

Nutrition Communication Project

QUARTERLY TECHNICAL REPORT

11

**April - June
1990**

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

RECEIVED
BY LAG/BN/HN

AUG 9 1990

AM PM
7 8 9 10 11 12 1 2 3 4 5 6

DAN-5113-Z-00-7031-00

936-5113

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

Quarterly Technical Report No. 11

April - June, 1990

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

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

TABLE OF CONTENTS

HIGHLIGHTS	1
PROJECTS AND OTHER FIELD SUPPORT ACTIVITIES	2
AFRICA	2
LATIN AMERICA	13
TRAINING AND EDUCATIONAL MATERIALS	19
WORKING LIBRARY	23
MEETINGS AND DISSEMINATION ACTIVITIES	24
ADMINISTRATIVE	26
STAFF	28
PROBLEMS, DELAYS AND ACTIONS TAKEN TO ADDRESS THEM	29
KEY ACTIVITIES NEXT QUARTER	29

Appendices:

- A: Budget Analysis
- B: Travel This Quarter
- C: Training Events and Workshops
- D: Short-Term Technical Assistance

QUARTERLY ACTIVITY REPORT NO. 11
APRIL - JUNE, 1990

I. HIGHLIGHTS

The following highlights some of the major activities carried out by the Nutrition Communication Project (NCP) during the April - June 1990 period:

- A follow-on project was developed for Burkina Faso to expand pilot maternal and infant feeding communication activities to another 8 provinces.
- In Mali, a week-long Strategy Development Workshop was conducted for participants from the Ministry of Health, World Vision, CARE, AFRICARE, Save the Children, Freedom from Hunger and the Joint Nutrition Support Project.
- Health-worker manuals and training modules on Nutrition Education were completed for use in Mali and Burkina Faso.
- Rapid assessment of breastfeeding practices in Bolivia was carried out and a broad strategy developed for addressing problems in rural areas.
- Design of the Africa Bureau Initiative on Breastfeeding and Infant Feeding made good progress.
- Staff provided technical assistance to projects in Burkina Faso, Mali, Guatemala and Bolivia.
- The Panama Breastfeeding Case Study was completed.
- Work began on a Nutrition Communication Skills training manual to be used in Growth Monitoring and Promotion programs.
- NCP participated in conducting a regional workshop on Vitamin A for East Africa.
- An informal meeting of PVOs was held which brought together 20 representatives from different organizations to discuss nutritional concerns.
- A production firm was selected for the training video on communication skills for use in Growth Monitoring programs and a working script prepared.
- A Guatemalan production firm was selected for the Spanish-language training video on Strengthening Communications in Growth Promotion, and a working script was prepared.

- NCP worked closely with CARE, New York to develop plans for providing a series of short pretest trainings to CARE regional fieldstaff in Latin America in response to requests from the field for skills in the pretesting of Nutrition/Health Education materials.

II. PROJECTS AND OTHER FIELD SUPPORT ACTIVITIES

A. AFRICA

Burkina Faso

The NCP program in Burkina Faso began in March, 1989 and is scheduled to terminate in March, 1991. To respond to Mission and MSPAS (Ministry of Public Health and Social Action) needs, the project, viewed as a "pilot," emphasizes skill building in nutrition IEC, and transfer to central and regional staff the abilities to research and design nutrition education materials suited to different ethnic populations. The objectives of the NCP Burkina program are to: (1) perform qualitative research; (2) develop and pretest health worker materials; (3) produce an adequate supply of materials for initial health worker training; (4) train trainers and health promoters in use of these "prototype materials" and in self design of media tailored to ethnic/language groups in home provinces; and (5) develop a prototype theater piece or radio spots. Baseline evaluation activities were also planned, though most of their funding was anticipated in the next bilateral project.

During this quarter, NCP provided two person months of technical assistance to the Burkina program, during which time NCP:

- performed a mid-term assessment and re-programming of project resources. A new buy-in to NCP from the USAID/Burkina bilateral "Family Health and Health Financing" (FHFF) project is anticipated. During the assessment, NCP reviewed the progress of the pilot phase; planned the remaining 10 months to maximize the utility of these activities for the expanded NCP project; and drafted an implementation plan and local cost budget for the first year of the expanded project in close collaboration with USAID and the MOH.
- established a local financial management system for the current and expanded project.
- assisted the MSPAS to finalize production of the nutrition education theater piece/slide show "Les Familles Burkinabès sur le Chemin de la Santé," and developed an accompanying User's Guide/Training manual and posters.

- assisted the MSPAS plan baseline evaluation (KAP) activities. NCP consultant, Dr. Hughes Koné, was in Burkina Faso for two weeks in June to provide technical assistance. Dr. Koné worked extensively with the MSPAS team from Burkina during the NCP regional workshop in Abidjan in October, 1989 and was able to provide continuing field guidance at this key project stage.

Mid-Term Assessment

A program review was performed by Claudia Fishman, Deputy Director for NCP, and Pia Chesnais, AED Financial Specialist, between April 26 and May 10, 1990. The NCP project team which participated in this effort at the Ministry of Public Health and Social Action (MSPAS) included representatives from the Division of Maternal and Child Health (DSME), Nutrition Section: Jean W. Parfait Douamba, Project Director, and André Ouedraogo, Nutritionist, as well as the Division for Health Education (DESA), Blaise Ilboudo, Health Education Specialist. The team was under the direct supervision of Ambroise Nanema, Acting Director of the DSME until September 1, 1989, at which time Dr. Bakouan Didier became the new Director. Nanema continues to contribute to NCP activities.

Status to Date:

Following is a summary of major activities carried out since the project was initiated in March, 1989.

AED consultant, Joy Morrison, who resided in Burkina Faso from January through August, 1989, assisted the Project Team to conduct focus group research¹ and develop a working communication strategy and draft educational materials, including the script for a play. The MSPAS collaborated with some of the county's most creative and respected artists in developing these materials, including the Atelier du Théâtre Burkinabè (ATB), and two popular musicians, Blaise Campaore (Burkina "Top 40") and Finley To (a respected folk musician). The songs created by Campaore (a "popular song" targeted at household heads) for radio broadcast (in More) and To (a "folkloric song" targeted to women for in-clinic education in More and Diulla); and some preliminary visual materials were pre-tested in the project sites [See Fishman; *Burkina Faso Trip Report, September 1989*]. In addition, the MSPAS and the ATB photographed a community targeted mini-drama (shown via slide shows or in skits) treating pre- and post-natal nutrition.

The communication strategy was refined during the regional NCP workshop held in Abidjan, October 1989 [See *Rapport de la Délégation du Burkina Faso*], during which time the group decided to focus production efforts on the audio visual materials directed towards men and the community play, and give further thought to appropriate strategies for women.

¹ The team conducted eighteen focus groups in three villages (Kelbo, Nasso and Arbolle) with different segments of the target audience. These villages were selected to be representative of conditions, languages, and health services that would be encountered in many More and Diulla-speaking areas of Burkina. The methods, results and recommendations for messages are reported in "*Good Food Means Good Health, Focus Group Discussions about Nutrition with Village People of Burkina Faso*. J. Morrison, Nutrition Communication Project, AED, September 1989.

Between December 1989 and March 1990, the team was visited by graphics expert, Peter Gottert (who participated in the NCP workshop in Abidjan). Gottert worked with the project team to refine and pretest the materials they had selected for emphasis. The play itself was pre-tested and fine-tuned, which necessitated reshooting some of the slides. Two mini-posters and a User's Guide/Training Manual were developed and pre-tested.

In reviewing the progress made to date it is clear that the dedication and hard work of the MSPAS in keeping this project on course and on schedule are exemplary. The support provided to the project by departing USAID Health Officer, Richard Greene, was also outstanding.

Next Steps:

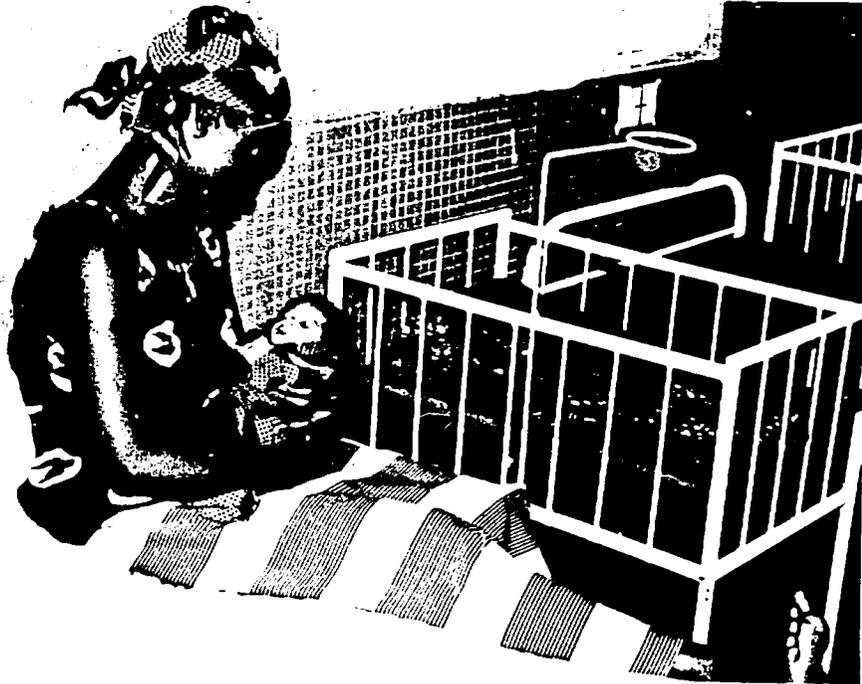
Rather than conclude the pilot project with materials mass production, health worker training and a KAP baseline survey in three provinces (the original design), USAID and the MSPAS have requested that:

1. mass production and training are postponed until initiation of the new bilateral project (FHFF), and
2. The KAP survey be conducted in some of the additional provinces to be included in the new FHFF project sites.

