

# **Nutrition Communication Project**

## **QUARTERLY TECHNICAL REPORT**

**14**

**January - March  
1991**

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

DAN-5113-Z-00-7031-00

936-5113

PD-ARF 118

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

**Quarterly Technical Report No. 14  
January-March 1991**

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

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

## TABLE OF CONTENTS

I.	HIGHLIGHTS THIS QUARTER .....	1
II.	PROJECTS AND OTHER FIELD SUPPORT ACTIVITIES .....	2
	A. AFRICA .....	2
	B. LATIN AMERICA AND THE CARIBBEAN .....	11
III.	TRAINING AND EDUCATIONAL MATERIALS .....	14
IV.	WORKING LIBRARY .....	17
V.	MEETINGS AND DISSEMINATION ACTIVITIES .....	17
VI.	ADMINISTRATIVE .....	20
VII.	STAFF .....	22
VIII.	SUBCONTRACTORS .....	22
IX.	DELAYS, PROBLEMS, AND ACTIONS TAKEN TO ADDRESS THEM .	22

### APPENDICES:

- A: Budget Analysis
- B: Travel This Quarter
- C: Training Events and Workshops
- D: Short-Term Technical Assistance
- E: Mali Educational Materials
- F: Newsletter

## **I. HIGHLIGHTS THIS QUARTER**

Major activities carried out during this quarter included the following:

- Produced and pretested a facilitator's guide for a training video on Interpersonal Communications in growth monitoring.
- Panama Breastfeeding Case Study completed.
- Project planning visit to Kenya CDD program was made.
- A baseline KAP survey was carried out in Burkina Faso.
- An animation guide for fieldstaff of CARE, AFRICARE and World Vision was initiated in Mali.
- The draft Questions and Answers report from the Experts Meeting on "Optimal Infant Feeding" was completed.

### **Next Quarter**

Activities scheduled for next quarter include:

- Plan and conduct a social marketing orientation in nutrition education for INCAP Senior staff.
- Finalize the trainers' manual: *Learning to Listen to Mothers: Strengthening Communication Skills for Nutrition and Growth Promotion*, and begin field testing.
- Finalize and distribute the training video on Interpersonal Communication in growth monitoring and its companion facilitator's guide.
- In coordination with CARE, prepare a communication training workshop for project manager and supervisor-level fieldstaff in seven Latin American countries.
- Complete message development research in Niger for the Vitamin A Mini-Project.
- Conduct a two-week Nutrition Communication training course in collaboration with RENA for 25 African program managers.
- Carry out site visits to assess the infant feeding situation in 1-2 West African countries.

## **II. PROJECTS AND OTHER FIELD SUPPORT ACTIVITIES**

### **A. AFRICA**

#### **Collaboration with FAO in Regional Vitamin A Communications Program for the Sahel**

In January, the Nutrition Communication Project (NCP) met with FAO Vitamin A Program Director Franz Simmersbach to discuss the Sahel Vitamin A Communication Program and modalities for collaboration. Later in the month, FAO consultant Anne Paxton continued discussions with NCP and the Office of Nutrition. Based on these discussions, FAO has requested technical support in a number of areas. Specifically, NCP has agreed to:

- Provide technical support to the FAO-sponsored regional workshop(s) to strengthen communication management and technical skills in support of Vitamin-A rich food consumption and production. NCP will provide expertise in social marketing and ethnographic research for the proposed trainings in radio, audio-visual materials and video.
- Sponsor national participants from active NCP projects in Mali, Niger and Burkina.
- Assist participants from these countries to prepare "creative briefs" which bring together social marketing objectives, research findings, themes, visual images, songs, dramatic scenes, phrases, etc. in a way that radio, graphic or video specialists can make use of them.

#### **Africa Bureau Infant Feeding Initiative**

This comprehensive regional activity, supported by A.I.D.'s Bureau for Africa, Office of Technical Resources includes: (1) Production of a program reference document reviewing infant nutrition indicators, infant feeding problems and their etiology and program experience in Africa; (2) Country visits to assess training, research and program planning needs and resources; (3) A regional conference for health and decision-making personnel to be held in collaboration with PRITECH; and (4) Follow-up technical assistance to selected countries to develop infant feeding programs.

- (1) Reference Document: The draft manuscript prepared by consultant Dr. Tina Sanghvi was reviewed by NCP staff. The document will be reorganized, and a draft will be circulated to African nutrition experts prior to circulation of country sections to conference participants. The finished document will be released following the regional conference scheduled for September, 1991.
- (2) Country Visits: The Gulf War and A.I.D. worldwide travel restriction sharply curtailed NCP's plan to mount pre-conference assessment visits, as these did not qualify as non-deferable travel. As a result, NCP made in-person, pre-conference contacts only in Mali

and Burkina Faso, in the course of other approved travel. NCP staff made progress in arranging site visits and communicating with influential contacts. Visits are planned next quarter for Côte d'Ivoire, Senegal and Togo, although country instability in some places may continue to preclude visits. Wellstart will not be able to participate in the June visits, but plans to take part in assessments planned for August and October.

In preparation for these visits, NCP worked with Wellstart to develop a Needs Assessment Protocol on Breastfeeding /Infant Feeding.

- (3) The PRITECH/NCP Executive Committee held several fruitful meetings, and made progress in conceptualization and task assignments for the West Africa Regional Conference on "Infant Feeding for Child Survival," tentatively scheduled for the period September 9 - 13, 1991, in Togo. Arrangements were made with Creative Associates (PRITECH's subcontractor) to handle conference and participant travel logistics. Other international donors have also been contacted and have begun to commit their support for the initiative.

The primary conference objective is to prepare key health and decision making personnel to undertake a range of concrete actions related to infant feeding as a part of their on-going activity that will contribute to lowering infant morbidity and mortality from diarrheal disease and malnutrition. The conference will demonstrate how optimal infant feeding strategies can be integrated into existing host country child survival, health and family planning programs. Specifically, the conference aims to:

- Present new technical information on maternal nutrition, breastfeeding, weaning practices, and the factors that protect and promote health throughout this cycle;
- Review the infant feeding situation and programmatic efforts of participating countries;
- Discuss international recommendations for optimal infant feeding within the context of this situational review;
- Share effective infant feeding strategies and programs, focusing on their most applicable features;
- Equip participants to define their own "next steps," which may range from local medical professional sensitization workshops to mass communications or training programs. Participants will be able to discuss technical assistance and donor funding opportunities with representatives from A.I.D., UNICEF, WHO and other donor agencies.

A number of USAID missions have begun identifying participants in response to the first cable announcing the Infant Feeding Initiative and upcoming conference. Candidate selection should be completed by mid-May to allow adequate time for participants to prepare for the event.

## **Burkina Faso**

Since March 1989, NCP has assisted USAID/Burkina Faso and the Ministry of Health and Social Action (MSAS) in planning and implementing a Pilot Communication Program in maternal and child nutrition. NCP assisted the MSAS to conduct qualitative research in three field sites (Houet, Passore and Soum), to develop and pre-test popular songs, and to create a theatrical production which was captured on slides for healthworker training.

At the request of the USAID mission and the MSAS, A.I.D./Washington modified NCP's Scope of Work during this quarter, extending the original pilot period until September, 1991, allowing for the fielding of a quantitative survey of knowledge, attitudes, and practices (KAP) on maternal and child nutrition. As the MSAS requested NCP's technical assistance in launching their nutrition communication activities in the eight provinces to be included in the new USAID bilateral project, Family Health and Health Financing (FHFF), NCP agreed to conduct the KAP Survey in these (rather than the original pilot) provinces.

NCP's regional consultant, Dr. Hugues Koné (based at the Center for Communications Research and Teaching, University of Abidjan), assisted the MSAS to plan the survey and develop the original questionnaire and sampling plan. Out of the eight provinces included in FHFF, four were selected for the KAP survey to provide a representative sampling of ethnic groups and ecological conditions. The provinces are:

Bazega	(Mossi)
Gourma	(Gourmantché)
Kossi	(Dioula)
Sissili	(Gouounsi)

The original three provinces of the pilot phase, (Houet, Passore and Soum), are also predominantly Mossi and Dioula, and share similar climatic conditions. Hence, findings from the focus group research in these areas were applied to the development of the KAP survey instrument, and educational and training materials produced during the extension phase of the project will be provided to healthworkers in the pilot phase provinces.

