato also provided assistance to AFRICARE in designing their KAP study on child feeding habits.

### Sudan

In this quarter, NCP undertook research on infant and child feeding practices in four villages in Sudan, representative of the four project zones. This ethnographic research was conducted between July 18 and August 28 by staff of the Nutrition Division of the Ministry of Health and the School Gardens and Nutrition Education Division of the Ministry of Education. Dr. Sahar Zaghoul, a graduate anthropology student working with Dr. Gail Harrison at the University of Arizona, coordinated this field research during a six-week assignment in Sudan. Analysis of the data will be conducted during the next quarter.

NCP also compiled summaries of the Sudan Emergency Relief Information Surveillance System (SERISS) data collected in Sudan under the auspices of other USAID projects, and completed analysis of surveys undertaken by the School Gardens and Nutrition Education Groups (SGNED) to extract information on infant feeding practices. A final report summarizing this research as well as the ethnographic research will be available in November.

During this period, Dr. Ibrahim Bani, Humphrey Fellow from Johns Hopkins University, completed his six-month internship with NCP. Dr. Bani returns to the Sudan where he will take up his post at the University of Khartoum, Faculty of Nutrition. NCP looks forward to future collaboration with Dr. Bani in implementing some of the evaluation plans he prepared for the Sudan Weaning Project.

In August, NCP was informed that activities in Sudan would have to be suspended as the Sudanese Government was now subject to the imposition of Section 513 of the Foreign Assistance Act. NCP was asked to begin to complete project activities, with a project ending date set for December 31, 1989. In discussions with the Office of Nutrition (August 18) and the Africa Bureau, it was

Sudan Ethnographic Research



decided to complete the research/assessment phase of the project and develop concrete message guidelines so that any future project would have a solid point of departure. Specifically, final activities will focus on analysis of the data collected during July and August, compilation of final summaries of all the data collected and/or analyzed under NCP, and preparation of recommendations to the Nutrition Division/MOH about nutrition messages for the four pilot sites.

### Swaziland

During this quarter, NCP formally took over the responsibilities for provision of technical assistance to the Swaziland Weaning Food Project from the Manoff Group. The project which was initiated in 1986 has completed a long assessment phase (roughly 1986 to 1989) during which qualitative research was conducted on infant and child feeding practices. After the assessment phase, strategy design was undertaken through a series of workshops for policy makers, artists, and health personnel. The implementation and evaluation stages of the project are still to be undertaken.

The Office of Nutrition arranged a briefing for NCP on September 25. Marcia Griffiths discussed the progress of the project to date and future technical assistance which might be required.

Deborah Helitzer-Allen, who will be backstopping the Swaziland project, is discussing future plans for technical assistance with the Mission and the Project Director. The Mission and Project Director have submitted a request for technical assistance for the Ministry of Agriculture/Ministry of Health Project team to develop a series of training materials, with the dates and exact scope of work still to be defined.

Other tentative plans call for production of radio spots and vignettes to support the face to face promotion of weaning messages and an evaluation component (baseline and follow-up) to examine the effectiveness of the intervention.

## B. LATIN AMERICA AND THE CARIBBEAN

### Honduras

During this quarter, the three-year technical assistance plan for Honduras, funded under a Mission buy-in to NCP, received approval from S&T Nutrition. Finalization of the buy-in by the AID Contracts Office, however, is still in progress. The Contracts Office anticipates that they should be able to complete their work on the buy-in by the end of October.

Dr. Peter Boddy was selected and approved as NCP Resident Advisor for Honduras. Boddy, a medical doctor, has extensive experience in behavioral research, communications, and health program management in Peru, Honduras, and with Latino and ethnic minority communities in the United States. He will work together with AED's HEALTHCOM resident advisor to provide technical support for the integration of nutrition into the national Health Sector II Project funded by USAID.

Taking advantage of circumstances bringing the entire Honduras team to Washington in August, NCP held an initial planning meeting with Boddy, HEALTHCOM Resident Advisor Patricio Barriga, and Washington-based HEALTHCOM and NCP staff. Project direction, coordination, and logistics were discussed. Boddy met with CTO Dr. Nicolaas Luykx and others in the Office of Nutrition on August 3.

It is anticipated that NCP will begin work in Honduras sometime in November. NCP will contract Boddy and begin fielding procedures for his family's move to Honduras, once Contracts Office approval to hire Boddy is received. It is expected that Boddy will arrive in Honduras one month after the buy-in is approved. While specific project emphasis cannot be determined before formative research is completed, NCP efforts will emphasize breastfeeding, and infant and child feeding, along with growth monitoring.