NCP believes this modification of the implementation plan is well advised as:

- The pilot project had been developed primarily to transfer the technologies of communications management to the Nutrition and Health Education sections of the MSPAS; i.e. there was no budget for implementation in the pilot project, and therefore no direct benefits for the target audience. FHFF provides an opportunity to demonstrate behavioral and nutritional impact. Having laid the groundwork, the MSPAS hopes to use any resources that remain in the pilot project to support FHFF, which the MSPAS and USAID regard as the "implementation" phase of the same project.
- The MSPAS Nutrition Section has no prior experience in conducting quantitative survey research on behavior change and communications, and have asked to develop this competence during the "institutionalization/pilot phase."
- The MSPAS has not yet developed an adequate strategy for communicating with mothers about malnutrition. This will necessitate some additional research.
- There will be economies of scale if production and training are done for the larger audience, which can be adequately funded under the FHFF project.

NCP will, therefore, conclude the pilot project by assisting the MSPAS to conduct a survey of Knowledge, Attitude and Practice (KAP) on maternal and child nutrition in a number of representative provinces to be included in the FHFF project. At the same time, materials



developed during the pilot phase will be pretested for their suitability for the different ethnic and language groups living in these areas.

Local financial management system for the current and expanded project

During the April site visit by Fishman and Chesnais, an AED bank account was opened at BICIA (Banque Internationale pour le Commerce, l'Industrie et l'Agriculture du Burkina) and money deposited to cover in-country expenditures. After reviewing a number of options, it was decided that the best mechanism to handle local expenditures would be for AED to select an accounting firm to handle local financial transactions on behalf of AED. The accounting firm would be given clear financial guidelines on AED procedures and USAID financial regulations.

A Request for Proposals (RFP) for Management/Accounting Services was prepared by Chesnais and delivered to four accounting firms: BAMIG, Cabinet Michel Sanou, Cabinet Pierre Minoungou, and FIDEXCO. All four firms responded to the RFP, and the firm of FIDEXCO was selected following competitive bid procedures. AED will finalize the subcontract with FIDEXCO in the next quarter.

Production of Materials

At the outset of this quarter, the NCP team had finalized the prototypes and received MSPAS approval for their production. Given production costs and technical limitations in Burkina Faso (to which NCP will seek solutions in the expanded project), AED finalized and delivered the following materials to the MSPAS in June:

- 6 sets of the 50-slide show, "Les Familles Burkinabè sur le chemin de la Santé (1 original and 5 duplicates);
- 50 copies of the "Guide d'animation" which explains how to lead educational and motivational sessions using the slide show, as well as extension activities;
- 50 copies of the health worker informational poster;
- 50 copies of the slide show poster, and;
- one set of enlarged color photocopies taken from the slide show assembled in a notebook with script on the obverse to use in pretesting the slide show as a flip chart.

The MSPAS will pre-test these materials for use under the expanded project (see below), and initiate training of healthworkers.

Baseline evaluation activities

Between June 18-30, NCP consultant, Dr. Hugues Koné, (from the Center for Communications Research and Education, University of Abidjan), assisted the MSPAS to begin planning a baseline evaluation (KAP) survey. Dr. Koné and the project team drafted:

- A pre-project document specifying the objectives of the research, infant feeding-nutritional status hypotheses, socio-ecological criteria for selecting provinces for the research, directives for sampling and material and human resources;
- A preliminary questionnaire and guide to coding.

In addition, preliminary arrangements were made with the Direction for Studies and Programs to enter data and perform statistical analyses.

The KAP survey is scheduled for fielding in October, at the end of the rainy season. Dr. Koné has been asked to return to assist with the analysis of findings and preparation of the research report.

Mali

Since October, 1988, the Nutrition Section of the Division of Family Health has been engaged in an NCP-supported program, referred to as the "Mali Nutrition Communication Project." This includes two major components:

1. Assisting the MOH to strengthen maternal nutrition and infant feeding educational programs through health center promotion and mass media in Bamako and Koulikoro, the zones included in the bilateral IFAHS (Integrated Family Health Services) project.

"NCP/IFAHS" was included in the MOH Operational Plan in March, 1990, following a lengthy process during which time NCP received approval of the Project Document, work plan and calendar (March 1989) and trained three representatives from the Nutrition and Health Education sections of the MOH at the NCP regional workshop in Abidjan (October 1989). The MOH Operational Plan for NCP/IFAHS calls for a KAP survey, radio message production, and staff training in nutrition and IEC skills to take place by December, 1990.

2. Improving Vitamin A nutrition in selected regions of the country.

"Communication for Vitamin A" (CVA) is an NCP activity that brings together the MOH Nutrition Section and three PVOs with USAID-supported Child Survival Activities: AFRICARE, CARE and World Vision. CVA does not draw on bilateral monies. Funding has been obtained from several sources: The Office of Nutrition's Vitamin A Fund, the Africa Bureau, the Mission, the FVA VITAP program (managed by Helen Keller International) and limited funding and in-kind contributions from the PVOs.

Because of these multiple funding sources, management of the Mali budget is particularly complex

CVA is a "field trial" of a social marketing approach applied to maternal and infant nutrition, in particular promoting increased consumption of Vitamin A-rich foods. This fall, CVA is scheduled to pre-test materials; train PVO health workers in nutrition communications; and implement a baseline evaluation survey. A new approach to nutrition education, using a market-based promotion activity, is scheduled for execution in the early part of 1991. Approaches and materials that prove to be effective during CVA will be integrated into both the National "Program to Fight Vitamin A Deficiency" and more comprehensive nutrition communication activities mounted by the MOH.

Due primarily to different funding sources, and the high level of PVO participation in CVA, NCP/IFAHS and CVA are managed as autonomous activities. However, it must be stressed that they are two components of one integrated program. For example, the research conducted in Macina (described below) is applicable to all maternal and child health and nutrition activities, not only those promoting vitamin A-rich food consumption. The results of the research, as well as the strategy and materials developed during the Communication for Vitamin A Workshop, will serve the uses of the comprehensive NCP/IFAHS program in addition to CVA specific goals.

In this quarter, NCP provided three person months of technical assistance to the Mali program, by making available the services of: Dr. Katherine Dettwyler, a nutritional anthropologist; Peter Gottert, a development graphics expert; Dandara Kanté, a Malian nutritionist; and Dr. Claudia Fishman, Deputy Director for NCP and nutritional anthropologist.

In this quarter:

- Katherine Dettwyler and Claudia Fishman finalized the qualitative research report *Communication for Vitamin A: Field Research in Macina, March 5-22, 1990*. This was translated into French (April-May).
- Dettwyler, Fishman and Gottert drafted and illustrated a three-part health worker training module, *How to Identify Children with Malnutrition and Tips for Counseling their Parents*. The module consists of a leader's text, an illustrated training manual, and a counseling/discussion illustration pack (April - June).
- Claudia Fishman made a technical assistance visit to Mali May 5-17, during which time she and Dandara Kanté assisted the Nutrition Section to finalize strategies and mechanisms within the MOH for linking future NCP research activities with those of the National Program to Combat Diarrheal Disease, including collaboration with the PRITECH project. Fishman and Kanté helped the Nutrition Section generate a series of hypotheses concerning the relationships among variables affecting child feeding behavior and infant nutritional status. Based on this analysis, a "Pre-Project Plan" for a baseline survey of Knowledge, Attitudes and Practices + Anthropometric Measures (KAP+) was drafted. The KAP+ will be the primary evaluation tool for NCP/IFAHS.

Additionally, Fishman and Kanté assisted the Nutrition Section to prepare the first draft of the KAP questionnaires for "mothers" and "fathers."

- Fishman, Gottert and Kanté facilitated a workshop that enabled 21 PVO and MOH participants to review and interpret the Macina research report, develop a communications strategy for Vitamin A and related nutrition problems, as well as review and provide input to training and communications materials (June 18-22).

Highlights from these activities are described below.

Qualitative Research Report

NCP consultant Dr. Katherine Dettwyler and Claudia Fishman completed the report of qualitative and market survey research on factors affecting maternal nutrition and infant feeding practices in 15 villages in Macina. Dettwyler and Fishman analyzed the focus group summaries, market survey data and in-depth interview notes collected by the research team that included NCP consultants Dettwyler and Kanté; F. Macalou (USAID/Mali); M. Haidara (Nutrition Section, MOH); O. Cissé (DRSP, Ségou); M. F. Traoré and D. Diallo (CARE, Macina); I. Soumounou, M. J. Koné and M. A. Dolo from the health centers in Macina, Sarro and Saye.