In this quarter, the MSAS successfully fielded the survey in Bazega, Kossi and Sissili. The MSAS planned to conduct the survey October - January 1991. However, unforeseen circumstances intervened, and the KAP survey was launched approximately 4 months behind schedule.

Claudia Fishman, Hugues Koné and Peter Gottert visited Burkina from March 25 - 31, (Mr. Gottert joined the others in Burkina March 30 - April 3, following travel to Mali). This NCP trip was the first since the A.I.D. travel restriction was issued in January, 1991, since Neen Alrutz, Technical Advisor for Child Survival and Cheema Jatrider (Health Development Officer) joined the Mission, and since Peter Gottert joined NCP as full-time staff.

The timing of the trip was scheduled to prepare the MSAS team to take the next step of data entry and analysis, as well as to discuss major project issues with USAID and the MSAS. While in country, NCP accomplished the following:

- Reviewed the overall status of the project with USAID and the Division of Family Health, including extension of the Pilot Project's funding through next year to complement activities to be undertaken through the bilateral Family Health and Health Financing (FHFF) project;
- Reviewed progress to date on the KAP Survey research (fielding completed in 3 out of 4 provinces) and provided guidance for the next steps;
- Discussed the joint NCP/PRITECH "Optimal Infant Feeding Initiative," specifically the Conference scheduled for September, with IBFAN Burkina Faso and the Family Health Division of the MOH.

Dr. Binta Barry, who represents IBFAN in Ouagadougou, explained that IBFAN has been active in Burkina Faso for two years, and has recently conducted a training for health workers in lactation science and management. Dr. Barry provided several documents outlining IBFAN's current and proposed activities for the next 5 years. Someone from the committee (which includes key representatives from the Family Health Division) will attend the conference in Lomé.

- Initiated work on a flip chart, which will be one of the educational materials produced in the coming year.

A long-term planning calendar was established with the Family Health Division, with a budget and schedule for production of educational materials this year. In addition, NCP will assist the MSAS to begin data entry and analysis using the Center for Disease Control's program, "Epi Info." Dr. Koné is scheduled to return to Burkina next quarter to oversee initial data entry, test simple data analysis procedures, reassess the calendar and budget for data entry, and assist the Family Health Division to complete the Preliminary KAP Survey Report of field work (in preparation).

### Mali

In this quarter, NCP worked to strengthen both components of the Nutrition Communication Project. These include:

1. NCP/IFAHS (Integrated Family Health Services), a series of activities to strengthen the MOH's ability to provide nutrition education through MCH centers in Bamako and Koulikoro, regions covered by the IFAHS project.
2. "Communication for Vitamin A" (CVA), which 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. CVA brings together the MOH Nutrition Section and three PVOs with USAID-supported Child Survival Activities: AFRICARE, CARE and World Vision. Since signing letters of agreement last fall, the MOH, the PVOs and NCP, with the support of USAID/Mali, act as a consortium in planning and implementing CVA activities.

## Communication for Vitamin A

In November 1990, NCP collaborated with Helen Keller International's VITAP project to provide training for 28 health agents and their supervisors working with the three PVOs. During this quarter, PVO staff pretested the materials and approaches that were presented during the November training. NCP program officer, Peter Gottert, made a technical assistance visit to Mali from March 17 - 30 to monitor the first quarter of nutrition promotion activities and to collect health worker input for final modifications to the four flipcharts and the nutrition manual that the consortium has developed. The following are principal accomplishments this quarter:

### **Extension training**

All three PVOs are training grass roots village health animators or village health committees. PVO project officers indicated that they were actively drawing on the November 1990 training that NCP and Helen Keller International provided for their health agents and supervisors. The health agents are presently using the educational materials developed by NCP to implement this phase of their overall program.

### **Final input on educational materials**

Observation and discussions at the three PVO field sites provided important feedback on the use of the "pretest" materials. A few final modifications to the four flipcharts are needed and they will be ready to go to press. The field manual, while having served to facilitate the November 1990 training, must be broken down into more easily understood components before it can be used for quick reference by health workers. The PVOs found the seven step counselling approach, which constitutes half the manual, as potentially very useful for orienting the grass roots animators, once it is "translated" into a basically pictorial presentation. (See appendix E)

### **Nutrition Animation Bulletin**

The first issue of the nutrition animation bulletin "Sur le Chemin de la Santé" (Appendix F) was extremely well received by the MOH and PVO field health workers. The goals of the bulletin are to: a) enable NCP to focus attention on specific issues, such as providing a separate bowl for the youngest child; b) suggest new animation activities and share approaches that have proven successful and; c) foster stronger links between NCP, the MOH and the PVOs. CARE project staff will be working up draft animation sheets that can be included in future issues of the bulletin.

### **KAP Survey**

Data entry for the KAP survey conducted in November - December 1990 was completed during this quarter and the information carried back to Washington by Gottert for analysis. The report will be completed by mid-June.

## **Other Initiatives**

CARE field staff developed an additional flipchart which combines images from the original four flipcharts. The village animators use the new flipchart to review with the villagers primary care topics that they have already discussed.

CARE has developed a child to child report card written in Bambara that uses images from the flipcharts.

A primary school director in Dioro, who has collaborated with the AFRICARE project, will work with Peace Corps volunteers to test the educational materials with students.

The PVOs will be documenting their activities on slides and recording health songs composed in the villages. The slides will be used in the animation guide and for training programs.

## **Proposed Project Extension**

Gottert presented copies of a plan for extension of the Mali Project to PVO and USAID officials. The overall proposed strategy was discussed with PVO project officers and their staff in the field and at two (end-of-mission) meetings in Bamako with the USAID Mission Director, Dennis Brennan. Based on these discussions, NCP is preparing background documentation for USAID on the impact of nutrition education projects.

## **Difficulties**

Gottert's Mali visit corresponded with extensive civil disturbances in Bamako. Fortunately, at the project sites in the field, disturbances were minimal, and consequently only one day of village-level work was lost. Due to the strife, however, official contact with the MOH was limited to an initial briefing before the field trip. It was fortunate that Moussa Togo from the National Information and Communication Center in the MOH was able to accompany Gottert to monitor activities.

Gottert was also able to discuss the planned NCP/PRITECH conference on Infant Feeding in September and potential candidates with USAID. However, due to the civil disturbances, it was not possible to meet with the government concerning conference participants and other related issues.

## **Next Steps**

It was agreed that NCP would submit a full proposal for a Mali Project extension at the earliest possible date.

The PVOs will send NCP drafts of the educational materials they are working on and articles for the next Animation Bulletin in early May. As soon as funds become available, the two nutrition education flipcharts can be printed.

## Kenya

NCP has been working with PRITECH to assist the MOH's Division of Family Health to develop a nutrition communication intervention as part of the National Control of Diarrheal Disease (CDD) nutritional aspect of diarrheal disease treatment and prevention.

NCP staff person Cecilia Versoza has worked with PRITECH's Peter Spain, subcontractor Margaret Bentley of the International Nutrition Department of Johns Hopkins University, and Kenya PRITECH representative Kate Burns to develop NCP technical assistance to the nutritional component of the national CDD program.

NCP held a meeting in early January to design a technical assistance visit to Kenya later that month. The meeting, held in Baltimore, was attended by JHU representatives Bentley and Sachs, PRITECH and AED. The team, consisting of Versoza, Bentley and Herman (PRITECH), was scheduled to assist the national CDD team to define the scope of the communication intervention, develop the research questions, assess local research resources, and outline future NCP assistance to the project. The use and promotion of home available foods in the treatment of diarrheal disease is the focus of the project.

The January trip was canceled because of the Gulf travel restrictions. Fortunately, Bentley, who was in Kenya in January for another conference, was able to meet briefly with Burns and the Kenyan team.

