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TRIP REPORT

HONDURAS

**Margaret Parlato
Project Director**

November 4 - 9, 1991

**Julia Rosenbaum
Senior Program Officer**

November 4 -25, 1991

Nutrition Communication Project

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

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LIST OF ABBREVIATIONS

AED	ACADEMY FOR EDUCATIONAL DEVELOPMENT
CDC	CENTERS FOR DISEASE CONTROL
GMP	GROWTH MONITORING AND PROMOTION
HRD	HEALTH RESOURCES DIVISION
LOE	LEVEL OF EFFORT
MCH	MATERNAL AND CHILD HEALTH
MOH	MINISTRY OF HEALTH
NCP	NUTRITION COMMUNICATION PROJECT
TA	TECHNICAL ASSISTANCE
TAACS	TECHNICAL ADVISOR FOR CHILD SURVIVAL
USAID	UNITED STATES AGENCY FOR INTERNATIONAL DEVELOPMENT

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1992**

EXECUTIVE SUMMARY

At the invitation of the USAID/Tegucigalpa mission, the Nutrition Communication Project's Director Margaret Parlato and Senior Program Officer Julia Rosenbaum visited Honduras to meet with USAID and Ministry of Health counterparts. Parlato was in-country from November 4-9, 1991; Rosenbaum combined the trip with other HEALTHCOM activities and remained in-country November 4-25, 1991.

The major objective of the visit was to review project activities to date and discuss mechanisms for continued NCP assistance in Honduras.

Based on the technical assistance needed to support nutrition activities planned for the next 11 months, the following were recommended and verbally agreed upon by USAID:

1. Extension of NCP resident advisor until the end of March 1992 to enable him to complete the breastfeeding component and to continue the policy dialogue on GMP and integration of nutrition education into MCH activities that is now underway.
2. Use of short-term consultants to provide TA for the remaining months. This will require a commensurate increase in the level of effort of Washington-backstop staff to manage and field the short-term assistance.
3. Assignment of responsibility for day-to-day management of nutrition activities and in-country coordination of NCP consultants to the HEALTHCOM resident advisor. This will require some shift in LOE charges for Barriga from HEALTHCOM to NCP.
4. Hiring of a local, mid-level health/education professional to assist the NCP/HEALTHCOM resident advisor. This person should be identified within the next six months.
5. Maintain the joint NCP/HEALTHCOM local office support through the life of project.

Additional funding will not be required, but a modification of the PIO/T will be necessary. AED will submit a request to AID/W to amend the delivery order to reflect changes in the levels of effort and budget line items.

NCP will also organize a meeting of Ministry of Health, AED, MSH and A.I.D. Offices of Nutrition and Health in Washington this December, to further plan technical interventions, and specify technical assistance needs. Honduras officials and technical advisors will be in Washington to attend an international ARI conference, and will meet regarding these issues following the conference.

Finally, NCP developed a draft short-term technical assistance plan for the life of the NCP project. This list is found in Appendix 2.

I. SCOPE OF WORK

At the invitation of the USAID/Tegucigalpa mission, the Nutrition Communication Project's Director, Margaret Parlato, and Senior Program Officer, Julia Rosenbaum, visited Honduras to meet with USAID and Ministry of Health counterparts. Parlato was in-country from November 4-9, 1991; Rosenbaum combined the trip with HEALTHCOM activities and remained in-country November 4-25, 1991.

The major objective of the visit was to review project activities to date and discuss mechanisms for continued NCP assistance in Honduras.

II. BACKGROUND

Since 1981, the Academy for Educational Development has provided technical assistance to the Government of Honduras Ministry of Health, beginning with the Mass Media and Health Practices Project from 1981-1983, continuing through the Communication for Child Survival, or HEALTHCOM project from 1984-1990, and extended into 1993 through HEALTHCOM II. Technical assistance has concentrated on training the MOH Division of Health Education to utilize social marketing principles and employ a mix of mass media and interpersonal communication strategies to promote behavior and policy change. Accomplishments include the promotion of oral rehydration therapy as a response to infant diarrhea, support of immunization activities, and the development of a communication program to address acute respiratory infections.