The report provides in-depth findings and recommendations related to dietary practices of pregnant women; current child feeding practices and attitudes; seasonal availability and price of Vitamin A source foods; the participation of men in improving the dietary regime of pregnant women and young children; as well as the reaction to hypothetical food behavior changes suggested by the researchers. The report is available, in French or English, from NCP or USAID/Mali.

Training Module

Dr. Katherine Dettwyler, drafted the text of a training module for health workers: *How to Identify Children with Malnutrition and Tips for Counseling their Parents*. This module is based on Dr. Dettwyler's own longitudinal research on growth and development in Mali, and the needs expressed to her by PVO field staff during her recent NCP consultancies. Fishman and NCP Program Officer Valerie Uccellani revised the text and developed supporting visual materials. The module consists of:

- A brief, informational text for use in training healthworkers about the short- and long-term consequences of early childhood malnutrition. The text explains the relationship of nutrition to brain growth, physical development and illness, as well as the importance of appropriate introduction of solids, adequate hygiene, parental feeding of children and special efforts when children are anorectic.
- A field guide for healthworkers (revised and illustrated by Peter Gottert). The manual covers the physical signs and behavioral characteristics associated with protein energy malnutrition, kwashiorkor and stunting. It provides a series of questions for health workers to explore the causes of these nutrition problems with parents, and offers sample

REPUBLIQUE DU MALI

Communication pour la Vitamine A:

Atelier de Réflexion

Bamako

18 au 22 juin 1990



L'atelier de réflexion a été financé par l'Office de la Nutrition, l'Agence des Etats unis pour le Développement international par le biais du PIO/T 936-5113-8361130, par l'USAID/Mali dans le cadre du PIO/T 698-0421.88-3-90029 et la Vision Mondiale Internationale/Mali.

g w

dialogues to facilitate counseling. The manual also offers role plays and other activities for health workers to use in leading nutrition discussions.

- A set of visual aids accompanied by an explanation of the strategy behind these materials, tips for effective use, and the role of the healthworker in promoting better nutrition at the community level.

The module was reviewed by the MOH, CARE, Save the Children and World Vision following the NCP workshop in June. Peter Gottert and Claudia Fishman will revise the field guide based on this input, and Gottert will assist in its pretesting in September. PVOs participating in the Communication for Vitamin A program will field test the module during the last quarter of 1990. Following this test, NCP and the Helen Keller International VITAP program will produce the module in limited quantities for use by the MOH and collaborating PVOs.

KAP Survey

NCP plans to conduct a study of nutrition-related beliefs, attitudes and practices, in order to measure the relationship of these factors to anthropometric indicators of pre-school age children's nutritional status. The study will be based upon hypotheses generated from ethnographic research conducted by Dr. Katherine Dettwyler over the past five years, NCP "team" research conducted in December and March of this year, and related UNICEF and MOH studies. While still in the planning stages, the study will most likely comprise two parts: (1) A survey of approximately 500 households during which time "mothers" and "fathers" will be interviewed and target children (in predetermined age categories between 0-5 years) will be weighed and measured; and (2) an in-depth observational study on a subsample of 200 households, classified according to the target child's weight/age:

- 100 households with children whose weight/age is more than two standard deviations below the WHO (NCHS) 50th percentile,
- 100 households with children whose weight/age is at/above the 50th percentile.

Arrangements are being made with the Center for Applied Research on Population and Development (CERPOD), which conducted the Demographic and Health Survey for Mali (1987), to draw the sampling frame, code, enter and analyze the data. Kanté will have primary responsibility for conducting the observational study, as she completed similar research in Bamako for her master's thesis (University of Indiana, Nutrition) in 1988.

Linkages to PRITECH

The KAP activity provides the opportunity to strengthen the collaboration already existing between NCP and the PRITECH program in Mali. In May, representatives from the national Diarrheal Disease Control program, including its director, Dr. A. Sidibé, and Suzanne Prysor-Jones (Director, PRITECH/Sahel) participated in a discussion to frame the objectives and logistical issues of the KAP study. In addition, C. Fishman and D. Kanté prepared a thorough

briefing and topical guideline for PRITECH consultant, Catherine Tourré, who will conduct focus group research on infant feeding next quarter.

Communication for Vitamin A (CVA) Workshop

Between June 18-21, NCP conducted a "Strategy Development Workshop" in Bamako. M. Djibril Semega, Chief of the MOH Nutrition Section, was the primary facilitator. He was assisted by NCP consultants Peter Gottert, Dandara Kanté, Claudia Fishman, and HKI/VITAP Education and Training Program Manager, Lauren Blum. Twenty-one participants from the Ministry of Health (8), AFRICARE (3), CARE (3), Freedom from Hunger (Project MIEN) (2), Save the Children/US (1), and World Vision (4) and the Joint Nutrition Support Project (1) worked together to develop a communications strategy designed to promote improved maternal and child nutrition in general, and improved consumption of vitamin-A rich foods in particular. Sam Asare of World Vision/Mali oversaw all logistical arrangements for the workshop, and World Vision sponsored the participation of the MOH.

Some recommendations emerging from the workshop include:

- Increasing consumption of target foods, specifically: preparing pureed vegetables for children; purchasing liver for pregnant women and young children on market days; drinking milk when pregnant;
- Motivating older women (who do the gardening) to increase proportion of Vitamin A rich vegetables in their garden plots;
- Drying fruits and vegetables through indirect heat channeling or in the shade (to conserve Vitamin A which is destroyed by ultraviolet light);
- In general, practicing a preventive approach to malnutrition and night blindness;
- Making use of the market place to reach the target population with messages geared to food selection and consumption;
- Targeting young men as well as family and community leaders to make them more conscious of their important role in insuring the nutritional well being of their wives and children.

Participants developed communications objectives for these behavioral goals, preliminary messages and plans for supporting activities and materials, including role plays, post-literacy booklets, and counseling sessions. The report of the workshop is available from NCP.

Niger

Following Claudia Fishman's visit mid-march, Tétévi Logovi and Idé Djermakoye of HKI/Niger continued to negotiate with the MOH to initiate work on the Vitamin A "mini-project." The mini-project, which is fully funded by the Office of Nutrition and Africa Bureau, calls for a series of qualitative research and feasibility tests for various behavioral adjustments and simple technologies to improve Vitamin A consumption in rural Niger. This extended research phase will be followed by materials development and pretesting; staff training; and field monitoring. Two sites were chosen for the project: (1) The Hausa-speaking arrondissements of Birni N'Konni and Madaoua in the Department of Tahoua, approximately 425 km from Niamey, where HKI will be extending its detection and treatment of xerophthalmia project in the coming year, and (2) the Zarma-speaking arrondissement of Loga, a site included in the 1988-1989 ethnographic study of infant feeding behavior mounted by the MOH with assistance from NCP.

The Food for Peace and Voluntary Assistance (FVA) office of A.I.D. has indicated that additional funds will be provided to NCP to extend the social marketing and communication activities to additional areas of Niger, in collaboration with HKI/Niger.

The Ministry of Health has not yet approved the mini-project or the FVA-funded extension. At issue is whether USAID/Niger will support a more comprehensive nutrition communication program, designed by NCP and recommended for counterpart funding in 1989, but as yet, not financed.

On May 25, Margaret Parlato and Claudia Fishman briefed, proposed TACS Nutrition advisor for Niger, Sylva Etian. A special briefing was also held on May 30 to review the Niger, Mali and Burkina Faso Projects with Dr. Chung.

Kenya

During this period, NCP staff member Deborah Helitzer-Allen worked with PRITECH's Peter Spain to conceptualize an initial plan for technical assistance to the Kenya Ministry of Health, Nutrition Division. In prior technical assistance visits, PRITECH staff have been involved in discussions about the need for research and the development of messages in two areas: weaning foods and breastfeeding.

After conducting a household survey with assistance from WHO, the Kenya MOH learned that mothers report using *uji*, a maize based porridge, as a food for their children during illness, especially diarrhea. The MOH is concerned about reports that the traditional food is used in a watered-down state, and would like to conduct more in-depth research into the recipes being used during illness and convalescence. Once understanding is reached as to how the food is being used, the MOH would like messages to be developed to promote a high-caloric density recipe to be used as a general weaning food, during both illness and health.

While breastfeeding is practically a ubiquitous practice in Kenya, MOH officials are learning that certain groups of women (especially urban women) are practicing early supplementation, leading

to higher rates of diarrhea and earlier weaning in their young children. Concerned about promoting optimal breastfeeding practices, the MOH is considering undertaking a study to determine if breastfeeding promotion during the antenatal period will be helpful to stop these types of potentially harmful practices.

The Office of Nutrition and NCP staff have agreed that both of these areas fall within the purview of the project and have launched discussion with USAID/Nairobi regarding an initial assessment. This design visit would be used to determine how NCP can best support the needs of the MOH and the USAID Mission. Funds for this activity are available from an Africa Bureau buy-in, originally designated for Sudan.

Swaziland

During this period, NCP received a request from USAID/Mbabane to provide technical assistance to the Swaziland National Nutrition Committee in two areas: script writing and radio production, and for the development of a monitoring and evaluation plan.