Because of time lost to these repeated and unavoidable delays, Versoza and Herman plan to travel to Kenya as soon as the travel restrictions are lifted in April. They will carry out the scope of work planned for January and assist with a field study planned by the CDD team. It is expected that the next quarter will see the first plans for the communication strategy, as well as a definition of NCP's specific role in the project.

A particularly promising aspect of this project is the interest and enthusiasm of the Kenyan officials who seek a programmatic answer to the questions about food-based ORS in Kenya. The opportunity to test a relatively new technology in an environment where there is a strong opportunity for successful implementation will provide substantial benefits to Kenyan children and useful data for application elsewhere.

## Niger

At the end of December 1990, the Ministry of Health formally approved the Vitamin A Social Marketing Mini-Project, designed as a pilot effort to test out approaches to improving dietary intake of Vitamin A in selected areas of Tahoua Province. The project is being carried out in collaboration with the MOH and Helen Keller International/Niger.

NCP has asked Ming Hung, a Niamey-based nutritionist with considerable field experience in Africa, to serve as a technical advisor to the project. In February she began identifying and reviewing existing data on consumption of Vitamin A-rich foods in Tahoua. This will be a first

step to gaining an understanding of the extent of the Vitamin A gap in the target population and affordable dietary sources.

During this period, a series of planning sessions was held with consultant Nancy Keith to plan the formative research phase of the project. Dr. Keith has conducted extensive ethnographic research in Hausa-speaking areas and collaborated with NCP in earlier nutrition-related work in Niger. Her first trip to Niger was delayed due to the State Department travel restriction in effect during and after the Gulf War. She will begin working on the project in mid-April. She is expected to complete the field research for the project by the end of June.

Arrangements for project management in Niger and disbursement of local funds were worked out this quarter with Helen Keller International, New York. HKI representative Lauren Blum visited AED on January 24 to discuss the project and Anne Ralte visited on February 8 in conjunction with other meetings.

### Swaziland

During this quarter, NCP planned to continue technical support to the Swaziland Weaning Project, a research-based communication intervention to prevent infant malnutrition through improved breastfeeding and weaning practices and hygiene. International events caused planned travel to be postponed, however, until next quarter.

The formative research and strategy development phase of the Weaning Project was carried out under an earlier contract with the Manoff Group (1986-89). In July 1989, NCP was asked by the USAID Mission in Swaziland to provide limited specific assistance to complete the final phases of the project successfully.

NCP consultant Edward Douglass, who is located in nearby Lesotho, has assisted the production team of the Ministry of Agriculture and Cooperatives (MOAC) with recording radio spots using local lullaby-based songs as identifier sound beds, and has recommended a number of revisions to the radio strategy. He has also stressed the need to develop an integrated communication plan guiding all educational and motivational activities of the project. This would include face-to-face training, print and mass media materials with traditional channels. He proposed the adoption of a written and agreed-to plan that could serve to drive the implementation in a context where staff are over worked and often diverted to other activities.

Dr. Douglass' second trip to Swaziland, scheduled for February, was postponed due to the travel restrictions associated with the conflict in the Gulf. This trip will occur as soon after the restrictions are relaxed as possible. His responsibilities during this trip will be to assist with the completion of the radio spots, finalization of the revised radio strategy, and development of scripts for the longer radio programs designed to support the project activities.

NCP supports Douglass' recommendations for the development of an integrated communication plan and has requested the transfer of additional Africa Bureau funding for continued technical assistance with the communication plan, and other needs of the Weaning project. This assistance, now under discussion between the Mission and the MOAC, would help to complete the critical

**last steps of this promising project. It is expected that Dr. Douglass will provide an additional two to three weeks of assistance at critical points in the development, implementation and monitoring process of the project, and that the NCP assistance will be completed during the next two quarters.**

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

### **Guatemala**

In Guatemala, NCP 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 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.

### **Pilot Social Marketing Project**

As part of on-going technical support by NCP to strengthen INCAP's communication capacity in nutrition communication, NCP has been providing technical assistance to INCAP's water and sanitation research project. This project, which is central to the dietary management of diarrhea program, was selected by INCAP to provide a field context to integrating social marketing approach into INCAP's projects. The project is documenting the effect of a new water system and improved "water-related behaviors" on diarrheal episodes. AED Senior Communication consultant Elizabeth Booth joined INCAP professionals to assist in the planning of a social marketing and behavioral intervention to support the diarrheal control project.

In three previous visits, Booth worked with an interdisciplinary team of epidemiologists, anthropologists and educators to review ethnographic studies. From this information, they selected hand-washing as the key behavior cluster for the communication strategy. A behavioral analysis of handwashing was conducted, using the criteria of impact on the health problem and potential for change. Finally, a communication plan was defined to introduce new behaviors into the community.

The strategy focused on three "products": handwashing, a product that is already used by the target audience but performed incorrectly; the introduction of the "Pretty Corner," a specific area close to the kitchen in which the materials necessary to correctly wash hands will be permanently installed and maintained; and the introduction of the Tippy-Tap, a simple handwashing device made out of a plastic half-gallon or gallon container. These two products are designed to facilitate correct handwashing.

Bette Booth provided a fourth technical assistance visit to INCAP February 16 to March 1, 1991. During her two-week visit, Booth worked with the interdisciplinary work team to review project activities to date, including the final draft of the Communications Plan and the training plan for community promoters. A site visit was made to Santa Maria de Jesus to assess implementation issues. Project educators and those responsible for home observation and evaluation were interviewed, and the consultant made a home observation visit.

Implementors identified two major problems which were addressed and resolved during this visit: a) fathers were not participating in the scheduled meetings to introduce the Tippy-Tap into their homes; and b) families who did not have children to participate as Niño Ratan Chiks ("helpful

child" responsible for maintaining the "rinconcito alegre," or cleaning spot, in the home) were missing out on a key element of the project strategy.

Lastly, Booth reviewed the formative evaluation plan and instruments for the implementation phase. All trainers are now applying a standardized Monitoring Sheet after each training session in order to assess the learning gains of their target audiences. In addition, weekly meetings between INCAP Project Director Hurtado and the trainers are planned to provide anecdotal feedback and to review the Monitoring Sheets. Finally, a short quantitative study will be conducted between the first and second phases. The results will be used to fine-tune the activities of the second phase.

INCAP has requested that Booth return in late May to review the implementation of the educational component of the campaign as it progresses. One short-coming of the project design is that the rigorous experimental design, which requires the protection of a control group within the community, restricts implementors from using some promotional techniques proven essential in bringing about behavior change. INCAP hopes to extend the project beyond the experimental phase in order to add mass media such as radio and loud speakers at the market, and mobilization of community groups, techniques proven effective in introducing new "products" into a community. An extension of the ROCAP buy-in is needed for continued technical assistance to the project.

### **Honduras**

Since October 1989, NCP has been providing 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 is being given to integrating nutrition into the broader child survival communication strategy.

This quarter, NCP made great headway in completing the formative research phase of the breastfeeding promotion project. The next phase will focus on training health workers and midwives to improve the content and delivery of prenatal counselling. Training will be carried out through a "training of trainers" model, where a central team will be trained to organize regional groups of trainers. Health workers and midwives will be trained through training workshops to be held in each health area by the local teams. These teams will also be responsible for monitoring training activities.

NCP Resident Advisor Peter Boddy worked with counterparts from the Divisions of Maternal and Child Health, Nutrition and Health Education to develop a detailed operational plan for carrying out activities and to finalize educational materials developed over months of research and pretesting. These materials will be distributed at the regional trainings. Unfortunately, difficulties encountered in the USAID bidding process have delayed the printing of materials while new bids are solicited from Honduran printers. UNICEF has agreed to fund the printing of an initial batch of flip-charts, posters and health workers guides so as not to delay the start of activities further. In addition to print materials, a series of radio spots are also being produced to introduce and reinforce the concept of exclusive breastfeeding for the first six months.