### Guatemala

A series of discussions with ROCAP following Margaret Parlato's visit to Guatemala last April led to an agreement for NCP to provide technical assistance to the Nutrition Institute of Central America and Panama (INCAP), with funding from the regional A.I.D. office, ROCAP. The assistance will be multi-faceted, designed to expand the institution's capabilities in the use of nutrition communications technologies. NCP will review educational materials and training modules developed by INCAP, and assist INCAP in the development of an institutional communications strategy for the Central American region. The buy-in for these activities was approved September 30.

In October, NCP research assistant Dirk Schroeder (JHU) will work with INCAP's Division of Health and Nutrition for three weeks on the development of follow-on activities related to the dietary management of common and persistent diarrhea (DMD). His initial task is to assist in the planning of a regional DMD workshop. Schroeder will return to Guatemala in January to participate in the workshop and provide support in technical and promotional aspects of DMD. This work follows closely with INCAP's pioneering efforts in the development and promotion of local weaning foods to combat the deleterious effects of weaning and diarrhea on

infants and children.

### Dominican Republic

In early September, at the request of the USAID Mission, an NCP team travelled to the Dominican Republic to participate in a communications needs assessment for PVO child survival activities coordinated by Save the Children Federation and the Ministry of Health. The visit initially planned for early 1988 was postponed several times awaiting recruitment and fielding of the SAVE Chief of Party. NCP team leader Ronald Parlato and Julia Rosenbaum worked closely with local counterparts to develop a strategy for social communications within the Child Survival Project. A draft plan was finalized before departure. As the plan emerged, the team was able to address vital issues such as the need to refine existing MOH norms and protocols for public health interventions before proceeding with communications interventions, and the role of mass media in a larger social communications context.

Assessment team member Dr. Jose Mora (LTS) assisted the Ministry of Health (SESPAS), Save the Children and other PVOs in clarifying growth monitoring and promotion issues related to the nutrition component of the Child Survival Project. On September 12, Dr. Mora led a workshop on growth monitoring for twenty-five Ministry of Health and NGO representatives. Participants traveled from all parts of the country to take part in the workshop, and the breadth of experience and solid field orientation contributed to a fruitful exchange of information.

Assistance will be needed to carry out the communications plan and revise existing protocols and norms. NCP left the USAID Mission and Save the Children with a suggested technical assistance plan, and is prepared to continue work on the project in the future.

While the major objective of the visit was to work with Save the Children Federation, additional discussions were conducted with CARE/DR to review current activities and future needs in light of CARE's emerging development strategy and to determine how its educational activities could be better coordinated with those of the A.I.D.-funded Child Survival Project.

### Peru

Production of the Peru breastfeeding print materials was completed, and distribution of the calendar, counseling cards, and healthworker guide is presently underway. In order to share the research and products of the Peru Breastfeeding Project, NCP obtained funds from the LAC Bureau of A.I.D. to extensively distribute the materials throughout the region. Support from the Bureau provided copies of these breastfeeding materials for

Bolivia, Ecuador, Colombia, the A.I.D. Regional Office for Central America and Panama (ROCAP), and U.S.-based resource centers.

### Bolivia

At the request of the USAID Mission, work began in early September on the planning of a comprehensive breastfeeding promotion project for Bolivia. AED and Wellstart--partners in NCP--are prepared to work with the Bolivian Breastfeeding Promotion Group and the Ministry of Health to design a strategy to improve breastfeeding and infant feeding practices there. An urban-based project was initially proposed, with promotional efforts including hospital training, community outreach, and a possible mass media component.

The Mission proposed that NCP field a two-person team to work with members of the Breastfeeding Promotion Group to assess problems and develop a promotion strategy. The plan includes exploratory site visits to the areas of El Alto, Cochabamba, Santa Cruz, and Sucre. Presently under discussion is a more rural-based program focusing on weaning and infant feeding as necessary interventions for improved child survival in the rural areas of the above mentioned cities. There is enthusiasm on the part of NCP and the Mission for applying a tested communications methodology in innovative and experimental ways. Modes for funding a technical assistance team are being investigated.

### Case Studies from Central American Breastfeeding Promotion Projects

A.I.D.-supported activities in breastfeeding promotion have accomplished a great deal and may serve as a model for child survival efforts in Latin America. Yet no comprehensive review of these programs exists. To comprehensively evaluate recent breastfeeding promotion efforts, the LAC Bureau has funded NCP to prepare a report of recent breastfeeding promotion efforts in Panama, Honduras, and El Salvador. The studies are being prepared by JHU consultant Sandra Huffman. Drawing from available data, the report will examine each project's objectives, inputs, problems, and accomplishments, synthesizing each country's experience and then discussing relevant policy issues. The report will be presented to A.I.D. health officers, regional institutions and MOH officials in two parts: a 50-page evaluation of a Panama project and a shorter 20-page "Lessons Learned" paper. Analysis began in late September and should be completed by the end of November.