This technical assistance will be provided to Swaziland during the next quarter by consultants Lonna Shafritz (monitoring and evaluation) and Ed Douglass (script writing and radio production).

Due to the schedule for implementation set by the Swaziland NNC, it is likely that NCP will only be able to provide minimal technical assistance to the project after supporting this initial request. Funds originally set aside for this activity will therefore be channeled into other country activities in the region.

Africa Regional

Africa Bureau Infant Feeding Initiative

NCP has begun work on a region-wide infant feeding initiative supported by the Africa Bureau. The goal of the activity is to assist USAID missions in Africa promote improved breastfeeding and infant feeding practices, focusing on problems associated with exclusive breastfeeding for the first 4-6 months, appropriate introduction of solids, and linkages between inappropriate infant feeding and diarrheal disease. In this quarter, Dr. Tina Sangvhi, who recently completed a review of nutrition data bases for the Africa Bureau, assisted by NCP intern, Debra Johnson, began work on a background paper that will: document the malnutrition problem, the food deficit, and sociocultural environment in targeted countries; identify key issues across countries; and make recommendations for research and communications programming.

In addition, NCP has had several working sessions with the PRITECH program to coordinate NCP research, technical assistance and program implementation plans with PRITECH regional and country level training, diffusion and program support objectives. Plans for a joint Africa-wide conference on infant feeding research are being explored.

FAO Vitamin A Communications in the Sahel

In conjunction with personal travel, Margaret Parlato met with FAO Vitamin-A Programme Director, Franz Simmersbach, at FAO headquarters in Rome on June 26. FAO has initiated a West African Vitamin A Communications program to include Burkina Faso, Chad, Mali, Mauritania and Niger. FAO plans to emphasize mass communications and regional level training, which will complement the formative research efforts NCP has launched in three of the five FAO emphasis countries. NCP and FAO have agreed to collaborate closely to maximize the impact of these efforts.

East Africa Workshop on Vitamin A

On behalf of NCP, Tom Reis, HEALTHCOM resident advisor for Indonesia, helped facilitate the Helen Keller International VITAP East African regional workshop in Zambia in June. Reis presented an introduction to social marketing, illustrated with examples drawn from his HEALTHCOM and NCP program experience in Africa. NCP staff Valerie Uccellani and Diane Foster prepared audio-visual materials and handouts for this training event.

RENA

Preliminary discussions were held this quarter with RENA (Réseau pour l'Education Nutritionnelle en Afrique) regarding collaboration in planning and conducting a second, two-week regional communication training course in Spring 1991.

B. LATIN AMERICA

Bolivia

In Fall 1989, USAID/La Paz requested assistance from NCP to coordinate an assessment aimed at preparing a breastfeeding and infant feeding promotion strategy for rural areas as part of a larger USAID-funded child survival project. Because the project was just getting underway, NCP was asked to postpone the visit until the new long-term technical assistance team (directed by John Short and Associates) was in place and fully oriented.

In late May, the Office of Nutrition sent NCP Program Officer Julia Rosenbaum and Technical Consultant Dr. Laura Altobelli to work with the USAID-funded "Community and Child Health Project" (CCH) in the planning of a breastfeeding and infant feeding promotion component. (Dr. Altobelli was instrumental in the research and materials development phases of the Peru Breastfeeding Project that NCP collaborated on with the Population Council, and brought to the Bolivia project considerable regional experience in breastfeeding promotion.) From May 28 - June 12, 1990, Rosenbaum and Altobelli worked with an integrated team comprised of the CCH Nutrition and Health Education Advisors, a Ministry of Health Nutrition Educator, and representatives of the Wellstart-trained National Breastfeeding Promotion Association, COTALMA.

Together with the Bolivian team, the NCP consultants worked to design an infant feeding program within the CCH child survival program structure. To begin, the team conducted a quick assessment of current breastfeeding and infant feeding activities and available data being carried out by the Ministry of Health and the private sector (PVOs). Following this, the team conducted a literature review of Bolivian breastfeeding and infant feeding research and a field assessment.

After assessing current breastfeeding activities in Bolivia, Julia Rosenbaum led the group through a rapid field assessment in one project area, providing both an exploratory analysis of rural infant feeding practices and a "hands-on" training exercise in rapid qualitative assessment. Before travelling, a larger group: 1) investigated existing data relevant to the subject; 2) identified information needs for program planning; and 3) developed rough field instruments to be refined and tested over the two day assessment. A group of eight received a brief training in rapid assessment methods, and a training packet on rapid assessment.

The major objectives of the assessment were to look specifically at feeding and weaning patterns in the district of Saimipata in Santa Cruz, with a particular eye to: exclusive weaning, use of "aguitas" or liquids given in the first days of life, knowledge and use of colostrum, presence and use of bottles, age of introduction of supplementary foods, and age of weaning. In addition, another primary objective was to provide hands-on training to the participating group, so they could apply the technique to subsequent research questions.

The general assumption at the start of the assessment (garnered from discussions with various public health specialists and examination of regional patterns) was that rural breastfeeding practices remained fairly strong, with relatively exclusive, prolonged breastfeeding. The findings of the assessment were quite informative in that they documented that, in two villages in Santa Cruz, feeding practices were not as expected. The exploratory field assessment found:

- a very high rate of introduction of liquids (waters and teas) before initiation of breastfeeding;
- a high rate of mothers attempt to throw out their colostrum, although a smaller number actually discard breastmilk for a full two days until colostrum production subsides;
- the majority of mothers supplement breast milk far before the recommended 4-6 months;
- a high percentage of bottle usage in rural areas;
- more than one-half of mothers wean their children completely by the age of 14 months;
- a high level of contact with health personnel;
- a relatively high level of attribution to health personnel of improper feeding practices.

While the region of Santa Cruz may not be representative of the national situation, these preliminary findings have important implications for maternal education, mass media and health personnel training. The investigation clearly illustrated the utility of rapid assessments in

gathering data on practices and beliefs which are essential for program planning. The group plans to implement similar exercises in all geo-cultural zones served by the project.

The AED team made the following recommendations to USAID/La Paz and the CCH Child Survival Project.

- 1) Provide additional training and technical assistance to the CCH group to carry out further qualitative research, as well as additional manpower not yet identified in the CCH Child Survival Project network. Several options are available to the CCH project: hire a staff anthropologist; contract a local or international anthropologist or behavioral scientist to collaborate with the CCH team in designing and conducting research activities; contract a local research agency to direct and conduct qualitative research; or contract technical assistance for training of CCH staff and/or counterparts in qualitative research methodologies.
- 2) A mass media component is recommended to support CCH priority interventions. Training of health personnel and the ensuing interpersonal communication activities between providers and the community will be strengthened by an intensive mass media effort focused on child survival issues.
- 3) Given the CCH project's focus on interpersonal communication, there is a strong need to develop educational support materials for personnel: a technical guide for health personnel, suited to cultural and technical needs. The guide could be adapted from existing manuals, applying ethnographic research to be collected as part of CCH project operations. Additional complementary educational materials, such as poster/calendars, could be distributed to mothers as a reminder of educational messages presented in other CCH activities. This approach has been used quite successfully in neighboring Peru.

It remains unclear how the mission will be able to obtain NCP input in carrying out these activities, since most of the available funding is tied up in the bilateral CCH project, managed by John Short and Associates.

Guatemala

In Guatemala, the Nutrition Communication Project is providing technical assistance to the Nutrition Institute of Central America and Panama (INCAP), with funding from the regional A.I.D. office, ROCAP. The assistance is to be multi-faceted, designed to expand the institution's capabilities in the use of nutrition communication technologies and assist INCAP in the development of communication training capability for the Central American region.

INCAP's dietary management of diarrhea efforts, a major focus area of the institution, were selected as particularly appropriate to begin exposing different technical specialists to communication methodologies.

In November, NCP provided the assistance of graduate student Dirk Schroeder (JHU) to give technical input into the development of a diarrhea management study to be carried out in several countries in the INCAP region. Schroeder returned again in February 1990 to continue assisting the INCAP team with the DMD project. In March, inter-disciplinary teams from the five participating countries travelled to Guatemala to participate in a two-week workshop on DMD technical issues and worked to further develop the multi-center study protocol. Teams returned to their countries to finalize research protocols and begin the formative research aspects of the study. From this formative research data, nutritional weaning foods will be developed using locally available and acceptable foods.

With the formative research stage of the study nearing completion, NCP will now step back until the researchers finish epidemiological analyses of weaning foods. In this phase of the research, INCAP will help country teams assess the biological impact of a dietary intervention on diarrhea severity and child growth. When ready to proceed with weaning food promotion, NCP hopes to continue assistance to the regional project through the ROCAP buy-in.

As part of on-going technical support by NCP to strengthen INCAP's social marketing capacity in diarrhea control, oral rehydration and growth monitoring, NCP is also providing technical assistance to INCAP's water and sanitation research project. The project is documenting the effect of a new water system and improved "water-related behaviors" on diarrheal episodes in Santa Maria de Jesus, a small town 40 miles from Guatemala City. From June 11-15, 1990, AED Senior Communication Advisor Elizabeth Mills Booth joined the INCAP epidemiologist, anthropologists and educators to assist in the planning of formative research and message development to support the child survival intervention.

