

PD-AP H-109
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Wellstart International
Expanded Promotion of Breastfeeding Program ■ 3333 K Street, N.W., Suite 101 ■ Washington, DC 20007
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TRIP REPORT

AUTHORS: Linda Bruce, MS, Technical Advisor for Training
Aimee Martin, MA, Senior Program Associate

WHERE: Mexico City, Mexico

WHEN: January 17 - 22, 1994

BACKGROUND

Wellstart International's Expanded Promotion of Breastfeeding (EPB) Program has been working with the government of Mexico to support its National Breastfeeding Program. In 1993 a Document of Understanding was developed and approved by the Secretariat of Health (SOH) clarifying mutual expectations and plans for Wellstart support of breastfeeding activities.

Wellstart's financial support will be coordinated through the regional office of the Population Council located in Mexico City. Wellstart has developed a subcontract with the Population Council to provide a framework for Wellstart assistance. Under this agreement, the Population Council will pass funds to local organizations to implement project activities, monitor these activities, and provide technical assistance when appropriate over a period of three years. Through the Population Council office in Mexico, Wellstart will support:

- training in breastfeeding promotion and lactation management
- expansion of mother-to-mother support, community support
- evaluation of information systems, and
- dissemination of information.

Project activities will be coordinated with the SOH's Directorate General of Maternal Child Health (DGAMI), the Instituto Mexicano de Seguro Social (IMSS) and local non-governmental organizations working in breastfeeding promotion. Support for two research projects will also be provided through the Population Council.

Ms. Linda Bruce, Training Advisor, and Aimee Martin, Senior Program Associate, traveled to Mexico City from January 17 to 22, 1994 to develop a work plan with the Population Council/Mexico for FY 94 activities under this subcontract.

Task Order #940017-1 was supported by the United States Agency for International Development (USAID) under Cooperative Agreement No. DPE-5966-A-00-1045-00. The contents of this document do not necessarily reflect the views or policies of USAID or Wellstart International.

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OBJECTIVES OF THIS TRIP

The objectives of this trip were to:

- A. Establish a funding mechanism and counterpart coordinator for work with DGAMI.
- B. Discuss possibilities for specific activities to be supported in FY 94 with DGAMI, the National Breastfeeding Center, the Population Council, and other organizations working in breastfeeding promotion.
- C. Develop a workplan with The Population Council.

OUTCOMES

- A. In a meeting with representatives from DGAMI, the United Nations Children's Fund (UNICEF), Hospital General, Breastfeeding Center, the Population Council and Wellstart EPB, it was decided that funds will be directed to DGAMI to implement most of the projects supported by Wellstart. This will help to ensure the government's commitment to breastfeeding activities in light of the 1994 elections and probable change in SOH staff. Given the likely turnover in DGAMI staff after the elections, it was recommended that positions rather than specific persons be named as the disbursers of project funds. Because of the changes in government, Wellstart will continue to collaborate with UNICEF on project activities to help ensure continuity of the Secretariat's breastfeeding program.

DGAMI will need to develop a proposal, budget, and detailed implementation plan for the Wellstart-supported activities and submit these to the Population Council/Mexico for review and approval. Once the proposal is approved, the Population Council will issue a subaward with DGAMI and monitor activities and financial reports accordingly.

- B. Aurora Martinez, head of DGAMI's Baby Friendly Hospital program was designated as the person to work with the Population Council to develop the breastfeeding project activities. Dr. Kathryn Tolbert, Associate for the Population Council/Mexico, Ms. Bruce, and Ms. Martin met with Ms. Martinez to discuss how project activities can support DGAMI's Baby Friendly Program which has been very active in the last two years. Ways to leverage funds to support DGAMI/UNICEF-funded activities were also discussed. Specific activities for training, evaluation, and community support were drafted. Ms. Martinez will continue to meet with Dr. Tolbert to develop project activities before writing a full proposal.

Tolbert, Bruce, and Martin met Ms. Paulina Smith, Director, La Leche League/Mexico (LLL/M), to discuss ways the League might interface with DGAMI to expand the government's mother support activities. Discussions will still need to be held with the Population Council, DGAMI, and/or LLL/M to develop a proposal for mother support activities.

- C. Bruce and Martin discussed next steps with Dr. Tolbert. Dr. Tolbert explained that she will work with DGAMI to develop its project proposal and expedite the subaward process as much as possible. Bruce and Martin requested a copy of DGAMI's proposal and agreed to provide comments. Tolbert will forward to Wellstart any requests for technical assistance. A workplan for activities outlined in the Mexico task order was developed (see annex 3).