## C. ASIA AND THE NEAR EAST

### Philippines

While the USAID Mission remains committed to increased breastfeeding promotion activities, the follow-up visit originally scheduled for June by the Wellstart/NCP team was postponed further. Due to a change in the Mission's strategy for possible USAID support of a national promotion program, the proposed scope of work for NCP is no longer relevant since the Mission anticipates breastfeeding activities will be integrated into provincial MCH strategies. The Mission suggested that a follow-up visit by the Wellstart/NCP team should help the Department of Health to develop a strategic plan for breastfeeding promotion at the provincial level and assist with the development of lactation management programs.

NCP staff met with Audrey Naylor and Katie Finn of Wellstart in July to review Wellstart's recommendations to the Mission (Brownlee July 1989) regarding future technical assistance to the Philippines. The Mission is presently conducting an extensive child survival communications review and should soon have a strategy for funding of breastfeeding promotion activities.

### Jordan

In late August, Margaret Parlato, Julia Rosenbaum and former Jordan HEALTHCOM Resident Advisor Anne Roberts met with the newly appointed Asia/Near East Bureau Health Officer for Jordan, Kristen Loken, to review AED breastfeeding promotion work in Jordan and discuss future promotional efforts through the private and public sector. The Bureau is interested in furthering promotional work at institutional and community levels, but prefers to include breastfeeding promotional efforts in a broader MCH context. Various possible strategies were discussed, and discussions will continue into the next quarter.

A presentation of the national breastfeeding media program sponsored by the Queen Noor Foundation, with technical assistance from HEALTHCOM advisor Anne Roberts and support from NCP, was given at a seminar for S&T/Health and S&T/Nutrition officers, with other health and communications specialists in attendance. NCP arranged for another showing of the television campaign at an Asia/Near East Bureau staff meeting. Follow-up strategies to promote breastfeeding were also reviewed at this time.

## Papua New Guinea

There has been no action on the NCP proposal to introduce a DMD component into the country's ORT program. A new health officer has been assigned to Papua New Guinea at the Asia/Near East Bureau; as soon as she has had time to get oriented, NCP will resume discussions on project development. A meeting is scheduled for early November.

## Bangladesh

The USAID Mission in Bangladesh has requested a short-term consultant to assist in discussions on the feasibility of developing a commercial weaning food. NCP met with the outgoing Health Officer during July and has identified appropriate candidates to undertake this assessment in the next quarter.

### III. TRAINING AND TRAINING MATERIALS

#### International Nutrition Planners Forum

The INPF conference on "Crucial Elements of Successful Community Nutrition Programs" held in Seoul, Korea, August 15-18, 1989 united key decision-makers in international nutrition to synthesize elements of successful nutrition programs. Thirty participants from 24 developing countries came to the conference. Their meeting succeeded in confirming that nutrition programs can be successful and in providing a substantial body of information on how to achieve success.

The NCP team, which had assisted in planning and organizing the conference, was represented at Seoul by Jose Mora and Charlotte Johnson-Welch (LTS). Mora and Johnson-Welch provided technical and logistical assistance to prepare for the workshop.

Six cases of successful nutrition programs were presented by participants. These included the Iringa project in Tanzania, the Integrated Child Development Program in India, the Indonesia and Thailand nationwide Nutrition Programs, the program for eliminating iodine deficiency disease in Bolivia, and the pastoral program in Brazil. Each case study emphasized the specific aspects of the program that have contributed to success in reducing malnutrition.

Six crucial elements of successful nutrition programming were identified. The first of these, political commitment and community participation were considered essential for the long-

term success of nutrition programs. It was argued that many successful programs had ensured political commitment through organization of the community. **Effective training** was named as the third essential element of success; the conclusion was that in most cases training should begin with both central and field-based courses, to be followed by periodic trainings and supervision. Targeting was identified as a fourth common feature of success, with emphasis on the need for targeting strategies to vary with local conditions. This is seen as a way to make a program more cost effective. Finally, a responsive management information system and a greater emphasis on process evaluations are felt to be essential for program success. Local program staff stressed that data collection must be narrowed to that which is essential to maximize the success of program operations.

### Workshop on "Promising PVO Strategies in GM/P"

A report was prepared on the NCP-sponsored June workshop entitled "Promising PVO Strategies in Growth Monitoring/Promotion (GM/P)", which was discussed in NCP Quarterly Report Number 7. The report, in its final stages of preparation, contains summaries of workshop proceedings and condensed versions of eleven case studies presented by each of the participating PVO field staff. These case study synopses, prepared by Valerie Uccellani and LTS consultant Irwin Shorr, were sent out to the authors and PVO headquarters on August 27 for review. All comments are expected back by October 30 for inclusion in the final report.