The principal accomplishments of the consultancy were:

- Development of an interdisciplinary workgroup with representatives from CARE, the Ministry of Health Integrated Community Health and Nutrition Program, and INCAP. The Ministry of Health Division of Education will be invited to participate in future consultancy workshops.
- Review of the research, funded by WHO, which has been conducted in the site over the last two years.
- Selection of the two behavior clusters which were proven to be highly correlated with diarrhea incidence in children under three-years-old: mothers hand-washing and management of the drinking water supply. Behavioral analysis of each of these behavioral clusters.
- Identification of the areas of research needed for the formative research to be conducted as the basis for the communication plan and as defined by the behavioral analysis.

- Site visits to Santa Maria de Jesus; installation of two "Tippy-Taps", a simple hand-washing device which will be product-tested as part of the formative research.

INCAP will conduct the formative research in June and July. During Booth's next consultancy, August 13 - 17, she will conduct a workshop on public health communication planning during which the interdisciplinary team will develop a communication plan for the Santa Maria de Jesus project based on the formative research conducted.

Honduras

Last October, NCP received approval to move ahead with technical support to nutrition activities being carried out under the USAID Health Sector II project. NCP's role is to work with the MOH to improve infant feeding and breastfeeding and support fledgling growth monitoring efforts. Special focus will be given to integrating nutrition into the broader child survival communication strategy.

This quarter, NCP Resident Advisor Dr. Peter Boddy continued to develop the communication strategy with his Ministry counterparts. With personnel changes and delays attributable to a change in government last January, progress in many areas, including the finalization of the nutrition communication plan, has been slow but is now well underway. Initial communication efforts will concentrate on infant feeding, stressing exclusive breastfeeding for the first six months and appropriate weaning after these early months.

The team reviewed existing epidemiological, nutritional and ethnographic data, and started planning qualitative research on infant feeding practices. Areas still needing further qualitative investigation include mother's perceptions and practices around the use of colostrum, initiation of breastfeeding, and use of supplementary sugar waters and teas. The group also plans to conduct a brief survey of health workers to assess obstacles to the delivery of health education. University of California doctoral student Roberta Cohen, who is working with Drs. Ken Brown and Katherine Dewey on diarrhea, feeding, and infant growth studies, will assist the NCP/Ministry group in the design and execution of this formative research during August and September.

Representatives of the counterpart team traveled with Advisor Boddy to the 12th Annual Nutrition Congress of Central America and Panama, held between June 10 and 15 in Guatemala City. Dr. Boddy, assisted by his counterparts, gave a presentation entitled "Communication Strategies for Food and Nutrition Programs", applying the AED health communications methodology to nutrition programs.

Sponsored by AED's HEALTHCOM Project, the new Health Education Division MOH counterpart, Dr. Luis Alonzo Lopez, visited the Washington office for further orientation about the health communications methodology being used by AED throughout Latin America and the world. Dr. Lopez was accompanied by AED Honduras Project Chief of Party Dr. Patricio

Barriga. Dr. Lopez met with an array of AED staff, subcontractors, the Offices of Nutrition, Health and LAC Bureau officials. The visit served as a valuable exchange between Washington-based communication specialists and Lopez, a well-known Honduran television and radio producer who is familiarizing himself with public health and social marketing.

In addition to providing training for the new director, Advisor Boddy continued his periodic training sessions with the Health Education Team at the Ministry. The change in government has brought about several changes in the staffing of the unit, so these trainings have served as general orientation for the newer staff members and as continuing education for the more experienced staffers.

Early next quarter, Program Officer Rosenbaum will spend a week with the Honduras team, reviewing past and planned activities, and finalizing formative research and evaluation plans. On her return, Rosenbaum will meet with California-based evaluation researchers Dennis Foote and Carol Baume (Applied Communication Technology) to discuss their possible involvement in evaluation activities. Unfortunately, two major surveys scheduled for 1990 (the AED HEALTHCOM Longitudinal Evaluation Survey and the Ministry Epidemiology and Family Health Survey) have both been postponed until June 1991; this makes it impossible for Nutrition Communication Project to cut costs and effort by "piggybacking" a baseline survey onto these surveys as originally hoped. Evaluation plans must be finalized early in this quarter before project activities begin so that the full impact of NCP efforts can be measured.

The formative research phase of the project will also begin next quarter, focusing on small qualitative studies about initiation of breastfeeding, beliefs and practices around use of colostrum, and a small health worker survey on barriers to health education activities.

LAC Regional

Julia Rosenbaum met with Thomas Park, LAC Bureau Chief for the Health, Population, Nutrition Division and with HPN Officer Jack Thomas to discuss progress of projects in Honduras, Guatemala and the Dominican Republic.

To increase exchange and collaboration amongst institutions, Julia Rosenbaum and Valerie Uccellani met with Peter Spain (PRITECH) and visiting PRITECH/ PVO Medical Advisor in Bolivia Dr. Ana Maria Aguilar. The group discussed areas of mutual interest in Bolivian diarrheal control programs emphasizing breastfeeding promotion. Uccellani updated Aguilar and Spain on production of the training video for communications in Growth Promotion and shared an overview of Susana Martinez' contribution to the filming of the video in Bolivia and development of a facilitator's Guide. Uccellani and Aguilar discussed recommendations for local groups in Bolivia to participate in a panel at the NCIH Conference in 1990 on non-nutritional benefits for women of nutritional programs.

An April 3rd meeting also took place between Dr. Isabelle De Zoysa, WHO Research Coordinator for Diarrhoeal Diseases Control Programs (CDD), and NCP Director Parlato, Program Officers Julia Rosenbaum and Deborah Helitzer-Allen. A critical discussion on collaborative research efforts was initiated. WHO is quite interested in supporting project evaluations of specific program activities aimed at promoting breastfeeding, and this meeting initiated the process of defining possible collaborative activities in Honduras, Guatemala, Peru and Africa.

III. TRAINING AND EDUCATIONAL MATERIALS

Mali: Vitamin A Communications Strategy Development Workshop

NCP assisted the Malian MOH Nutrition Section to convene a four day workshop on communications for Vitamin A and maternal and infant nutrition June 18 - 21. M. Djibril Semega, the Nutrition Section chief, was the primary facilitator. He was assisted by NCP consultants Peter Gottert, Dandara Kanté, Claudia Fishman, and HKI/VITAP program manager, Lauren Blum. The workshop was attended by twenty-one participants from the Ministry of Health (8), AFRICARE (3), CARE (3), Freedom from Hunger (Project MIEN) (2), Save the Children/US (1), World Vision (4) and the Joint Nutrition Support Project (1). Sam Asare of World Vision/Mali oversaw all logistical arrangements for the workshop, and WVM sponsored the participation of the MOH.

The workshop was designed to assist participants in thinking through the results of the recently completed qualitative research, and develop a communications strategy based on this reflection. Working in plenary and small groups, participants followed an analytical/creative process to:

- review research findings;
- define desirable behaviors and target groups;
- develop communications objectives for encouraging the selected behaviors;
- create themes, scenarios and specific messages to support the desired behaviors.

NCP prepared a French language training packet for the workshop consisting of (1) an overview of social marketing, communication and vitamin A; (2) structured guidelines for planning a communications strategy; (3) Guidelines for analysis of factors that predispose, enable and reinforce nutrition-related behavior; and (4) guidelines for pretesting various communications media.

Vitamin A East Africa Workshop

NCP participated in the workshop organized by Helen Keller International's Vitamin A Technical Assistance Program (VTAP) in collaboration with the Zambian Ministry of Health and UNICEF.

The regional workshop, conducted in Lusaka, Zambia from June 21 - 24 was attended by the representatives from Ministries of health, UNICEF and PVO's from 13 East African countries including: Angola, Burundi, Ethiopia, Kenya, Malawi, Mozambique, Rwanda, Somalia, Sudan, Tanzania, Uganda, Zambia and Zimbabwe. The purpose of the workshop was to familiarize participants with vitamin A and vitamin A deficiency and to discuss strategies of how to reduce childhood mortality, morbidity and blindness related to severe vitamin A deficiency.

AED's Tom Reis served as facilitator for social marketing. Using his extensive experience in business and marketing, Reis demonstrated how traditional "marketing" can be used to research, design and promote socially beneficial ideas that serve consumer needs. He discussed how to design a social marketing communications strategy that uses segmentation, audience research, positioning of messages, and various promotional vehicles to produce a nutrition education program.

Slide Show on Nutrition's Role in Development

NCP Program Manager Valerie Uccellani and intern Debra Johnson worked with several members of the Office of Nutrition staff to develop a slide show based on "A.I.D.'s Nutrition Program." The slide show includes a series of graphics that illustrate a multi-sectoral approach to development, and the different areas of program intervention being given emphasis. Project Implementors from within each of these program areas, Child Survival, Household Food Security, and Nutribusiness, were called upon to contribute image-slides that illustrate past and present program strategies. The complete slide show contains nearly one hundred slides which will be rotated as appropriate for different audiences, as well as a flexible script from which future presentations will be given. The slide show will be used with a variety of audiences to educate them on the role of nutrition in development and to promote collaboration between organizations.