Also this quarter, NCP/Honduras sponsored a number of NCP counterparts to attend a national conference on Infant Nutrition and Birth Spacing, organized by La Leche League. The conference highlighted both physiological and promotional aspects of infant feeding, and provided important reinforcement to the on-going NCP training. Advisor Boddy arranged to film a number of the presentations. The tapes will be edited into a summary video of the conference, co-produced by La Leche League and NCP. NCP is also reviewing the tapes to select material appropriate for promotional television spots.

### **Evaluating the Breastfeeding Promotion Component**

NCP has received support and funding from the Office of Nutrition to evaluate the impact of the Honduras breastfeeding promotion experience. The evaluation will be comprised of a traditional pre/post survey.

This quarter, an evaluation team gathered in Tegucigalpa to plan the evaluation survey. Senior Program Officer Julia Rosenbaum, together with Evaluation Specialists Leslie Zeldin and Carol Baume, developed a research design and survey questionnaire to evaluate the planned breastfeeding promotion activities.

The evaluation will consist of two surveys, one of health workers (including midwives) and another of mothers.

Consultant Leslie Zeldin will manage all field logistics for the surveys. In January, she trained a group of twenty field workers, and from this group selected twelve interviewers to conduct the two surveys. Two teams worked intensively in the regions to collect baseline measures; they have completed the intervention regions and begun on the last control site. Analysis and reporting of the baseline measures will be completed in the next quarter.

In addition to the quantitative survey, NCP plans to conduct several smaller descriptive evaluations of the process of introducing the practice of exclusive breastfeeding for the first six months. Rosenbaum has continued discussions with the World Health Organization (WHO) about their interest in collaboration and support for these "micro-evaluations".

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

#### **Developing INCAP Training Capabilities in Nutrition Communication**

In early March, INCAP Director Dr. Hernan Delgado visited the Academy to meet with the Nutrition Communication Project and HealthCom. Dr. Delgado formally requested AED's assistance in developing three training activities for INCAP over the coming year. The first of these is a two-day workshop for INCAP division directors to demonstrate the contribution of communication activities to a variety of INCAP activities. Several communication specialists will be brought in to plan the workshop with INCAP and to present their area of expertise. INCAP communication personnel will take part in the planning and presentation of the workshop, as a hands-on exercise to train a team to conduct similar trainings in the future.

As a next step, INCAP would like to provide training in social marketing to their regional health education personnel. This past year, INCAP decentralized their assistance and sent multi-disciplinary teams to reside in each member country. They would like to bring two members of each team back to Guatemala in August to participate in a week-long social marketing workshop. Health communication project managers from regional PVOs may be asked to participate in this week-long training workshops as well. While INCAP will manage this activity, AED will provide some assistance in planning and execution.

The third activity requested by Dr. Delgado is assistance in preparing a course entitled: "Social Communication and Health Education" to offer as part of INCAP's Master's Program in Public Health. This semester-long course would include six hours of theory and an extended lab session each week, to provide students with a solid background in health communication.

The Academy is pleased to be able to provide the needed support for this activity. The collaboration of HealthCom and NCP allows for flexibility in funding and in-depth coverage of both Nutrition and Health Communication approaches. Funding will be provided through a combination of central and buy-in funding.

#### **RENA Training Workshop for African Program Mangers**

During this period, the coordinator and lead trainers met at NCP during the week of March 18 to plan the next RENA workshop. This will be held at the University of Liège, Belgium, June 2 - 16. This is the second training sponsored by RENA, the Regional Nutrition Education Network for Africa, and will draw 25 participants from five to six countries.

Participating in the planning sessions were the following: Michel Andrien, from CERES (Center for Health Education and Research) at the University of Liège, Hugues Koné, director of CERCOM (Center for Communication Research and Teaching) at the University of Abidjan and Margaret Parlato, Director of NCP. Based on the evaluation of the first workshop, the team re-designed the two-week training program, placing more emphasis on practical skills and communication issues specific to nutrition. Session outlines were developed and training

responsibilities assigned. The team also reviewed applicants for the workshop and selected readings and hand-out materials. NCP plans to sponsor four to five participants.

Drs. Andrien and Koné had the opportunity to meet with Dr. Norge W. Jerome, Director of the Office of Nutrition and to hold discussions with Drs. Chung and Anthony.

**Pretests of the Training Package: A Video and Facilitator's Guide on Interpersonal Communications in GMP**

In collaboration with UNICEF, NCP has produced a Spanish-language training video on Interpersonal Communication in Growth Monitoring and Promotion (GMP). Over the past year, Valerie Uccellani, NCP Program Officer, has taken main responsibility for the process of research, script development and pretesting, site selection and filming, as well as drafting the facilitator's guide. NCP competitively selected CREA, an audiovisual center in Guatemala, to produce the video.

The video is designed to be used throughout the Latin American (LAC) region with fieldstaff who conduct GMP activities at the community level. The overall framework for the video is presentation of specific communication/counseling techniques that can be used in GMP programs. In November, 1990, the video was filmed in Guatemala and Bolivia and an off-line edit was produced. In this last quarter, plans were finalized for pretesting the off-line edit of the video, and the pretesting began. The activities completed during this quarter include the following.

- NCP worked with PROCOSI, umbrella organization for non-governmental organizations in Bolivia, to develop and pretest the video facilitator's guide. Together, Uccellani and Susana Martinez of PROCOSI translated, revised, and illustrated the pretest version of the guide using photo-stills from the video to maximize integration of the companion training materials.
- Uccellani and José Romero, NCP Communications consultant, developed pretest instruments for the video and guide. Three guides were produced: a Focus Group guide to elicit feedback from trainers, the target audience for the video; an in-depth interview guide on the format, content and approach of the facilitator's guide; and an Observation Checklist to identify ways to improve the facilitator's guide.
- With logistical support from CARE-Guatemala, Romero conducted three pretest focus groups, five interviews, and two observations, with four different non-governmental organizations. Due to the Gulf Crisis, the pretests in Guatemala, originally scheduled for late January, were postponed until March 18 - 22.
- With guidance from CARE-Peru and the USAID Mission, Romero made arrangements with NGOs in Peru active in GMP for pretesting the training package in the country.

Next quarter, NCP will complete the pretesting of the video and facilitator's guide. Under NCP coordination, CREA will produce a final on-line edit of the video, and PROCOSI will produce

a final version of the facilitator's guide. To date, recommendations from the field on changes to the guide are minimal, and requests for the video are numerous. The package should be available for distribution by the end of May, 1991.

In this quarter, Uccellani discussed distribution of the video/guide package with several sources including the A.I.D. Office of Nutrition, Latin America Bureau, and Office of Food for Peace and Voluntary Assistance. Next quarter, Uccellani will finalize distribution plans. Likely channels include: UNICEF, USAID, INCAP, and APHA.

The video will be presented by Uccellani at the annual National Council for International Health meeting on June 25.

### **Training Manual: Strengthening Communication for Nutrition and Growth Promotion**

Non-governmental and governmental development programs worldwide have voiced a common need: training guidelines on how to communicate with mothers about their children's health and growth. In response, NCP has worked with consultant Dr. Jane Vella, specialist in learner-centered training, to develop a manual: *Learning to Listen to Mothers: Strengthening Communication Skills for Nutrition and Growth Promotion*. Using new approaches to participatory adult training, this manual guides fieldstaff to explore GMP in the context of their own development programs. The training skills presented in the manual are central not only to Growth Promotion (GMP) activities, but a wide range of health promotion programs.

In this quarter, Uccellani completed a fieldtest version of the manual which will be finalized early next quarter after review by members of the NCP technical consultative group. Initial contacts have been made for fieldtesting the manual, in all three regions of the world, with different organizations interested in improving GMP field activities.

Next quarter, NCP plans to work with NGOs to fieldtest the manual.

### **Nutrition Communication Training of CARE Fieldstaff in Latin America**

Recognizing the value of an education/communication component for effective food-assistance programs, the A.I.D. Bureau for Food for Peace and Voluntary Assistance, Office of Program, Policy and Management (FVA/PPM) provided funding to NCP in 1988. Under this agreement, NCP worked with CARE to explore priority areas of interest in the field and designed a series of three training workshops for the LAC region. The topic was the use of focus group discussions (FGDs) for qualitative research. NCP carried out these workshops in September 1990. Participants from six CARE countries who attended the workshops evaluated them very highly.

In order to build on this positive experience, NCP has worked during the last quarter with CARE and FVA/PPM to plan a series of follow-on workshops. Uccellani met with the Primary Health Care, Training, Latin America, and Food Programming Units of CARE in March to identify ways to meet the respective needs of each of these CARE units in the region. CARE will invite eight Latin American countries to participate. Project managers and supervisors will be the first

training participants. The plan is to bring together both health and food programming staff in the trainings.

Next quarter, NCP will continue to work with FVA/PPM and CARE headquarters, regional and country offices to conduct a training needs assessment, select participants and design the workshops.

#### **IV. WORKING LIBRARY**

The NCP Library continues to receive and fill many requests for materials from around the world. Service this quarter was provided to such organizations as Wellstart, the Peace Corps, MotherCare, WHO, the Pragma Group Corp., and Helen Keller International, as well as to organizations and individuals in a variety of countries including Bolivia, India, the Philippines, Nigeria, Lithuania/USSR and El Salvador.

NCP responded to a request from the U.S. Embassy in Bandar Seri Begawan, Brunei, to provide materials on Breastfeeding for an exhibition sponsored by the Brunei Ministry of Health. The Embassy reports that the March 2 exhibit was a success and will be providing information and materials from the event.

#### **V. MEETINGS AND DISSEMINATION ACTIVITIES**

##### **International Nutrition Planners Forum**

Planning continued for the Worldwide Conference on "Effective Nutrition Communication for Behavior Change." The venue and dates have been changed owing to disturbances in Thailand, where the conference was to have been held. The new proposed date and venue is from September 4 to 6 at the UNESCO facilities in Paris. The NCP is expected to assist the Nutrition Foundation in contacting and briefing presenters, and in following up the announcement cable with selected Missions to encourage attendance and selection of participants who can best benefit from the event.

##### **Guide to Optimal Infant Feeding Patterns**

Following the two-day Expert Meeting held last fall, a draft list of recommended research questions was produced and circulated to participants and a number of non-participants who had offered to review results of the meeting. Comments have been received and the Research Questions are now being finalized.

The technical information and programmatic recommendations from the meeting have been produced in a user-friendly Question and Answer format. It is designed for international program managers and ministerial decision makers. The report offers a consensus of opinion on

common questions that NCP staff identified as those creating greatest problems for program implementors.

The draft was completed at the end of the quarter and will be circulated in the first week of April to all participants. It is hoped that this document will fill a need for clear, technically reliable information at the program level.

### **Briefing Meetings and Coordination with Other Organizations**

**Presentations to LAC Bureau:** Rosenbaum had several meetings with Dr. Eunyong Chung, Project Monitor from the Office of Nutrition and Mellen Tanamly from the LAC Bureau to review project activities and report on her trip to Honduras in January. At Tanamly's request, Rosenbaum made a presentation of NCP experience with breastfeeding promotion in Latin America to Nicholas Studzinski, Health Population and Nutrition Officer of the LAC Bureau, and Dr. José Mora, Director of University Research Corporation's Latin America Health and Nutrition Technical Services Project. The presentation covered the needs assessment model used by NCP to develop strategies for breastfeeding promotion. Qualitative research was reviewed to demonstrate the importance of identifying key elements to promote and maintain behavior change. Honduras provided the main example for the presentation, with lessons drawn from AED breastfeeding promotion experience in Bolivia, the Dominican Republic, Paraguay and Peru.

**Presentation to FVA:** In January, Fishman and Uccellani made a brown bag presentation to the Office of Food for Peace and Voluntary Assistance/Office of Private and Voluntary Assistance (FVA/PVC) on two of NCP's activities with PVOs. Fishman presented the Mali project and discussed principal research findings and communication strategies. Uccellani presented the draft training video on interpersonal communication in GMP filmed in Guatemala and Bolivia with six PVOs. The group had a number of recommendations on ways to "make sure that it gets out to the PVOs so they can use it." Suggestions included showing the video at an upcoming PVO workshop in Latin America coordinated by the Johns Hopkins Institute for International Programs. Uccellani later initiated contact with the Institute and is discussing the possibility of showing the video at the workshop.

**AED Presentation:** Peter Gottert made a brown bag presentation at the Academy on March 14 about his work with UNICEF in developing a communication campaign to promote vaccinations in Togo.

**CARE:** Fishman and Uccellani visited CARE headquarters in New York on February 15 for discussion with: Mary Beth Powers, Director, Primary Health Care Unit; Kim Johnston, Deputy Director, LAC; Griffen Jack, Deputy Director, West Africa; Kurt Schaffer, Director, LAC; and, Paul Siriasi, Grant Officer, Health. The group discussed a range of NCP activities with PVOs, highlighting work in Mali and Latin America. The meeting laid the groundwork for several areas for future collaboration. These include strengthening nutrition communication efforts in West Africa, fieldtesting training materials with CARE programs worldwide, and training of CARE fieldstaff in Latin America.

On March 18, Uccellani had a follow-up meeting at CARE. In a series of meetings with food, training, health and regional staff, CARE conveyed priorities for future training of health and food programming fieldstaff in Latin America. (The plans are described earlier in this report.)

Freedom from Hunger: Barbara Mcknelly, Technical Advisor, Evaluation, with Freedom from Hunger (FFH) visited NCP on February 27 to meet with Fishman, Gottert, Rosenbaum, and Uccellani. They discussed NCP approaches to Nutrition Education and Freedom From Hunger's efforts to link Nutrition Education to Poverty Lending. Possible areas for collaboration: Motivating members of credit groups toward nutritional change; Training credit agents in new approaches to nutrition education; and, linking NCP and FFH country programs in Mali and Honduras. Next quarter, NCP and FFH will pursue plans for collaboration in these and other areas.

FVA: In March, Uccellani met with Tom Marchione and Carlos Quiros at FVA/PPM to present the CARE Latin-America workshop report and evaluation of the FVA/PPM-supported training that NCP conducted in September, 1990 with CARE fieldstaff in Latin America. The group discussed the positive impact that nutrition communication training can have on food programs, and agreed that efforts should be made to continue to strengthen CARE's capabilities in this area, as well as that of other PVOs.

UNICEF: In February, Parlato represented NCP at a meeting of the UNICEF NGO Working Group on Nutrition. Uccellani attended the March meeting. The meetings, which were attended by representatives from both international and domestic NGOs, were a productive opportunity to review recent activities and share ideas for expanding and focussing the attention of the UNICEF NGO body on nutrition of women and children.

Bolivia Child Survival Project: Rosenbaum met with Dr. Jorge Velasco, visiting Washington from the Bolivian Child Survival Project, managed by John Short and Associates. Dr. Velasco met with Washington-based projects to learn more about infant feeding and breastfeeding promotion, dietary management of diarrhea, and water and sanitation education efforts in other Latin American countries. Velasco left with ideas and materials from Honduras, Paraguay, Ecuador and Guatemala to share with Bolivian counterparts. NCP had provided technical assistance to the Child Survival Project last June.

HKI: Kirsten Larson, Deputy Training Director for Helen Keller International met with NCP staff in early February.

WINS Project: A first Coordination meeting was held at AED on January 8 for representatives from the Office of Nutrition, AED and EDC, to discuss coordination of infant feeding activities. The meeting served to review the scope of work and priorities of the new Women and Infant Nutrition Field Support Project (WINS) and to discuss principal ongoing infant feeding activities of NCP. Discussion focused on possible site selection for the four WINS comprehensive projects and NCP's plans for the Africa Infant Feeding Initiative supported by the Africa Bureau. A second meeting was held at EDC on February 28.

Margaret Parlato and Claudia Fishman attended the WINS Technical Advisory Meeting February 18 - 19. Because coordination of the two projects is especially important at this stage, the group agreed to meet on at least a quarterly basis.

Overseas Education Fund: Uccellani met on January 23 with Suzanne Kindervatter of OEF International to exchange ideas and experiences on field development of training materials. The meeting proved a very useful exchange, especially in light of NCP's upcoming plans to fieldtest the manual *Learning to Listen to Mothers*.

## **VI. ADMINISTRATIVE**

### Mid-Term Evaluation

The Mid-Term Evaluation was completed in late December and the final report presented to NCP at that time. The Pragma Evaluation Team, headed by Tom Moser, presented their findings and recommendations to S&T/N and NCP on January 4. The evaluation strongly supported NCP activities to date. Among the principal recommendations were that NCP work with regional training institutions such as INCAP and RENA and continue distillation of lessons learned about the application of social marketing to different nutrition topic areas. The evaluation team also recommended extension of the project.

### Retreat

NCP Senior staff held a one-day retreat on January 3 to discuss the recommendations of the Mid-Term Evaluation and establish goals for the year.

### Administrative Procedures

Administrative actions taken during the last project quarter include the following:

- Kim Forsyth, Roxana Bandes and Diane Foster received further training in Storyboard presentations from consultant Peggy Fairchild.
- Ximena Sheehy-Downey, Forsyth, Foster, and Bandes began development of a consultant's guide with information on fielding consultants/staff. Guidelines on how to write a trip report, and present an expense report and fee payment request are also being prepared.
- Sheehy-Downey and Foster are gathering materials to put together an internal NCP manual outlining project logistic and administrative systems.
- A review of the job descriptions for all project staff is underway by AED's Personnel Office.

- Sheehy-Downey solicited bids to present to the Office of Nutrition and the A.I.D. Contracts office for the purchase of two computers and one printer, which are very much in need to meet the demands of staff increases in the last year.

Financial-related developments during the last project quarter include the following:

- A final report for Delivery Order No. 1 (Haiti) was submitted to A.I.D. with a request to deobligate \$10,506.46 in unused funds.
- The obligated amount for Delivery Order No. 7 (Honduras) was increased from \$227,000 to \$462,000.
- The obligated amount for Delivery Order No. 6 (ROCAP/Guatemala) was increased from \$34,738 to \$49,796. The period of performance termination date was extended from December 31, 1990 to November 30, 1991.
- The period of performance termination date for Delivery Order No. 4 (Burkina Faso) was extended from March 16, 1991 to September 30, 1991.
- A semi-annual Portfolio Review for the six-month period ending March 31, 1991 was submitted to A.I.D.
- A pipeline analysis of Core funding was completed and submitted to A.I.D.

## **VII. STAFF**

After receiving approval from the Office of Nutrition to hire a new staff member to assist in backstopping activities in West Africa, NCP was happy to welcome Mr. Peter Gottert to this position on February 4th, 1991.

## **VIII. SUBCONTRACTORS**

The following is a summary of subcontractor activities during this quarter:

1. JHU's Margaret Bentley participated in planning a project assessment/design visit to Kenya and conducted the first round of meetings with the Ministry of Health, CDD and Nutrition departments in January. Her visit was cut short by curtailment of travel due to the Gulf War.
2. Wellstart worked closely with AED to develop a scope of work for the planned assessment visits to West Africa to examine the breastfeeding/infant feeding situation. The visits to Senegal and Cote d'Ivoire, scheduled for January and subsequently for mid-April had to be postponed due to the Gulf War. Unfortunately, because of the long-term teaching schedule of Audrey Naylor and Liz Creer, it may not be possible to carry out the assessments until August.
3. Wellstart initiated work on a protocol for the Africa assessment visits, including collection of relevant check lists and instruments and outline of the general framework. Liz Creer will work with Claudia Fishman over the next months to complete this work.
4. Wellstart reviewed the growth monitoring training package for technical content and didactic approach.
5. Porter/Novelli's Claudia Fishman continues to play an important role in managing activities in Africa and in providing technical guidance on formative research.

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

All country activities were affected by the State Department's travel restriction in connection with the Gulf War which was in effect throughout most of this quarter. Virtually all technical assistance, as well as planned needs assessments in connection with the Africa Infant Feeding Initiative, were put on hold. As a result, all project work suffered a setback, including the Guatemala pretest of the video/facilitator's guide on communication for GMP, the Burkina KAP survey analysis, and the Niger formative research.

NCP staff did find ways, however, to keep up momentum. A great deal of communication with in-country counterparts was carried out by telephone, fax and international courier services. NCP staff also were able to take advantage of the travel lull to work on training modules, and

**other dissemination products that have been in progress. For example, the Panama Breastfeeding Case Studies were completed, as were the report on the Expert Meeting on Optimal Infant Feeding, a new Training Manual: Communication for Nutrition and Growth Promotion, and an Animation Guide for PVO fieldstaff in Mali.**

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

	S&T/N (other than Vitamin A & INPF Conf.)	S&T/N Vitamin A	S&T/N INPF	MISSION	BUREAU	TOTAL
I. Obligations thru 03/31/91:	2,359,000	200,000	200,000	922,346	1,074,789	4,756,135
II. Expenses Invoiced thru 03/31/91	1,935,977	134,597	199,452	449,180	444,547	3,163,753
III. Funds Spent thru 03/31/91	1,958,432	135,670	199,452	486,130	466,636	3,246,320

Total Budget Ceiling = 8,420,506

% Obligated S&T/N Funds Invoiced thru 03/31/91 (not incl. Vitamin A & INPF)	82.07
% Obligated S&T/N Vitamin A Funds Invoiced thru 03/31/91	67.30
% Obligated INPF Funds Invoiced thru 03/31/91	99.73
% Obligated Mission Funds Invoiced thru 03/31/91	48.70
% Obligated Bureau Funds Invoiced thru 03/31/91	41.36
% Total Obligated Funds Invoiced thru 03/31/91	66.52
% Invoiced Against Budget Ceiling thru 03/31/91	37.57

1  
25

NUTRITION COMMUNICATION PROJECT (NCP)

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

FILENAME: NUSPEN14

MARCH 31, 1991

FINANCIAL REPORT FOR PERIOD JANUARY - MARCH '91

FUNDING SOURCE	A	B	C	D		E	F		G
				OBLGD FUNDS THRU 03/31/91	EXPENDITURES INVOICED THRU 03/31/91		EXPENDITURES SPENT/ NOT INVOICED	EXPENDITURES THRU 03/31/91 (D+E)	
I. S&T/N Funds (not including Vitamin A or INPF)			2,251,886						364,962
General Costs		21300000		1,809,786		15,114	1,824,900		
Haiti/Central		21300001		8,175		0	8,175		
Niger I/Central		21300003		7,292		0	7,292		
Bolivia/Central		21300005		295		0	295		
Sudan/Central		21300007		65		0	65		
Jordan/Central		21300009		17,461		0	17,461		
Peru/Central		21300011		28,736		0	28,736		
FVA/CARE-CRS/Central		21300012	10,771	9,970		0	9,970		801
Burkina/Central		21300014	21,675	13,855		0	13,855		7,820
Abidjan Wkshop/Central		21300020	23,536	9,576		0	9,576		13,960
Honduras/Central		21300027	51,132	30,766		7,341	38,107		13,025
Total S&T/N (Other than Vitamin A and INPF)			2,359,000	1,935,977		22,455	1,958,432		400,568
II. S&T/N Vitamin A Activities									
General		2130001700	100,000	62,087		1,073	63,160		36,840
Niger II (Mini-Project)		2130001701	50,000	20,356		0	20,356		29,644
Mali		2130001702	50,000	52,154		0	52,154		(2,154)
TOTAL S&T Vitamin A Activities			200,000	134,597		1,073	135,670		64,330
III. INPF Conference		21300018	200,000	199,452		0	199,452		548
IV. Mission Funds									
Haiti/Mission		21300002	39,996	29,490		0	29,490		10,506
Funds To Be Deobligated - Haiti			(10,506) *						(10,506)
Niger/Mission		21300004	61,733	56,669		0	56,669		5,064
Funds To Be Deobligated - Niger I			(5,064) *						(5,064)
Bolivia/Mission		21300006	15,685	0		0	0		15,685
Funds Deobligated - Bolivia			(15,685)						(15,685)
Burkina/Mission		21300013	115,401 **	82,292		21,757	104,049		11,352
Burkina/Mission (Local Costs)		21300016	8,788 **	8,788		0	8,788		0
Honduras/Mission		21300026	462,000	236,555		10,613	247,168		214,832
Mali/Mission		21300031	50,000	35,386		4,580	39,966		10,034
Burkina/Mission II		21300036	199,998	0		0	0		199,998
Total Mission			922,346 ***	449,180		36,950	486,130		436,216

40

A	B	C	D	E	F	G
FUNDING SOURCE	PROJ #	EXPENDITURES		SPENT/ NOT INVOICED	EXPENDITURES	
		OBLGD FUNDS THRU 03/31/91	INVOICED THRU 03/31/91		THRU 03/31/91 (D+E)	REMAIN FUNDS (C MINUS F)
V. Bureau Funds		953,601				
		(31,255)				
LAC Bureau						
LAC/Breastfeeding Evaluation	2130001501	20,825	21,386	0	21,386	(561)
LAC/Breastfeeding Manual	2130001502	15,500	14,982	0	14,982	518
General Account	2130001500	3,675	3,632	0	3,632	43
Total	21300015	40,000	40,000	0	40,000	(0)
Sudan/AFR Bureau	21300008	99,763 +	99,763	0	99,763	0
Kenya/AFR Bureau	21300033	50,237 +	10,068	969	11,037	39,200
Kenya/AFR Bureau	21300035	50,000 ++	0	0	0	50,000
FVA/CARE-CRS/Food & Vol Assist Bureau	21300010	24,995	12,105	448	12,553	12,440
Abidjan Wkshop/REDSO/WCA	21300019	105,000	104,920	0	104,920	80
Guatemala/ROCAP	21300022	49,796	39,343	2,936	42,279	7,517
Burkina/Africa Bureau	21300023	29,736	8,107	5,907	14,014	15,722
Niger II/Africa Bureau	21300024	35,264	7,502	1,047	8,549	26,715
Swaziland/Africa Bureau	21300025	30,000 ++	22,871	0	22,871	7,129
Abidjan Workshop Follow-up/Africa	21300028	20,000	19,905	0	19,905	95
Mali/Africa Bureau	21300030	40,000	43,649	2,203	45,852	(5,852)
Child Survival Init./Africa Bureau	21300034	500,000	36,314	8,579	44,893	455,107
Total Bureau		1,074,789	444,547	22,089	466,636	608,153
GRAND TOTAL		4,756,135	3,163,753	82,567	3,246,320	1,509,815

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

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

\*\*\* Total obligated mission funds (\$953,601) minus total deobligated and to-be-deobligated funds (\$31,255).

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

++ Original Swaziland allocation was \$80,000; \$50,000 was transferred to Kenya.

**APPENDIX B**  
**TRAVEL THIS QUARTER**

**NCP TRAVEL**  
**JANUARY - MARCH 1991**

<b>TRAVELER</b>	<b>DESTINATION</b>	<b>DATE</b>	<b>COMMENTS</b>
M. Lediard	Paris	January 04 - 16	NCP
J. Rosenbaum	Honduras	January 06 - February 04	NCP
C. Baume	Honduras	January 07 - 17	NCP
M. Bentley	Kenya	January 23	JHU
B. Booth	Guatemala	February 16 - March 02	NCP
M. Parlato	New York	February 21	NCP
V. Uccellani	New York	February 15	NCP
C. Fishman	New York	February 15	P/N
N. Keith	Niger	February 18 - April 30	NCP
J. Romero	Guatemala	March 16 - 24	NCP
P. Gottert	Mali	March 16 - 30	NCP
M. Andrien	Washington, D.C.	March 17 - 22	NCP
H. Koné	Washington, D.C.	March 19 - 23	NCP
V. Uccellani	New York	March 18 - 19	NCP
H. Koné	Burkina Faso	March 23 - 30	NCP
C. Fishman	Burkina Faso	March 23 - April 01	P/N
P. Gottert	Burkina Faso	March 30 - April 14	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>
January 07-08 10-11 21-22	60	Mali	World Vision trained groups of village animators with NCP developed materials as follow-up to December 1990 Nutrition Education Training.
January 23-25	21	Honduras	Zeldin trained MOH and health researchers in survey research techniques.
February 13	2	Honduras	Boddy provided training on pretesting print materials for MOH health educators.
February 20	7	Guatemala	Booth led workshops for INCAP project managers and health technicians on the role of behavioral sciences in nutrition communication and the application of behavioral analysis.
March 06	30	Honduras	Boddy conducted workshops for MOH health educators and health technicians on focus groups and in-depth interviews.
March 18-22	3	Guatemala	José Romero provided orientation to CARE fieldstaff on focus group pretesting.
March 20, 22 & 25	7	Mali	Gottert trained MOH Health Education Production Managers in pretesting techniques.

**APPENDIX D**  
**SHORT-TERM TECHNICAL ASSISTANCE**

## APPENDIX D

### SHORT-TERM TECHNICAL ASSISTANCE

January - March 1991

<u>Country</u>	<u>Number of Weeks</u>		<u>Total Weeks of TA</u>
	<u>Staff</u>	<u>Consultants</u>	
<b>I. AFRICA</b>			
<b><u>Burkina Faso</u></b>			
Fishman reviewed progress of the KAP survey and assisted the MOH to analyze the results; Koné (c) assisted the MOH to develop the data management system and analysis plan.	1	1	2
<b><u>Kenya</u></b>			
Bentley initiated planning of DMD project.	1		1
<b><u>Mali</u></b>			
Gottert performed follow-up to PVO health worker training and collected input for final revisions to materials; Kanté (c) assisted MOH to analyze results of KAP survey; Qualls (c) supervised KAP data entry.	2	4	6
<b><u>Niger</u></b>			
Hung (c) reviewed Vitamin A survey in Niger.		1	1

Country

Number of Weeks

Total Weeks of TA

Staff

Consultants

**II. LATIN AMERICA**

Guatemala

Booth (c) reviewed implementation of the Santa Maria de Jesus WBDE Project and assisted INCAP in 5-year strategic planning and in drafting the long-term communications strategy; Romero (c) conducted interviews, training observations, and focus groups with CARE personnel for pretesting of GMP video.

4.5

4.5

Honduras

Rosenbaum, Baume (c) and Zeldin (c) designed the breastfeeding promotion project evaluation, including the methodology, sampling, questionnaire development and pretesting, interviewer training, field logistic plan, and questionnaire administration.

3

6

9

(c) = consultant

**APPENDIX E**

**MALI EDUCATIONAL MATERIALS**

# Une histoire sur la santé, racontée par les villageois

Voici une façon divertissante de réviser les bonnes pratiques sanitaires avec un groupe villageois. Procédez simplement comme ceci:



**1.** Présentez une histoire de boîte à images à un groupe villageois



**2.** Une semaine plus tard, retournez au même village et expliquez que vous allez leur montrer les images de nouveau, mais que, cette fois-ci, les villageois doivent raconter l'histoire eux-mêmes.

**3.** Demandez à un volontaire de commencer l'histoire. Donnez lui la boîte à images.



**4.** Après deux ou trois pages, la première personne passe la boîte à images à une autre personne qui doit continuer l'histoire, et ensuite la passer à la prochaine personne... jusqu'à ce que l'histoire soit terminée. Encouragez-les à faire un interprétation locale de l'histoire.



## Les jeux de rôles

- Les jeux de rôles et les mini-pièces sont toujours bien reçus dans les villages.
- Ceux-ci offrent une occasion de mettre à l'essai de nouvelles attitudes et pratiques et, souvent, permettent aux gens d'observer pour la première fois certains aspects de leur caractère.
- Le manuel de formation et les boîtes à images présentent un nombre de situations qui peuvent facilement être adaptées pour des jeux de rôles. En voici quelques-unes.



1 Téné rend visite à Awa dont le bébé, Sitan, est très mince et souvent malade. Quels conseils Téné pourrait-elle donner à Awa?



2 Awa se rend au centre de santé. L'agent de santé discute avec Awa au sujet de l'importance de donner beaucoup de liquides, surtout de l'eau salée sucrée, à un enfant qui a la diarrhée.



3 Sitan mange de son propre plat. Si il est malade, Awa le nourrit. Donnez à quelqu'un le rôle du mari d'Awa qui est curieux de savoir pourquoi Awa prête tant d'attention à Sitan.



4 Demandez à quelqu'un de jouer le rôle d'un animateur villageois et d'expliquer quels sont les meilleurs aliments pour les enfants en pleine croissance, et pourquoi.

## APPENDIX F



# Sur le Chemin de la Santé

Projet de Communication pour la Nutrition au Mali

No. 1 25 Février, 1991



## Le bulletin d'animation fait ses débuts

Bienvenue à "Sur le Chemin de la Santé", un bulletin sur l'animation pour la nutrition destinée à encourager un échange d'idées et d'expériences au sujet de la nutrition entre les agents de santé au Mali. Ce bulletin résulte des séances de formation sur la nutrition qui ont eu lieu à Macina et à Dioro en novembre et décembre dernier. Ces séances ont engendré beaucoup d'échanges sur les animations techniques et les méthodes de conseil. Un bulletin trimestriel nous a semblé être la meilleure façon d'entretenir un dialogue et de nous encourager à collaborer dans un effort continu pour améliorer notre efficacité sur le terrain.

## Le contenu

Nous souhaitons que chaque numéro du bulletin d'animation offre un assortiment des éléments suivants:

- Articles
- Idées pour des animations
- Recettes
- Séries de photos racontant une histoire
- Jeux
- et bien plus

Dans le premier numéro a été incluse une "fiche d'animation" qui est imprimée sur du papier épais pour que vous puissiez l'emporter avec vous au village.

## Notez bien que:

Vos contributions; lettres, articles, idées et commentaires feront de cette publication un bulletin réussi et créatif. Envoyez-nous vos contributions tout-de-suite en les adressant à Peter Gottert à l'Académie pour le Développement de l'Education (AED)/1255-23rd Street, N.W./ Washington D.C., 20037 USA.



Une monitrice de CARE s'entraîne à présenter une animation villageoise durant la formation de Novembre 1990.

# Des séances de formation réussies, des agents de santé qui sourient

Trois jours ne semblaient pas suffisant pour: discuter des causes de la malnutrition et des nouvelles méthodes de conseil, s'entraîner avec quatre nouvelles boîtes à images, faire des démonstrations culinaires et mettre en pratique des méthodes anthropométriques.  
Mais c'est ce que nous avons fait! Et voici quelques photos de la formation...



1 Des hommes du village participent à une séance d'éducation nutritionnelle.



2 Des animateurs d'Africare avec des femmes du village après la sensibilisation.



3 Des monitrices de CARE et du personnel du projet à Macina

## Visite prévue en mars

Commencez à prendre des photos et à faire des enregistrements de vos activités aussitôt que possible pour que nous puissions les voir lorsque nous nous rendrons au Mali en mars. Nous souhaitons utiliser les meilleures photos et les meilleurs enregistrements dans le prochain numéro de "Sur le chemin de la santé".

Pendant cette visite nous allons aussi discuter avec vous au sujet de vos recommandations et suggestions pour les boîtes à images, de même que pour le manuel.

# Comment évaluer votre réussite

Tout agent de santé est gratifié et encouragé lorsque il voit des changements positifs qui résultent de ses efforts. Parfois, le changement est radical, comme dans le cas d'un enfant malnourri qui prend rapidement du poids parce-que sa mère commence à lui donner une bouillie enrichie. Néanmoins, les changements dans les pratiques sanitaires d'une famille sont souvent plus subtiles, comme par exemple quand une famille décide, après des mois de séances d'éducation et de conseils nutritionnels, de servir la nourriture de leur plus jeune enfant dans un plat séparé.

La meilleure façon de mesurer votre réussite est d'écouter et d'observer.

**Ecoutez** les commentaires de la mère pour voir un changement dans son attitude. Voici, par exemple, des dialogues "avant" et "après" des séances de conseils nutritionnels:

## Avant les conseils

- Mariam: Qu'est-ce que Moussa a mangé aujourd'hui?
- Daffa: Et bien, il a surtout reçu du toh avec un oignon ou de la sauce d'arachide.
- Mariam: Et hier?
- Daffa: Nous mangeons pratiquement la même chose tous les jours. Comme tout le monde. Nous ne sommes pas différents.

(Voir le manuel à la p.40 pour le dialogue au complet)



## Après cinq séances de conseils

- Mariam: Qu'est-ce que Moussa a mangé aujourd'hui?
- Daffa: Le toh mais j'ai lui donné son plat à part et j'ai ajouté un peu plus de sauce que normal.
- Mariam: Et ton mari, qu'est qu'il a dit?
- Daffa: Il était content! Il a bien suivi la causerie lundi soir.

## Exercice

Sur les lignes ci-dessous, remplissez le dialogue entre Mariam et Ali, le mari de Daffa, comme vous l'imaginez.

Mariam: Je vois que Moussa prend du poids et a l'air d'être en meilleure santé.

Ali: \_\_\_\_\_

Mariam: \_\_\_\_\_

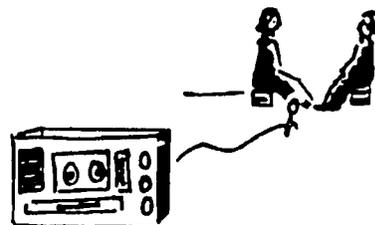
Ali: \_\_\_\_\_

## Comment partager votre réussite

- Deux bonnes façons de communiquer le succès des activités que vous avez initiés sont de 1) les enregistrer, et 2) les prendre en photo.
- Nous avons envoyé deux cassettes et deux rouleaux de pellicules pour diapositives avec le bulletin à votre coordinateur de projet. Employez-les pour enregistrer et/ou photographier votre travail dans le village.

## Enregistrez:

- Les entrevues avec les mères
- Les jeux de rôles
- Les séances d'animation
- Les chansons



## Photographiez:

- Les bonnes pratiques de santé, les jardins, l'allaitement, etc.
- Les jeux de rôles
- Les séances d'animations



## Reconnaissez les changements

A droite se trouvent deux images de la boîte à images intitulée "Pourquoi Sitan est vigoureux et en bonne santé". Avez-vous observé ces changements chez les familles que vous avez conseillé?



1 Awa, la mère de Sitan, lui donne un plat séparé.



2 Le père de Sitan offre un morceau de viande en plus à la grande soeur.

## Chacun réagit différemment à une nouvelle idée

Imaginez que vous discutez avec des parents villageois de l'importance de donner au plus jeune enfant son propre plat pendant les repas. Attendez-vous à toutes sortes de réactions. En voici quelques-unes – est-ce que vous en voyez d'autres?

*Nous vous conseillons de donner au plus jeune enfant son propre plat*

*C'est une bonne idée. Je vais l'essayer*

*Je vois que ma soeur, Alimatou, donne à sa petite fille un plat à part. Je vais le faire aussi*

Daffa aime les nouvelles idées:



Téné attend pour voir ce que sa grande soeur va faire:



*Cela m'a d'abord semblé bizarre de voir les enfants manger de leurs propres plats, mais je suis rassuré de savoir que chaque enfant reçoit assez de nourriture.*

*Ce n'est pas possible*



a) Moussa a tendance à d'abord rejeter les nouvelles idées.....

*Il a peut-être raison!*



b) mais il y réfléchira plus tard.

L'importance est que, même si la première réaction des gens est négative, leur attitude peut changer avec le temps si ils ont confiance en vous.

- 472 -