In late 1989, USAID expanded its support of communication activities to include nutrition communication, specifically the promotion of breastfeeding and improved infant feeding, and growth monitoring activities. The Nutrition Communication Project (NCP) provides AED technical assistance in these three areas as part of the bilateral USAID Health Sector II project. This technical support in communication is presently provided through a long-term resident advisor who works with the Divisions of Health Education, Maternal and Child Health, and Nutrition. Breastfeeding promotion, optimal infant feeding and maternal nutrition were identified as the intervention areas during the NCP needs assessment and highlighted in the Ministry's Nutrition Communication Plan. USAID's "buy-in" agreement with NCP calls for 23 months of Resident Advisor assistance, which are being provided by Dr. Peter Boddy through November 1991. NCP support to nutrition communication activities will continue through September 29, 1993.

The political climate in Honduras and recent changes in the MOH brought about by a change in government party have had an important bearing on Nutrition Communication and other activities. Without elaborating, it can be said that these past two years can be characterized as having been turbulent for the Ministry of Health. A change in government party virtually froze MOH activities while new division directors were appointed and technical staff awaited letters of dismissal. All three counterpart divisions have experienced changes at the political and technical levels. As an example, the Division of Health Education has seen five directors or

acting directors since the NCP start-up date. Serious irregularities in the MOH administration have delayed the printing of educational materials, including NCP materials.

III. REPORT OF ACTIVITIES

Parlato and Rosenbaum met with USAID officials and MOH counterparts to assess technical assistance needs for the coming year and develop a workplan for 1992. NCP Washington technical staff held discussions which are summarized below:

Dr. Mirtha Ponce de Ponce
Division of Maternal and Child Health
Director, Women's Health Programs

Dr. Ponce, who met with us as both the representative of the MCH director who was on tour and as director of Women's Programs, emphasized her interest in the breastfeeding activities underway. She is concerned about the present lack of practical, breastfeeding advice and support available to women attending health facilities and would like training in breastfeeding clinical and counseling skills for MOH staff at all levels. Training for TBAs in reproductive risk is planned for 1992, and Dr. Ponce would like to expand the TBA training to include a strong breastfeeding promotion module. Dr. Ponce also supported the need for a second breastfeeding communication phase in which the links to CDD and FP are addressed, as well as the problems of working women. Of special interest is revision of the MOH reporting forms to ensure that breastfeeding is part of prenatal and other MCH consultations.

Immediate needs for short-term technical assistance identified by Dr. Ponce include the design of training courses for TBAs (breastfeeding module) using participatory methods suited to this largely illiterate group, and the development of pictorial training materials and take-home reminder materials.

Dr. Alvaro Gonzales Marmol
Director, Division of Maternal & Child Health

Dr. Gonzales was not available to meet with NCP Director Parlato while she was in Honduras. Rosenbaum and Gonzales did have an opportunity to review program activities later in the visit. Dr. Gonzales is enthusiastic to move ahead with the new CLAP growth card, but welcomed AED assistance to assure that the accompanying intervention assured that GMP is used as an opening for what he called "integrated child health services." He supports the idea of an NCP consultant in early 1992 to assist in fine-tuning the MOH pilot program in growth monitoring.

Dr. Maria del Carmen Miranda
Director, Directorate of Food and Nutrition (DAN)

Dr. Miranda is very pleased with the breastfeeding educational materials developed this year and the role DAN has played. Dr. Miranda is supportive of a second phase breastfeeding media campaign to address specific concerns of women. She made it clear, however, that she sees this as an opportunity to introduce messages about nutritional needs of pregnant and lactating women; she is less interested in messages linking breastfeeding with diarrhea/cholera control and family planning messages. She also indicated interest in mothers support groups and in exploring options for this interpersonal communication strategy. Dr. Miranda was very supportive of plans to move forward with the field research and recipe trials to identify culturally appropriate weaning foods. We agreed on putting together a multi-disciplinary team: nutritionist, anthropologist and health educator to work on this. She has also agreed to name someone from her staff as a team member, with the understanding that they could not dedicate full-time to the activity. NCP will provide the TA of the multi-disciplinary team to work with the MOH.

Dr. Renato Valenzuela
Acting Director, Division of Health Education

Given his recent appointment as interim director, the meeting with Dr. Valenzuela was used to review the NCP scope of work and technical assistance plan and to discuss with him the various activities being proposed for the next year. Although Dr. Valenzuela had no specific issues to discuss, we were impressed with his knowledge of the technical issues and his commitment to rebuilding a strong health education division. He demonstrated a firm grasp of division activities, and their relationship to NCP/HEALTHCOM technical assistance. As a pediatrician, he has had considerable experience in working in rehabilitation of malnourished children and indicated he plans to participate closely with DAN and MCH on the scheduled activities. A specific idea that came up was possible development of audio tapes on breastfeeding for physicians as a way of updating them on this topic.