Training Video on Communication in Growth Promotion

During this quarter Valerie Uccellani made considerable progress in preparing the production of a Spanish-language training video for improved communication in Growth Promotion. The target audience and objectives for the video were finalized and agreed upon by all the groups supporting the video's production -- A.I.D. (S&T/N), Unicef (New York, Bolivia, Dominican Republic). Extensive correspondence between NCP and organizations with GMP activities in the Latin American/Caribbean (LAC) Region was conducted to obtain field input into these decisions.

Target Audience:

Supervisors, Promoters, and Health Workers in Growth Monitoring and Promotion (GMP) programs of both governmental and non-governmental organizations in the LAC Region.

Objectives:

- **Introduce** the theme of communications into existing GMP trainings in LAC;
- **Motivate** the target audience to strengthen the communication component of their programs;
- **Train** the target audience on how to incorporate selected, fundamental communication techniques into their GMP activities.

During this quarter, NCP selected a production house through a competitive process, for creative script development, filming, and editing. The production house, Centro Regional de Audiovisuales (CREA) is based in Guatemala and has extensive experience with regional videos on social issues such as family planning, AIDS, and the environment.

Uccellani met with William Hetzer, Chief Radio, TV and Film Section, Division of Information, and Dr. Peter Greaves, Senior Nutrition Advisor, UNICEF, to finalize plans for UNICEF to lend financial and technical support to the video. Unicef is contributing \$20,000 to production of the video and will also handle dubbing and distribution needed to meet requests of UNICEF field offices in the Spanish-speaking LAC countries. Additional distribution channels are being sought to provide copies of the video (at cost of dubbing) to interested governmental and non-governmental organizations.

NCP also held meetings with the A.I.D. Latin America Bureau and the Office of Nutrition to make decisions on the final content, thrust, and production plan for the video. All groups agreed that filming GMP activities in Bolivia and the Dominican Republic would be valuable so that viewers in different countries can see the activities and innovations of their regional colleagues. Care will be taken in the final script to avoid the use of country-specific terms, local feeding/child care practices, or local GMP norms that might confuse the video's multi-national audience. It was also agreed that the thematic thrust of the video would be "**Mother as Problem-Solver.**" Through images and dialogue, the video will encourage viewers to see the mother as the central figure in the GMP encounter, and will illustrate how health workers and health promoters can use communication skills to guide the mother to make decisions and change behaviors that she feels will improve the health and growth of her child. It was also decided that the video should be pretested in several LAC countries to assure that the final product can be used with different cultural groups. Lastly, it was also decided to produce a brief facilitator's guide to help trainers maximize use of the video.

Plans for pretesting the video have been made through CARE field offices in LAC, and there have been several preliminary discussions with the Center for Development Information and Education and other development agencies on evaluation plans for the final video.

latin america & the caribbean

BREAST FEEDING

a sampling of promotional materials



AED

Nutrition Communication Project
of the

United States Agency for International Development

Training Manual: Strengthening Communications for Nutrition and Growth Promotion

A full-day planning meeting was held April 3 at AED to discuss the objectives and audience for this manual and produce a working outline. The working group included NCP's Margaret Parlato and Valerie Uccellani, José Mora and Fred Zervas, and consultant Jane Vella (all of LTS). Charlie Teller of Pragma Corporation and Virginia Yee, APHA, joined the group for a short period (not funded by the NCP contract). The group agreed that a major task of the manual is to convey the importance of including a counseling component in any training on GMP, and to provide a set of guidelines for trainers on how to incorporate this essential component into existing training programs.

During this quarter, Uccellani, Zervas, and Parlato worked with Vella to finalize the outline for the manual. They also reviewed early drafts of key sections. The manual is being designed to include training in skills for two-way communication with mothers about nutrition in a GMP session; a set of modules for trainers and supervisors to use in the field to reinforce and adapt what has been covered in the training; and, a two day follow-up training to deal with ongoing problems as well as new ideas and skills that can improve communications in GMP. NCP shared the outline for the manual with over 20 PVOs and is discussing plans for collaborating with interested PVOs to pretest and evaluate the manual.

The first section of the manual will be ready for field testing in October. NCP anticipates that field testing through PVO field staff will accomplish two goals: produce a more widely-usable manual, and provide PVO staff with a valuable experience in the use of qualitative methods to pretest health/nutrition training materials.

Informal Gathering Of PVOs

NCP invited 20 PVO representatives to meet during the 1990 NCIH Conference to discuss concerns and ideas about the future of nutrition-related activities. Uccellani prepared a brief "preview" of the GMP communications training manual to share with the participants. The gathering proved to be a valuable one in which individuals active in the field discussed their most recent activities in GMP, breastfeeding, multi-national training, and research.

CARE Training supported by FVA buy-in

Under the FVA buy-in, plans have been made to provide CARE field staff from six Latin American countries with technical assistance in communications. Uccellani has worked closely with Rudy Horner of CARE, whom she met with twice this quarter, in New York and in Washington, DC, to develop a plan designed to respond to the expressed interest of the six CARE field offices. At CARE's request the focus will be on materials pretesting. A series of three, two-day trainings on pretesting will be held. The trainings will be held in Guatemala, for Guatemalan and Honduran staff; the Dominican Republic for DR and Belizian staff, and in Bolivia for Bolivian and Peruvian staff. AED Senior Communication Advisor, José Romero, will conduct the 3 workshops between the dates of 10 September and 22 September. The training will cover focus groups methodologies and a field exercise using focus groups to pretest the training video on Communications in Growth Promotion.

Valerie Uccellani met with Hope Sukin and Tom Marchione of the A.I.D. Office of Program Policy and Management at the Bureau for Food for Peace and Voluntary Assistance (FVA/PPM) on May 8. The meeting was scheduled (1) to update the FVA office on the status of the \$25,000 buy-in they provided to NCP to strengthen the nutrition communication capacity of CARE and CRS; (2) to clarify outstanding questions on restrictions governing this buy-in; and (3) to get an early reaction from the FVA office on training plans developed during recent meetings with CARE and CRS.

Case Studies from Central American Breastfeeding Promotion Projects

This quarter JHU consultant Sandra Huffman completed revisions to the Evaluation of the Panama Breastfeeding Promotion Project. Completion of the Case Studies from El Salvador, Honduras and Panama was on hold awaiting finalization and approval of a modification in the budget for the activity. Difficulties were also encountered in obtaining a copy of the final evaluation of the Honduras PROALMA project. The document was not released until late May.

IV. WORKING LIBRARY

This quarter saw much activity for the NCP library. Frequently requested topics included Growth Monitoring and Promotion, Vitamin A and Breastfeeding. The two recent NCP publications, *Promising PVO Strategies in GMP* and *Growth Monitoring and Promotion: Issues and Actions*, have prompted many requests in addition to the extensive distribution of these publications to USAID health officers around the world, and to numerous organizations and individuals.

Institutions that NCP staff assisted in identifying and providing materials for included: the APHA Clearinghouse on Infant Feeding and Maternal Nutrition, Child Survival Project - Clark University, RENA - Université de Liège, UNICEF, MotherCare-JSI, Catholic Relief Services, and the International Eye Foundation. Country-specific inquiries included Peru, Niger, Ivory Coast, Morocco, Ecuador, and Malawi. In addition to these ad hoc requests NCP staff periodically prepare mailings of selected articles in communication for NCP collaborators at RENA, INCAP and the Honduran MOH.

The collection suffered an unfortunate setback when the document records on the SciMate database were erased from the hard drive of the project's computer. As only half of the records could be retrieved from a back-up disk, a collaborative effort to re-enter the remaining records has resulted. Library coordinator Lisa Weiss instructed Debra Johnson (NCP graduate intern), Diane Foster (Project Secretary), and Rebecca Buckman and Cynthia Arciaga (NCP part-time summer fileclerks) on the use of the SciMate computer program. Buckman and Arciaga have devoted much time to data-entry, and Johnson assisted in responding to requests as well as documenting of new materials. The SciMate library files are now transferred and stored on diskette on a regular basis.

V. MEETINGS AND DISSEMINATION ACTIVITIES

International Nutrition Planners Forum

During this quarter, follow-up to the Fifth INPF Seoul Conference (held in August 1989) was completed by LTS and arrangements were made to transfer management of the INPF Secretariat and the planning of the next conference to the Nutrition Foundation. Work completed included the following:

- Printing of the conference report in Spanish (500) and French (800) in May;
- Planning of a Symposium at the June NCIH Conference to present the results of the Seoul Workshop; and a
- Briefing meeting for the Nutrition Foundation on June 11. Jose Mora (formerly of LTS) and Jim Booth (LTS) reviewed the historical background, the past five conferences and provided an update on ongoing activities. Copies of key documents and correspondence were provided to the Nutrition Foundation. Dr. Chung from the Office of Nutrition attended the meeting.

Mark Lediard, AED Vice President for Nutrition and Population, attended the June 16th meeting of the Secretariat of the International Nutrition Planners Forum. The focus of the meeting was the planning of the next International Conference of the INPF. The secretariat chose Thailand as the site for the September 10 - 13, 1991 meeting, and social marketing as the theme. Mark Lediard, with assistance from the secretariat, developed a draft agenda for a three day conference which would look at nutritional social marketing theory and practice in at least three countries. AED is likely to be asked to present at least one paper on social marketing methodology.