On July 31, NCP organized a meeting for the Office of Nutrition and the FVA office to discuss recommendations on growth monitoring that arose from the workshop and to examine ways for A.I.D. to provide further support to PVOs in this area. The meeting was attended by Margaret Parlato and Valerie Uccellani, AED; Charlie Teller and Irwin Shorr, LTS; Dr. Nicolaas Luykx, S&T/N; and Hope Sukin and Susan Morowitz, FVA. The participants found the report a useful guide for A.I.D. in identifying areas for future PVO trainings and felt that the case studies should be given wide distribution.

### Vitamin A Report

During this quarter, NCP staff began to draft a document entitled "Implementing Vitamin A Programs: Issues and Opportunities for Communication." This document will synthesize several vitamin A communication strategy papers prepared earlier as well as research conducted for IVACG. The manual, intended for vitamin A program managers, will discuss the issues (operational, behavioral, and communication) to consider when designing a communication component. It will focus on the very specific communication issues that must be considered in all four types of Vitamin A intervention strategies: fortification, capsules,

consumption, and production. It will describe the components of an effective communication strategy for Vitamin A interventions and will discuss specific issues related to those components which must be taken into consideration when undertaking communication strategies. Finally, it will include selected case studies of Vitamin A programs which have included communication components.

### PVO Meeting on GM/P

NCP will host an informal meeting of representatives from the headquarters of ten or more PVOs to discuss the outcome of the June workshop entitled "Promising PVO Strategies in GM/P," and to develop preliminary plans for future NCP activities in the area of GM/P communications. The gathering will be held on Sunday, Oct. 22 in Chicago immediately preceding the annual meeting of the American Public Health Association (APHA). Invitees include CARE, Catholic Relief Services, Save the Children Foundation, Freedom from Hunger, Foster Parents Plan, and the Peace Corps--each of which participated in the June workshop--as well as other PVOs which expressed a commitment to expanding their GM/P activities and requested participation. Among selected resource people to attend the gathering are four from the NCP team: Margaret Parlato and Julia Rosenbaum (AED) as well as Valerie Uccellani (AED) and Charles Teller (LTS), who are coordinating the meeting.

PVOs will be invited to focus on one outstanding need in the area of GM/P that has surfaced repeatedly in communications with NCP: the need to improve the counseling component of GM/P programs. Definition of this need will be sharpened and ideas will be exchanged on concrete follow-up activities. One such activity for which PVOs have expressed a real interest is the production of a training video on counseling skills for use by PVO field staff in Latin America. The content, format, and sites for such a video will be explored in depth at the meeting.

### CERCOM/Abidjan Workshop

NCP has completed preparation for the two-week West African regional workshop entitled "Workshop on Nutrition Communication: How to Mount a Successful Strategy." The workshop, to take place in Abidjan, Côte d'Ivoire, October 16 - 27, will be attended by a total of seventeen MOH-nominated nationals: four, three-person teams from Burkina Faso, Cameroon, Mali and Niger; one, four-person team from Côte d'Ivoire, and one participant from Mauritania. Funding for the workshop has come from three sources: \$105,000, REDSO buy-in; \$20,000, Africa Bureau buy-in; and \$20,000 central funding. On August 4, Claudia Fishman held a full review meeting with Dr. Nicolaas Luykx, new project CTO, to

discuss the purpose and primary objectives of the upcoming workshop and to bring the Office of Nutrition up to date on funding and follow-up arrangements.

In the course of the workshop, participating teams will build their own communication strategies under the guidance of NCP facilitators, Dr. Claudia Fishman and Dr. Allan Kulakow (AED consultant) and staff from the Department of Communication (CERCOM), University of Abidjan.

Both Fishman (Sept. 20 - 23) and Kulakow (Sept. 27 - 30) met with logistics coordinators and CERCOM staff in Abidjan to refine workshop objectives and finalize the respective responsibilities of workshop facilitators. The product of these visits, and stateside preparation, is a coordinated and rich workshop curriculum in which participants will learn communication strategies using selected nutrition-related examples from African projects. Step-by-step, participants will construct their own country plans based on the teams' understanding of the needs and realities back home. Through field exercises, all participants will have the opportunity to get practical experience in conducting focus groups, the production of graphic and radio materials, and the pretesting of materials for revision and final distribution.

Primarily through the Africa Bureau buy-in, NCP will provide follow-up technical assistance to participating countries within the first year following the workshop. Plans are underway to use Peter Gottert, a regionally-based development graphics expert, and faculty consultants from CERCOM, to visit workshop teams in-country and regularly support activities that have grown out of the workshop. These activities will vary from preliminary audience research to the pretesting of materials as participating countries are at diverse stages in the development of their nutrition communication efforts. Follow-up visits will also help evaluate the effectiveness of the workshop in transferring and upgrading skills for the design and implementation of a nutrition communication program.