Mr. Peter Cross
Dr. Vincent David
Management Sciences for Health

NCP has worked with MSH to deliver Health Sector II technical assistance to the Ministry of Health. MSH was briefed on the change in NCP technical assistance and advised of Dr. Boddy's departure date. The group discussed the Health Sector II evaluation report, and MSH reiterated the recommendation that USAID continue funding AED resident technical assistance in communication (through

NCP/HEALTHCOM). Both MSH and AED felt that special attention was needed to move ahead with growth monitoring. The specific TA to be provided by both organizations was discussed; NCP clarified the role of communicators in a growth monitoring activity. MSH agreed to the need for outside growth monitoring specialists to work with the MOH to review their new pilot growth monitoring strategy. They were less supportive of developing specialized midwife trainings to promote breastfeeding (through NCP) and birth spacing (through HEALTHCOM), feeling that a priority was to train institutional health workers. NCP shared the NCP breastfeeding baseline data that highlights the important role that midwives play in promoting breastfeeding and promoting optimal infant feeding. A dialogue on this issue has been initiated.

Mr. Robert Haladay
USAID/HRD Health Officer

Dr. Stanley Terrell
TAACS Officer, USAID/CDC

The Draft Report of the Mid-project Evaluation of Health Sector II, the overarching bilateral agreement under which the Academy operates, was released just prior to the visit of Parlato and Rosenbaum. The report recommends that "AED [resident] technical assistance be maintained throughout the life of the Health Sector II project" (which runs through October 1995). USAID Health Officer Robert Haladay and TAACS Officer Stanley Terrell favored extending NCP assistance through targeted short-term assistance and by having HEALTHCOM Advisor Patricio Barriga, presently scheduled to leave Honduras in August 1992, assume responsibility for the Nutrition Communication Project on a part-time basis in order to continue assistance through May 1993. This would leave Barriga responsible for technical oversight of both NCP and HEALTHCOM interventions. This could be accomplished without any additional funding.

The draft evaluation report echoed NCP's conclusions after interviewing counterparts that particular attention needs also be given to the country's growth monitoring program. Management Sciences for Health is responsible for working with the MOH to develop and execute a growth monitoring program. The country program lacks an overall operational framework, and USAID and counterparts have requested that NCP assist them as they begin a pilot test of a new growth monitoring card and outreach program and begin to develop a counseling program and appropriate messages about infant feeding.

Last, it is clear that the MOH needs to move ahead on training community and institutional health workers in breastfeeding and optimal infant feeding. A training plan and schedule must be finalized immediately. Newly completed breastfeeding promotion materials will give incentive

to trainers and health workers alike. Assistance is needed to develop a curriculum to train midwives effectively.

NCP prepared a draft schedule of technical assistance required to carry-out the NCP scope of work. Appendix 2 outlines projected short term assistance for both the Nutrition Communication and HEALTHCOM projects.

IV. CONCLUSIONS AND NEXT STEPS

Based on the technical assistance needed to support nutrition activities planned for the next 11 months, the following were recommended and verbally agreed upon by USAID:

1. Extension of NCP resident advisor until the end of March 1992 to enable him to complete the breastfeeding component and to continue the policy dialogue on GMP and integration of nutrition education into MCH activities that is now underway. A scope of work for 1992 activities was developed by Parlato and Rosenbaum, and left with USAID at their exit interview.
2. Use of short-term consultants to provide TA for the remaining months. This will require a commensurate increase in the level of effort of Washington-backstop staff to manage and field the short-term assistance. Short term assistance scheduling is outlined in Appendix 2.
3. Assignment of responsibility for day-to-day management of nutrition activities and in-country coordination of NCP consultants to Dr. Patricio Barriga. This will require a redefinition of his scope of work, to oversee both HEALTHCOM and NCP activities.
4. Hiring of a local, mid-level health/education professional to assist the HEALTHCOM/NCP resident advisor. This person should be identified by March 1992.
5. Maintain joint NCP/HEALTHCOM local office support through the life of project.

Additional funding will not be required, but a modification of the PIO/T will be necessary. AED will submit a request to A.I.D./W to amend the delivery order to reflect changes in the levels of effort and budget line items.

NCP will also organize a meeting of Ministry of Health, AED, MSH and A.I.D. Offices of Nutrition and Health colleagues in Washington this December, to further planning technical interventions, and specify technical assistance inputs. Personnel will be in Washington to attend an international ARI conference, and the meeting will be added to this travel.