Breastfeeding Advisory Meeting

During this reporting period work continued on planning the Meeting of Experts on Breastfeeding and Infant Feeding, now scheduled for late September. Advisors with expertise in breastfeeding, maternal nutrition and infant nutrition have been invited to the two-day meeting to help guide communication decisions related to breastfeeding interventions. In June, AED Senior Program Officer Anne Roberts took over the coordination of this activity from Deborah Helitzer-Allen, who was preparing to go on maternity leave.

Technical Seminar on Weaning Foods

In April, NCP held a special technical seminar with INCAP Anthropologist Elena Hurtado on the development of culturally available and appropriate weaning foods. Over twenty AED staff and colleagues attended the presentation. Hurtado was visiting the Washington area to take part in a DMD workshop at the Johns Hopkins University.

Coordination with other organizations

Several important coordination meetings with other organizations and projects took place during this quarter:

- In an effort to examine ways NCP and PRITECH can complement each other in the area of breastfeeding/infant feeding, NCP organized a presentation for PRITECH about breastfeeding promotion activities recently carried out by AED. The May 9 event included a review of research findings, communication strategies and a showing of sample television spots from Peru, Jamaica, Jordan, Honduras and Paraguay. Presenters included Margaret Parlato and Valerie Uccellani from NCP and Anne Roberts and Diane Urban from HEALTHCOM. This first dialogue on this important topic was followed, June 8, by a PRITECH presentation on their draft breastfeeding strategy. As a result several areas for possible collaboration were identified and working groups established to pursue them.
- Isabelle de Zoysa, research coordinator for WHO's Diarrhoeal Diseases Control Program met with NCP staff in early April to discuss possible WHO collaboration in sponsoring evaluation of NCP country programs designed to promote exclusive breastfeeding.
- Margaret Parlato met with FAO's Vitamin A Programme Coordinator, Franz Simmersbach, to discuss FAO's Vitamin A Communication Strategy for the Sahel, now taking shape. It is hoped that close coordination at this stage can help maximize the impact of the limited resources available for this region. A number of ideas were explored and will be developed further in the coming months.
- In April, Parlato met with Gayle Gibbons at the APHA Clearinghouse on Infant and Maternal Nutrition to discuss ways of strengthening coordination between the two Office of Nutrition supported projects; and plans for distribution of NCP materials.
- Claudia Fishman met with the A.I.D. Office of Nutrition-sponsored "VITAL" project contractors, Robert Pratt and Abeba Gobezi of ISTI (April 17) and Linda Bruce, PATH (June 12) to discuss NCP activities in Vitamin A social marketing in general, and activities in West Africa. Opportunities for VITAL to complement active NCP projects were explored. Fishman recommended looking at food

fortification tied into private sector business development, crop improvement, and assessment of Vitamin A Deficiency (given the child survival emphasis) as these are areas not addressed by the Nutrition Communication Project which might interest Missions in the region.

- In April, Uccellani met with Dr. Peter Greaves, Senior Nutrition Advisor and William Hetzer, Chief of Radio, TV and Film, UNICEF/New York, to establish plans for financial and technical support of the training video on Communications in Growth Promotion from both UNICEF headquarters and field offices.

Other Meetings and Activities

- On April 9 Margaret Parlato took part in a full-day briefing on communications for Government of Burundi MOH officials organized by AED for the World Bank. Ways of linking nutrition with other health priorities was explored and examples of nutrition communication strategies used in Africa were discussed.
- NCP prepared a proposal to produce a multi-image slide presentation on breastfeeding for Georgetown University's Institute for International Studies in Natural Family Planning.
- Deborah Helitzer-Allen attended the Conference on Household Management of Diarrheal Diseases at Johns Hopkins University (April 4-6) as a representative of the HealthCom project. This was an important conference for the work NCP is developing in DMD (dietary management of diarrhea).
- A poster/paper was developed by University of Arizona consultants Drs. Sahar Zaghoul and Gail Harrison and NCP staff member Dr. Deborah Helitzer-Allen, and presented by Dr. Zaghoul at the FASED Meeting in Washington D.C. on April 4. The topic of the poster was the ethnographic research which was conducted in Sudan during July and August of 1989.
- On June 25, Deborah Helitzer-Allen met with PATH consultant Judi Aubell to provide information on social marketing programs related to Vitamin A. This was a follow-up to a meeting held at PATH during the last quarter, during which it was announced that the Vitamin A VITAL Project would conduct a review of Vitamin A social marketing projects.

VI. ADMINISTRATIVE

Dr. Norge Jerome, Director of the A.I.D. Office of Nutrition, continued to provide important guidance to NCP as well as general oversight of project activities in the first month of this quarter awaiting the installation of a project monitor. Meetings were held April 19 and 26 and May 4.

Project Monitor, Dr. Eunyong Chung, joined the Office of Nutrition in early May and held her first briefing meeting with NCP on May 2 to meet staff and begin orientation on the project. Dr. Luykx, Deputy Director of the Office of Nutrition, who has been temporary backstopping NCP since project-monitor Holly Fluty left in June 1989, joined in conducting the briefing. NCP looks forward to having more permanent project administration and to working with Dr. Chung in shaping the project at the mid-way point.

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

- Regular bi-weekly meetings began with the AED Contracts Office staff to review progress on project activities and issues which require the involvement of either AED's or A.I.D.'s Contract Office. These meetings have helped to clarify the role of project staff and of the Contract's office staff and to bring attention to and, consequently, make progress on needed contractual actions.
- An amendment to the subcontract with LTS was executed in June. This amendment increased the obligated funding to LTS and segregated the obligated funds by funding source. The amendment to the JHU is being finalized.
- In June, AED officers held a quarterly performance review of the NCP Project.
- Upon completion of a revised final voucher for Delivery Order No. 2-Niger, an amendment to the line items of the budget and level of effort was proposed to the A.I.D. Contracts Office.
- Project Manager, Andrea Usiak, prepared an interim accounting of expenses of the REDSO/Abidjan workshop for the REDSO/WCA office. A final accounting will be prepared in the next quarter after the end date of the buy-in.
- Pia Chenais, AED Project Officer, traveled to Burkina Faso to hire an accounting management firm to oversee payments of the local project budget. She distributed an RFP (request for proposal) and received three bids. Upon her return one company was selected and will receive a subcontract in the next quarter. While in Burkina, she revised the local project budget to redirect project expenses for the KAP survey.
- Usiak worked with Valerie Uccellani on the GMP Video project. She assisted by reviewing the proposals for the video production subcontract, analyzing the cost proposals, drafting the subcontract for AED's Contracts Office, and finalizing the budget for the activity. A letter of intent was secured from UNICEF for partial funding of the video; the contract is expected to be signed in early August.

The new Financial Manager, Jeff Dietrich, started work in April. He worked on developing and revising the following budgets and reports during the quarter:

- Budget revision for an amendment to Delivery Order No. 6-ROCAP for two additional technical assistance trips to INCAP in Guatemala.
- Operational budget detailing the multiple funding sources and components of the NCP activities in Mali. This budget includes the Vitamin A, IFAHS (Integrated Family Health Project), and evaluation activities.
- Operational budget for Year IV of the Project.
- Country Activity Worksheet updating FY 89 expenditure data and estimating FY 90 expenditures by country for the Office of Nutrition.
- Level of effort report to track staff time charged against the various buy-ins and activities.

VII. STAFF

Jeffrey Dietrich began work on April 2 as the project's Financial Manager. The Project Manager, NCP staff and AED Contracts Administrator were involved in orienting Dietrich to the project and AED/A.I.D. procedures and regulations.

In May, NCP Program Officer, Andrea Usiak recruited for two part-time summer file clerks to replace the student who had been working with the project through the school year. Two students, Rebecca Buckman, and Cynthia Arciaga have been identified for the summer positions and began work with an orientation June 5.

Debra Johnson, a graduate student at Columbia University's School of Public Health, began a two month internship with the project in June. The goal of her internship was to gain insight and skills on social marketing as it relates to international nutrition.

AED Senior Program Officer, Anne Roberts, began working with NCP in June on a part-time basis. She will backstop Deborah Helitzer-Allen while she is on maternity leave (July -February) and will assist in planning the Experts Meeting on Breastfeeding and Infant Feeding.

VIII. PROBLEMS, DELAYS AND ACTIONS TAKEN TO ADDRESS THEM

During this quarter discussions were carried out with the Office of Nutrition regarding the level of support-staff effort available to handle the existing demands of the project. Approval was given to hire a second program assistant, and add a word processor.

Plans were also discussed with the Office of Nutrition and the Africa Bureau to assign Deputy Project Director, Claudia Fishman, to West Africa for a three-month period (October-December) to enable NCP to provide close technical supervision to the three projects in Mali, Niger and Burkina Faso. This option is being actively explored as a way of providing the necessary level of technical input during a period when there will be intense activity in Mali; start of two new projects in Niger; and expansion of activities in Burkina Faso.

IX. KEY ACTIVITIES NEXT QUARTER

1. The Breastfeeding Advisory Meeting will be held at AED in mid-late September.
2. A training workshop on the value and methodologies of pretesting will be conducted in early September for CARE child survival staff from six Latin American countries.
3. The draft training manual for use with health workers on strengthening communication skills for growth monitoring/promotion will be ready for review by PVO trainers in selected countries.
4. Plans for pretesting the training video on growth monitoring communication skills have been set for September. Results will be analyzed in October, for filming in Bolivia, Guatemala, and the Dominican Republic in November. The final video will be available for distribution by December.