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RECOMMENDATIONS & FOLLOW-UP

For Population Council/Mexico:

1. Identify consultant for evaluating DGAMI's breastfeeding surveys.
2. Send Wellstart/EPB copies of project proposal(s).

For Wellstart EPB:

1. Review and provide comments on project proposals.
2. Make site visit in May to discuss project progress.

ANNEXES

1. List of Contacts
2. Calendar of Meetings
3. Workplan for FY 94

LIST OF CONTACTS

ANNEX 1

Hospital General de Mexico

Dr. Balmis 148

06726 Mexico, D.F.

Tel. 578-4346, 578-4438, Fax: 578-5096

Dr. Jose Luis Ramirez Arias, Director General

Dr. Antonio Carrillo G., Jefe del Servicio Gineco-obstetricia, National Breastfeeding Center Coordinator

Dr. Luis Emilio Salmon Rodriguez, Jefe del Servicio de Pediatria, National Breastfeeding Center Coordinator

Dr. Adolfo Hernández Cardeño, National Breastfeeding Center Executive Officer (???)

Sra. Marta Zavala, Volunteer Breastfeeding Educator, Damas Rotarias

USAID/American Embassy

Avenida Reforma

Mexico D.F.

Tel. 011-52-5-211-0042

Fax: 011-52-5-207-7558

Mr. Art Dannart , USAID Representative

Ms. Nancy Sweeney HPN X 3575

UNICEF

Paseo de la Reforma 645

Lomas de Chapultepec

11000 Mexico, D.F.

Tel. 202-3233

Lic. Manuel Manrique, Director de Comunicacion y Movilizacion Social

Dr. Arturo Gonzalez Pineda, Consultor del Programa, Hospital Amigo

Direccion General de Atencion Materno Infantil

San Pablo 13

Centro Historico

Mexico, 06090, D.F.

Tel. 542-9154, 522-8421

522-7454 (fax)

Dr. Fernando Herrera Lasso, Direccion de Programas Especiales

Dra. Aurora Martinez, Jefe Depto. de Hospital Amigo del Nino y de la Madre

C.P. Rebecca Roneque y Gueva, Direccion de Programas Especiales, Jefe de Departamento Apoyo Deteccion Oportuna Cancer Cervico Uterino y Mammaria

The Population Council

Alejandro Dumas 50

Apartado Postal 105-152

11560 Mexico, D.F.

Tel. (525) 280-1725, 280-1475 (fax), 281-0702 (fax)

Dr. Kathryn Tolbert

Dr. Ana Langer

La Liga de La Leche\Mexico

Vrs #76, Esquina Bajio

Colonia Roma Sur

Mexico, D.F. 06760

Tel: 564-0956, Fax: 564-0181

Ms. Paulina Smith

CALENDAR OF MEETINGS

ANNEX 2

January 17

5:30 The Population Council, Tolbert
8:30 Hernandez

January 18

9:00 Hospital General, Tolbert, Hernandez, Salmon, Zavala
2:00 UNICEF, Manrique, Gonzalez, Tolbert

January 19

9:30 The Population Council, Tolbert, Langer
1:00 Hospital General, Herrera, Ramirez, Martinez, Ronque y Gueva, Manrique, Langer,
Tolbert

January 20

10:30 The Population Council, Martinez, Tolbert

January 21

8:30 Smith, Tolbert
11:00 Tolbert
3:30 USAID, Dannart, Sweeney

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WELLSTART
INTERNATIONAL SM

TO: Mary Ann Anderson, Acting Chief, Health Services Division,
G/R&D Health

FROM: Chloe O'Gara, *COG* Director, Expanded Promotion of Breastfeeding Program

DATE: February 16, 1994

SUBJECT: TRIP REPORT

RE: Cooperative Agreement # DPE-5966-A-00-1045-00

Attached are two copies of the trip report described below:

- Report title: Trip Report
- Date of trip: January 17-22, 1994
- Travelers: Linda Bruce and Aimee Martin
- Country: Mexico

If, upon reviewing this report, you determine that revisions are necessary, please send them to us within 30 days from the above date. If changes/additions or deletions are received from you or other reviewers, these will be incorporated into the report and revisions will be distributed. Otherwise, this report will stand as final.

We hope you find this document useful and welcome communication about it.

Enclosure 2 copies trip report with attachments

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 Wade DeWitt, USAID/Acquisitions
 Kathryn Tolbert, The Population Council
 Manuel Manrique, UNICEF
 Dr. Herrera Lasso, DGAMI
 Audrey Naylor/Ruth Wester, Wellstart International

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