#### RENA Workshop for Francophone Africa

During this reporting period, Margaret Parlato participated in working sessions September 25-26 with staff from the Health Education Teaching and Research Centre (CERES) at the University of Liège, Belgium, to plan the November 13-24 workshop to be held in Bordeaux for Francophone Africa. CERES, which coordinates the African Nutrition Communication Network (RENA), has designated three lead trainers for the workshop: Michel Andrien, coordinator of RENNA; Dominique Filee, communication expert; and Any Closset, researcher. Dr. Ebrin Messou, director of health education in the Ministry of Health, Côte d'Ivoire and President of RENNA

participated in the planning sessions as did Agnes Lejeune, director of the educational television channel, Canal Emploi and founding member of RENA.

NCP will be collaborating with RENA in planning and conducting the workshop and will cover the travel costs for participants from Zaire and Togo. The objective of this effort is to provide support to the fledgling African nutrition network which is receiving enthusiastic response from African nutrition and health educators and to expand the number of countries being reached with training in new communication methods.

The Bordeaux workshop, will draw two to three participants from each of the following countries: Togo, Zaire, Rwanda, Madagascar, Comoros, Benin, Côte d'Ivoire, Burkina Faso, and Niger. As Niger, Côte d'Ivoire, and Burkina are countries where there is "overlap" between the Bordeaux and Abidjan workshops, special attention was given to identifying different participants. Funding for the workshop is being provided by the Agency for Cultural and Technical Cooperation (ACCT) which promotes support to Francophone countries. The International School of the University of Bordeaux, will cover costs of accommodations for all the participants and is making conference facilities available.

### Breastfeeding Promotion Guidelines

Media Promotion of Breastfeeding, a comprehensive set of guidelines designed for international use by program planners and policymakers is within weeks of printing and distribution. This has been delayed several months due to interruption in the A.I.D. review processes occasioned by the change in NCP project monitors in June. The 85-page publication is a practical review of successful breastfeeding promotion efforts over the past decade; it gives guidance on designing future promotion campaigns.

The Latin America Bureau has approved the publication of a regional supplement to the Breastfeeding guidelines. The supplement, Latin American and Caribbean (LAC) Breastfeeding Print Materials, is designed to demonstrate to health educators and project administrators the potential impact of various communications strategies. The compendium will contain 46 illustrations and brief descriptions of selected print materials that have been used as instruments of breastfeeding promotion in 18 different LAC countries. These materials cover a wide range of messages, designs, and targeted audiences, and will be valuable sources of inspiration and direction for planners in USAID, Ministry, and NGO offices in the region. Now awaiting final funding approval, the guide should be available for distribution in late November.

#### IV. WORKING LIBRARY

During this reporting period, Lisa Weiss, Program Assistant for Population/Nutrition, began coordinating the NCP collection. In July, she received training from AED Information Specialist Pat Simons in cataloguing procedure and use of the Sci-Mate database system.

Throughout this quarter, a number of projects and institutions utilized the NCP collection. Information was requested in the areas of nutrition, growth monitoring, breastfeeding, and nutrition education. Regional and country-specific inquiries were directed toward Africa, Dominican Republic, Honduras, and Haiti. Several searches utilized the Sci-Mate system for retrieving documents produced by specific authors and organizations.

Due to AED's need for office space, the NCP Library has been moved temporarily to existing hall shelves. A special set of enclosed shelves will be built to accommodate the collection in the near future.

#### V. MEETINGS AND OTHER ACTIVITIES

The following planning and orientation meetings were held with the Office of Nutrition, USAID Missions, and other key collaborating institutions:

-- On July 31 Margaret Parlato was invited to give a presentation on the Nutrition Communication Project for the Office of Nutrition. This meeting was the first opportunity for the new director, Dr. Norge W. Jerome, and her staff to have a full review of activities in progress. A follow-up meeting has been scheduled for October to discuss broad goals and objectives for the project as part of the Office's new directions in Nutrition. A series of project profiles was prepared for the meeting.

-- During the A.I.D. Health/Population/Nutrition conference held in Rosslyn during July, NCP staff held meetings to discuss planned and ongoing country activities with Melody Trott (ROCAP), Tim Truitt (Dominican Republic), Richard Green (Burkina Faso), M. Asim (Sudan), and Lorraine Mansfield (Columbia).

-- A briefing meeting was arranged on July 19 for Edward Scholl, the new Child Survival Fellow for USAID/Peru, to discuss the Breastfeeding print material project and ways that the hospital-based activities could be supported with mass media and community promotion. A package of materials on previous social

marketing efforts in Peru was prepared for Mr. Scholl.

-- Chris Nicholas from Project Concern/Bolivia visited AED to discuss growth monitoring efforts underway.

-- A joint NCP-AIDSCOM-HEALTHCOM briefing was held on August 23 for Stan Terrel, the new Technical Advisor in Child Survival (TACS) for Honduras.

-- NCP coordinated a briefing at AED for Ken Yamashita who is going to Ecuador as the new TACS advisor.

-- An orientation about NCP and the communication methodology being used was conducted for Meri Sinnitt, Child Survival Fellow to Bolivia.

## VI. ADMINISTRATIVE

Following is a summary of principal administrative and policy actions taken during the last project quarter:

- o A Subcontractors' meeting was held at AED on August 1 attended by representatives from LTS, JHU, Wellstart, and Porter/Novelli. The day-long agenda began with an update on current activities and buy-ins. Much of the meeting was devoted to examining contract goals and looking at ways to enhance them in the context of the varied portfolio of projects for which buy-ins have been received. There was consensus that NCP needs to pursue opportunities within these projects to advance the state of the art of nutrition communication.
- o On August 2, a separate planning meeting was held with Wellstart representatives Dr. Audrey Naylor and Katie Finn to discuss specific areas of Wellstart/AED collaboration in Year Three of the project. Bolivia, Jordan, and the Philippines are countries where breastfeeding promotion activities are now in the early planning stages.
- o A draft work plan for Year Three was prepared and presented to the Office of Nutrition for review on August 24. This has been scheduled for review next quarter.

During this last quarter of the fiscal year, NCP financial manager Scott Pflueger completed work on various project budgets and worked with AED Contracts Administrator Beverley Graham in negotiating buy-ins with the A.I.D. Contracts Office. In September buy-ins were received from the Africa Bureau (\$205,000) to conduct activities in Burkina Faso, Mali, Niger, Swaziland and Côte d'Ivoire; from REDSO/WCA in support of a regional nutrition communication workshop (\$105,000); and from USAID/Mali (\$50,000).

A number of project budgets were developed for planned country activities:

- o Financial Manager Pflueger worked with project technical staff to draft a core costs budget for project Year Three.
- o Pflueger worked with Parlato and Rosenbaum to develop budget options for INCAP-sponsored ORT/DMD activities in Guatemala.
- o NCP Program Officer Andrea Usiak and Graham, AED Contracts Administrator, finalized the REDSO Abidjan Workshop budget.
- o NCP staff held meetings in Washington with S.A. Intercon and in Abidjan with CERCOM regarding subcontracts for Abidjan Workshop; funds were wire-transferred to their Abidjan accounts.
- o Pflueger worked with Senior Program Officer Deborah Helitzer-Allen to develop budget options for planned Swaziland activities.
- o Pflueger worked with Parlato to develop a draft Niger budget, as well as a budget for Abidjan workshop follow-up activities for vitamin A.
- o Pflueger worked with Rosenbaum to develop several budget options for planned breastfeeding activities in Bolivia.
- o Fishman worked with Usiak and Graham to prepare an amendment to the Burkina buy-in to reflect an expanded scope of work.
- o Pflueger worked with Graham to prepare request to A.I.D./Contracts for a performance period extension to the Niger buy-in (1988).

## VII. STAFF

Deborah Helitzer-Allen, a senior AED staff member, joined NCP July 5. Dr. Helitzer-Allen is a specialist in social marketing who has recently completed an assignment in Malawi as HEALTHCOM resident advisor. She will work 40 percent of her time on NCP, with responsibility for coordinating activities in Swaziland and Sudan. In addition, she will oversee evaluation activities.

Valerie Uccellani, who has been working with NCP as a consultant on training, was recruited to coordinate training activities in July. She will become a permanent staff member once approval is received from the A.I.D. Contracts Office--sometime in early October.

Lisa Weiss has taken over the position of part-time librarian from Pat Simons. Simons, will continue to provide periodic technical oversight.

#### VIII. PROBLEMS, DELAYS AND ACTIONS TAKEN TO ADDRESS THEM

1. The addition of two new technical staff during this quarter has made it possible to provide substantive direction and necessary day-to-day follow-up to country activities. This change in project structure has already made a tremendous difference--with level of effort now more adequately balanced to effectively manage ongoing activities.

2. The project encountered important administrative delays during the period between June 16 when project monitor Holly Fluty left the Office of Nutrition and July 26 when Dr. Nicolaas Luykx was appointed as acting Cognizant Technical Officer for NCP. Dr. Jerome is presently examining several NCP suggestions to streamline management of the project. This will be especially important to facilitate timely communication with USAID Missions. The Office of Nutrition is presently recruiting for a CTO for NCP and expects to have someone in place by early 1990.

3. Many of the country activities slated to begin this quarter will not be initiated until next quarter, due to end of year delays in the A.I.D. Contracts Office in processing buy-ins. As activities cannot begin until such time, NCP has tried to maintain interest and enthusiasm with USAID Missions and counterpart national organizations during this interim period.

#### IX. KEY ACTIVITIES NEXT QUARTER

- o CERCOM/Abidjan Workshop for participants from five Francophone countries.
- o Initial planning visit to Swaziland.
- o RENA workshop on communication methodologies for ten Francophone countries.
- o Launch of vitamin A project activities in Mali and Niger.
- o Launch of 3-year project in Honduras and fielding of resident advisor.
- o Completion of breastfeeding case studies on Panama, El Salvador, and Honduras.
- o Printing and distribution of Media Promotion of Breastfeeding; and a collection of graphic materials from

Latin America.

- o Initiation of support to INCAP's dietary management of diarrhea program.
- o Regional DMD workshop for Latin America in collaboration with INCAP.
- o Needs Assessment in Cameroon late in the year.

Appendix A  
Budget Analysis

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

FINANCIAL REPORT FOR PERIOD JULY - SEPTEMBER '89

OCTOBER 19, 1989

A	B	C	D	E	F	G
FUNDING SOURCE	PROJ #	OBLGD FUNDS THRU 9/30/89	INVOICED	SPENT/ NOT INVOICE	EXPENDITURES THRU 9/30/89 (D+E)	REMAIN FUNDS (C MINUS F)
<b>I. S&amp;T Funds (not incl. Vitamin A nor INPF Conference)</b>						
General Costs	3000	1,700,000	995,474	20,050	1,015,524	
Haiti/Central	3001		8,089	0	8,089	
Niger/Central	3003		23,337	0	23,337	
Bolivia/Central	3005		296	0	296	
Sudan/Central	3007		0	0	0	
Jordan/Central	3009		17,456	0	17,456	
FVA/CARE-CRS/ Central	3012		2,334	0	2,334	
Peru/Central	3011		26,212	0	26,212	
Burkina/Central	3014		4,897	0	4,897	
Abidjan Wkshop/Central	3020		526	0	526	
<b>Total S&amp;T (Other than Vitamin A and INPF Conference)</b>		<b>1,700,000</b>	<b>1,078,621</b>	<b>20,050</b>	<b>1,098,671</b>	<b>601,329</b>
<b>II. S&amp;T Vitamin A Activities</b>						
	3017	200,000	22,647	0	22,647	177,353
<b>III. INPF Conference</b>						
	3018	200,000	114,863	33,992	148,855	51,145
<b>IV. Mission Funds</b>						
Haiti/Mission	3002	39,996 *	29,824	0	29,824	10,172
Niger/Mission	3004	61,733	40,559	0	40,559	21,174
Bolivia/Mission	3006	15,685 **	0	0	0	15,685
Burkina/Mission	3013	114,051 ***	33,391	0	33,391	80,660
Burkina/Mission (Local Costs)	3016	10,138	4,729	0	4,729	5,409
<b>Total Mission</b>		<b>216,569 +</b>	<b>108,503</b>	<b>0</b>	<b>108,503</b>	<b>133,100</b>

23'

FINANCIAL REPORT FOR PERIOD JULY - SEPTEMBER '89

OCTOBER 19, 1989

A	B	C	D	E	F	G
FUNDING SOURCE	PROJ #	OBLGD FUNDS THRU 9/30/89	INVOICED	SPENT/ NOT INVOICE	EXPENDITURES THRU 9/30/89 (D+E)	REMAIN FUNDS (C MINUS F)
<b>V. Bureau Funds</b>						
LAC Bureau	3015	40,000	2,262	0	2,262	37,738
Sudan/AFR Bureau	3008	150,000	76,682	0	76,682	73,318
FVA/CARE-CRS/Food & Vol Assist Bureau	3010	24,993	1,905	0	1,905	23,088
Mali/Africa Bureau ++	unassigned	50,000	0	0	0	50,000
Abidjan Wkshop/REDSO/WCA	3019	105,000	4,376	0	4,376	100,624
Africa Bureau +++	unassigned	205,000	0	0	0	205,000
<b>Total Bureau</b>		<b>574,993</b>	<b>85,225</b>	<b>0</b>	<b>85,225</b>	<b>489,768</b>
<b>GRAND TOTAL</b>		<b>2,691,562</b>	<b>1,409,859</b>	<b>54,042</b>	<b>1,463,901</b>	<b>1,452,695</b>

\* \$9,349 of total \$39,996 obligation to be de-obligated

\*\* Total \$15,685 to be de-obligated

\*\*\* Total Burkina Mission buy-in is for \$124,189; \$10,138 of this is for local in-country costs.

+ Total obligated mission funds (\$241,603) minus \$25,034, per above notes

++ Project number to be assigned when activity budget finalized.

+++ Funding is in support of the Africa Child Survival Initiative - Combating Childhood

Communicable Diseases; funding supports activities in Burkina Faso, Mali, Niger, Swaziland and Cote d'Ivoire.

Individual country activity project numbers will be assigned when budgets finalized.

Total Budget = 8,420,507

	S & T (other than Vitamin A & INPF Conf.)	S & T Vitamin A	S & T INPF Conference	MISSION	BUREAU	TOTAL
I. Obligations thru 5/31/89:	1,700,000	200,000	200,000	216,569	574,993	2,891,562
II. Expenses Invoiced thru 5/31/89	1,078,621	22,647	114,863	108,503	85,225	1,409,859
III. Funds Spent thru 5/31/89	1,098,671	22,647	148,855	108,503	85,225	1,463,901

% Obligated S&T Funds Spent thru 9/30/89 (not incl. Vitamin A & INPF Conference) 64.63

% Obligated S&T Vitamin A Funds Spent thru 9/30/89 11.32

% Obligated INPF Conference Funds Spent thru 9/30/89 74.43

% Obligated Mission Funds Spent thru 9/30/89 50.10

% Obligated Bureau Funds Spent thru 9/30/89 14.82

% Budgeted Funds Spent 17.38

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Appendix B

Travel This Quarter

APPENDIX B

NCP TRAVEL

JULY 1 - SEPTEMBER 30, 1989

Traveler	Destination	Dates (in-country)	Comments
J. Morrison	Burkina Faso	April 16-August 13	AED
J. Morrison	Washington, D.C.	August 16 - 18	AED
K. Dettwyler	Mali	June 12 - Present	AED
S. Zaghoul	Sudan	July 18 - August 28	AED
A. Naylor	Washington, D.C.	July 30 - August 2	Wellstart
K. Finn	Washington, D.C.	July 30 - August 2	Wellstart
P. Boddy	Washington, D.C.	August 2 - 4	AED
J. Mora	South Korea	August 12 - 26	LTS
C. Johnson-Welch	South Korea	August 9 - 19	LTS
O. Abosedede*	South Korea	August 14 - 24	U.S.A.
J. Aphane*	South Korea	August 13 - 27	Swaziland

\*Participant of the INFP Conference.

<b>Traveler</b>	<b>Destination</b>	<b>Dates (in-country)</b>	<b>Comments</b>
J. Ariza*	South Korea	August 14 - 26	Puerto Rico
S. Correu*	South Korea	August 13 - 26	Mexico
W. Freire*	South Korea	August 13 - 26	Ecuador
A. Grange*	South Korea	August 14 - 26	Nigeria
S. Gujral*	South Korea	August 14 - 26	India
E. Kennedy*	South Korea	August 12 - 25	U.S.A.
M. Khan*	South Korea	August 14 - 26	Pakistan
H. Kigutha*	South Korea	August 13 - 26	Kenya
B. Kodyat*	South Korea	August 14 - 26	Indonesia
G. Lopez*	South Korea	August 13 - 26	Peru
T. Maribe*	South Korea	August 14 - 27	Botswana
T Orraca*	South Korea	August 13 - 27	Ghana
A. Patterson*	South Korea	August 14 - 26	Jamaica
W. Santos*	South Korea	August 14 - 26	Brazil
E. Seumo*	South Korea	August 14 - 25	Cameroon

\*Participant of the INFP Conference.

<b>Traveler</b>	<b>Destination</b>	<b>Dates (in-country)</b>	<b>Comments</b>
J. Tagwyrei*	South Korea	August 14 - 26	Zimbabwe
J. Mora	Dominican Republic	September 7 - 14	LTS
R. Parlato	Dominican Republic	September 5 - 16	AED
J. Rosenbaum	Dominican Republic	September 5 - 16	AED
C. Fishman	Burkina Faso	September 9 - 20	P/N
C. Fishman	Côte d'Ivoire	September 20 - 23	P/N
C. Fishman	Mali	September 23 - 27	P/N
M. Parlato	Niger	September 18 - 22	AED
M. Parlato	Belgium	September 25 - 27	AED
A. Kulakow**	Côte d'Ivoire	September 27 - 30	AED

\*Participant of the INFP Conference

\*\*Travel partially funded by NCP.

Appendix C

Training Events and Workshops

Appendix C

Training Events and Workshops

<b>Dates</b>	<b>Number of Participants</b>	<b>Country</b>	<b>Description of Activities</b>
Aug. 15-18	30	Korea	International Nutrition Planners Forum "Crucial Elements of Successful Community Nutrition Programs" with representation from 24 countries.
Sept. 12	25	Dominican Republic	National Workshop on GM/P for MOH (SESPAS), Save the Children and other PVOs.