APPENDIX A
BUDGET ANALYSIS

Appendix A

NUTRITION COMMUNICATION PROJECT (NCP)

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

FILENAME: NUTSPEN9

FINANCIAL REPORT FOR PERIOD APRIL - JUNE '90

JULY 31, 1990

A	B	C	D	E	F	G
FUNDING SOURCE	PROJ #	OBLGD FUNDS THRU 06/30/90	EXPENDITURES INVOICED THRU 06/30/90	SPENT/ NOT INVOICED	EXPENDITURES THRU 06/30/90 (D+E)	REMAIN FUNDS (C MINUS F)
I. S&T Funds (not incl. Vitamin A nor INPF Conference)						
		1,603,657				143,914
General Costs	21300000		1,387,786	8,353	1,396,139	
Haiti/Central	21300001		8,302	0	8,302	
Niger/Central	21300003		7,290	0	7,290	
Bolivia/Central	21300005		372	0	372	
Sudan/Central	21300007		65	0	65	
Jordan/Central	21300009		17,454	0	17,454	
FVA/CARE-CRS/ Central	21300012		2,328	0	2,328	
Peru/Central	21300011		27,793	0	27,793	
Burkina/Central	21300014	21,675	10,908	0	10,908	10,767
Abidjan Wkshop/Central	21300020	23,536	9,520	0	9,520	14,016
Honduras/Central	21300027	51,132	1,218	0	1,218	49,914
Total S&T (Other than Vitamin A and INPF Conference)						
		1,700,000	1,473,036	8,353	1,481,389	218,611
II. S&T Vitamin A Activities						
Central	2130001700	100,000	60,394	114	60,508	39,492
Niger	2130001701	50,000	5,063	3,081	8,144	41,856
Mali	2130001702	50,000	756	13,726	14,482	35,518
TOTAL S&T Vitamin A Activities						
		200,000	66,213	16,921	83,134	116,866
III. INPF Conference						
	21300018	200,000	190,728	0	190,728	9,272
IV. Mission Funds						
Haiti/Mission	21300002	39,996 *	29,924	0	29,924	10,072
Niger/Mission	21300004	61,733 +	56,670	0	56,670	5,063
Bolivia/Mission	21300006	15,685 **	0	0	0	15,685
Burkina/Mission	21300013	114,051 ***	58,059	5187	63,246	50,805
Burkina/Mission (Local Costs)	21300016	10,138	7,721	0	7,721	2,417
Honduras/Mission	21300026	235,000	96,954	0	96,954	138,046
Mali/Mission	21300031	50,000	502	2739	3,241	46,759
Funds To Be Deobligated		(30,097)	0	0	0	(30,097)
Total Mission						
		496,506 ***	249,830	7,926	257,756	238,750

A	B	C	D	E	F	G
FUNDING SOURCE	PROJ #	EXPENDITURES		SPENT/ NOT INVOICED	EXPENDITURES	
		OBLGD FUNDS THRU 06/30/90	INVOICED THRU 06/30/90		THRU 06/30/90	REMAIN FUNDS (C MINUS F)
V. Bureau Funds						
LAC Bureau						
LAC/Breastfeeding Evaluation	2130001501	20,825	1,848	14,180	16,028	4,797
LAC/Breastfeeding Manual	2130001502	15,500	14,956	0	14,956	544
General Account	213000015	3,675	3,629	0	3,629	46
Total	213000015	40,000 ^	20,433	14,180	34,613	5,387
Sudan/AFR Bureau						
Sudan/AFR Bureau	213000008	150,000	99,762	0	99,762	50,238
FVA/CARE-CRS/Food & Vol Assist Bureau	213000010	24,993	3,409	0	3,409	21,584
Abidjan Wkshop/REDSO/WCA	213000019	105,000	93,069	242	93,311	11,689
Guatemala/ROCAP	213000022	34,738	8,660	0	8,660	26,078
Burkina/Africa Bureau	213000023	29,736	955	1,440	2,395	27,341
Niger/Africa Bureau	213000024	35,000	1,817	0	1,817	33,183
Swaziland/Africa Bureau	213000025	80,000	4,796	0	4,796	75,204
Abidjan Workshop Follow-up/Africa	213000028	20,000	5,931	1,797	7,728	12,272
Mali/Africa Bureau	213000030	40,000	0	0	0	40,000
Child Survival Init./Africa Bureau	unassigned++	500,000	0	0	0	500,000
Total Bureau		1,059,467	238,832	17,659	256,491	802,976
GRAND TOTAL		3,655,973	2,218,639	50,859	2,269,498	1,386,475

* \$10,072 of total \$39,996 obligation to be de-obligated

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

*** Total Burkina Mission buy-in is \$124,189; \$10,138 of this is local in-country costs (Project # 21300016).

+ Approximately \$5,000 to be de-obligated.

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

+++ Total obligated mission funds (\$526,603) minus \$30,097, per above notes

^ Total of \$40,000 has been obligated by LAC Bureau, of which \$3,675 has yet to be budgeted toward specific sub-task.

32

	S & T (other than Vitamin A & INPF Conf.)	S & T Vitamin A	S & T INPF Conference	MISSION	BUREAU	TOTAL
I. Obligations thru 06/30/90:	1,700,000	200,000	200,000	496,506	1,059,467	3,655,973
II. Expenses Invoiced thru 06/30/90	1,473,036	66,213	190,728	249,830	238,832	2,218,639

Total Budget = 8,420,507

% Obligated S&T Funds Invoiced thru 06/30/90 (not incl. Vitamin A & INPF Conference)	86.65
% Obligated S&T Vitamin A Funds Invoiced thru 06/30/90	33.11
% Obligated INPF Conference Funds Invoiced thru 06/30/90	95.36
% Obligated Mission Funds Invoiced thru 06/30/90	50.32
% Obligated Bureau Funds Invoiced thru 06/30/90	22.54
% Total Obligated Funds Invoiced thru 06/30/90	60.69
% Budgeted Funds Invoiced thru 06/30/90	26.35

APPENDIX B
NCP TRAVEL
APRIL - JUNE 1990

24

Appendix B

NCP TRAVEL

April 1, 1990 - June 30, 1990

Traveler	Destination	Dates	Comments
D. Schroeder	Guatemala	February 15 - June 15	JHU
E. Hurtado	Washington, D.C.	April 2 - April 3	AED
J. Vella	Washington, D.C.	April 3	LTS
V. Uccellani	New York	April 11 - April 15	AED
C. Fishman	Burkina Faso	April 25 - May 4	P/N
P. Chesnais	Burkina Faso	April 29 - May 11	AED
C. Fishman	Mali	May 4 - May 18	P/N
B. Booth	Washington, D.C.	May 24	AED
J. Rosenbaum	Bolivia	May 25 - June 12	AED
L. Altobelli	Bolivia	May 27 - June 9	AED
B. Booth	Guatemala	June 10 - June 19	AED
R. Andino	Guatemala	June 10 - June 16	AED
S. Barahona			
P. Boddy			
A. Maradiaga			
C. Montoya			
A. Ordonez			

725

C. Fishman	Mali	June 13 - July 5	P/N
P. Gottert	Mali	June 15 - June 23	AED
T. Reis*	Zambia	June 17 - June 27	AED
H. Koné	Burkina Faso	June 18 - June 30	AED
M. Parlato	Rome, Italy	June 26	AED
L. Shafritz	Washington, D.C.	June 28 - June 29	AED

*** Travel and per diem funded by the HKI VITAP Project**

APPENDIX C
TRAINING EVENTS AND WORKSHOPS

Appendix C

Training Events and Workshops

Dates	Number of Participants	Country	Description of Activities
June 1-8	10	Bolivia	Half-day orientation on rapid field assessment techniques for breastfeeding and 2 day field practice for MOH, COTALMA.
June 18-21	21	Mali	Workshop on research analysis and communications strategy development for MOH, CARE, World Vision, AFRICARE, Freedom from Hunger, Save the Children and JNSP.
Weekly	15-20	Honduras	Weekly workshop on communication methodology for central-level MOH staff from nutrition, maternal child health and health education.
June		Guatemala	Session on nutrition communication at the 12th. Annual Nutrition Congress of Central America and Panama.
June 14	20	Washington	Representatives from international PVOs gathered to share their latest experiences and priorities on nutrition-related development activities.
June	21-24	Zambia	Training in social marketing as part of the HKI Vitamin A Regional Conference for East Africa attended by PVO reps and government officials from 13 countries.

28

APPENDIX D
SHORT TERM TECHNICAL ASSISTANCE

Appendix D

Short-term Technical Assistance
April - June, 1990

<u>Country</u>	<u>Number of Weeks</u>		<u>Total Weeks of TA</u>
	<u>Staff</u>	<u>Consultants</u>	
<hr/>			
<u>Africa</u>			
Burkina Faso	-	4	4
Mali	3	5	8
Niger	1	1	2
<u>LAC</u>			
Guatemala	1.5	6	7.5
Bolivia	2	2	4
Honduras	2	-	2