APPENDIX 1
CONTACT LIST

USAID/Tegucigalpa

U.S. Embassy
504-32-31-20

Mr. Robert Haladay, Health Officer
Dr. Stanley Terrell, CDC TAACS Officer

Ministry of Public Health (MSP)
Division of Health Education (HED)

Right Side Grounds of Hospital del Torax
504-37-77-19

Dr. Renato Valenzuela, HED Director
Lic. Rosario Torres, HED Nutrition Counterpart
Lic. Luis Merlot, HED Nutrition Counterpart

Division of Food and Nutrition Education

Across from the Central Post Office

Dra. Maria Carmen de Miranda, Director
Lic. Ana Luisa Ordonez
Lic. Aida Maradiaga
Lic. Irma Tejada
Lic. Jenny Caceres
Lic. Carmen Aleida

Division of Maternal and Child Health

Ministry of Health, Second Floor

Dr. Alvaro Gonzales Marmol, Director
Dr. Jorge Melendez, Head of Children's Health Programs
Dr. Mirtha Ponce de Ponce, Head of Women's Health Programs

Unidad de Ciencia y Tecnologia (Research Division)

Ministry of Health, Main Floor

Dr. Fidel Barraahona, Director

Pan American Health Organization

Ministry of Health, 3rd Floor

504-38-03-58

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Dr. Rigoberto Centeno, Chief Medical Advisor

Management Sciences for Health

Above Casa Percy

Apartado 3377

504-37-7121,37-5582

Mr. Peter Cross, Chief of Party

Dr. Vincent David, Advisor to MCH Division

Academy for Educational Development

Division of Health Education, MOH

Hospital del Torax

504-38-22-94

Dr. Patricio Barriga, HEALTHCOM Resident Advisor

Dr. Peter Boddy, Nutrition Communication Project, Resident Advisor

APPENDIX 2

DRAFT LIST OF NCP SHORT-TERM TECHNICAL ASSISTANCE, 1992

HONDURAS CONSULTANTS 1992

HealthCom

Nutrition Communication Project

Intervention: Family Planning/Reproductive Risk (HC)
Consultant: Maria Elena Casanova
Dates: ASAP Mid-February
Scope: Help to define segmentation and outreach to selected segments. Stage 1, Awareness will be underway. Consultant will help to develop Stage 2, Risk Concept. Audience, media mix, materials, lessons from Mexico and other countries in the region.

Intervention: Breastfeeding/Reproductive Risk (HC/NCP)
Consultant: 2 Consultants TBN; ?Pam Putney?/Argentina Chavez?
Dates: March
2-3 weeks (20 days ex-pat/local consultant days budgeted)
Scope: Develop a training module for midwives in identifying and referring reproductive risk and understand risk involved in improper feeding and introduction of solids (breastfeeding promotion).

Intervention: Desktop Publishing Center (HC)
Consultant: Betsy Gleckler
Dates: March
Scope: Select a local trainer to work with DHE group. Develop training plan and work with newly appointed production manager (see report re: production manager). Review physical set-up, space, security.

Notes: Equipment will need to be purchased locally to obtain service contract. Patricio understands that letter of approval is necessary before any purchase is made; three bids of letter of explanation about sole source buy. Patricio agreed to pursue approval for expansion of space. Any purchases/services need to fit in budget and anything over \$500 needs bids!

Intervention: ARI Evaluation (HC)
Consultant: Orlando Hernandez
Dates:
Scope:

Intervention: Growth Monitoring/Promotion (NCP)
Consultant: ?Chesa Lutter?
Dates: ASPA (22 days budgeted)
Scope: Work with national team to review plans for pilot intervention, with particular regard to education and promotion strategies.

Intervention: Infant Feeding (NCP)
Consultant: 2 consultants TBN
? Elena Hurtado (INCAP)
Fanny Mejia (INCAP contribution)
Teresa Pastor (Mexican anthro living in Hond)
Dates: TBA (40 days budgeted)
Scope: Work to develop appropriate messages for introduction of foods;
perhaps to replicate Guate experience in developing weaning
foods.

Intervention: Breastfeeding Follow-up Evaluation
Consultant: ?Baume/Zeldin?
Dates: TBA 12-18 months from start of intervention
Scope: Carry-out follow-up survey using protocol and instruments
designed in baseline.
Note: Not yet budgeted in core budget; must be approved and written-in
for year ?6

Intervention:
Consultant:
Dates:
Scope:

Intervention:
Consultant:
Dates:
Scope:

Intervention:
Consultant:
Dates:
Scope: