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***END-OF-PROJECT REPORT***

***September 28, 1985  
to  
December 28, 1990***

***INNOVATIVE MATERIALS FOR POPULATION ACTION  
(IMPACT)***

***Contract Number A.I.D./DPE-3035-C-00-5049-00***

***Submitted to:***

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## ***I. PURPOSE AND STRATEGY OF PROJECT***

The purpose of the IMPACT (Innovative Materials for Population Action) project was to facilitate the communication of relevant research findings on population and family planning to policymakers in less developed countries (LDCs). The rationale for the project was rooted in the recognition that most research relevant to population policy in LDCs was communicated to the developed world's professional community through presentations at meetings and articles in scholarly journals. Consequently, little information that could be used in policymaking was getting through to LDC policymakers. What information did get through was often unevenly distributed, technical in tone, and of a length and design that discouraged reading by the very audiences who could use the information.

The IMPACT project addressed these serious gaps in information dissemination over the course of five years (October 1985 to December 1990). Its primary strategies were 1) to develop brief, attractive summaries of relevant population research and to distribute them to leaders in selected developing countries throughout the world; 2) to increase the capacity of selected LDC institutions to communicate population information to their own leadership groups, through country subprojects; and 3) to provide short-term help to LDC groups, USAID missions, A.I.D./Washington, A.I.D. cooperating agencies and others through the collaborative development of population materials for conferences and presentations. Because the project was experimental, internal evaluation was part of its design and provided the information to make course corrections in strategy over time.

Over the life of the project, IMPACT carried out its mandate by:

- ☛ Producing a total of 97 separate booklets on 40 different topics, including region- or country-specific versions in English, French, Spanish, Portuguese, Arabic, Turkish and Somali;
- ☛ Producing 37 separate posters, six population data sheets, an international satellite teleconference, three videos, and a variety of audiocassettes, slide sets, fact sheets, press releases and conference folders and agendas;
- ☛ Distributing these materials to targeted lists of leaders in 26 countries and to USAIDs and requesters in 50 additional LDCs: approximately 200,000 booklets and 50,000 other materials in all were directly sent out by IMPACT;
- ☛ Developing and supporting population-policy communications programs through major subprojects in seven countries (Ghana, Madagascar, a nine-country Sahel consortium, Somalia, Zimbabwe, Nepal and Turkey);

- Bringing a small number of key messages to the particular attention of thousands of LDC policymakers: a) family planning saves lives; b) modern contraceptives are in general safe and effective; c) rapid population growth imperils the quality of the environment in LDCs; and d) case histories show that family planning programs do work in LDC settings.

This final report summarizes the activities of the project carried out over the past five years, including deliverables under its contract and project outcomes in terms of advancement of population policy. The appendices describe specific activities in detail.

## **II. MAJOR PROJECT OUTCOMES**

Information dissemination plays a key role in population policy formation and implementation, but is never sufficient by itself. It acts in concert with many other societal factors and often enhances the efficacy of other direct and indirect interventions. It is therefore difficult to claim unequivocally that certain outcomes are due solely to IMPACT activities. Nonetheless, it is reasonable to make the judgment that IMPACT activities contributed to certain advances in the complex process of building support for population and family planning among LDC leaders:

1. IMPACT brought population and family planning issues to the attention of extremely large numbers of developing country leaders -- far more than envisioned by the IMPACT contract. The original contract called for materials to be sent to 5,000 leaders in all 69 A.I.D.-supported countries. Given IMPACT's three major mailings, it would have distributed about 15,000 booklets to this list. IMPACT narrowed its focus to 25 LDCs and, by working through in-country representatives, developed a list of 13,200. If it had confined its efforts to this list alone, it would have distributed about 40,000 booklets in its three mailings. However, IMPACT actually distributed over 430,000 booklets, which were sent directly to LDCs through IMPACT's three mailings and through secondary requests from both LDC and developed-country organizations that collaborate with or train LDC personnel.
2. It is probable that IMPACT materials stimulated some policy-relevant activities among at least several thousand LDC leaders who received them. Our internal evaluation found that at the time of the interview (or questionnaire), over half of the recipients read the IMPACT materials and more than 40 percent had discussed them with colleagues, used them for articles or presentations, adopted or adapted them for training or had taken some other action; another 40 percent said that they intended to take such actions. The external evaluation found that one-third of the LDC audiences they surveyed felt that IMPACT materials had "thus far made a noticeable contribution to population or family planning policy in their countries." Applying either fraction (1/3 or 2/5) to the large audiences reached suggests that more than awareness-raising was achieved; policy-relevant actions were

stimulated among a significant number of recipients of IMPACT materials. It is not unlikely, therefore, that IMPACT's brief, attractive summaries of Demographic and Health Survey country reports would not only increase the familiarity of country leaders with the DHS findings but would inspire action on the part of many of them.

3. In Jordan, IMPACT's *Family Planning Saves Lives (FPSL)* had a catalytic effect among the large numbers of leaders to whom it was distributed (with the help of a Jordanian professor). According to the former USAID population officer in Jordan, the health rationale for family planning presented in the booklet was embraced enthusiastically and formed the basis for a new kind of information campaign. The demographic rationale was considered politically volatile. A phone call and note from the Lord Chamberlain of Jordan confirmed this assessment of the role of FPSL.

4. The subprojects contributed to incremental policy change. For example, a population authority to implement Ghana's 20-year-old policy has been endorsed by the government, an advance attributed by many (including the USAID population officer) as an outcome of PIP/Ghana, an IMPACT subproject. In Madagascar, a joint IMPACT and OPTIONS I subproject has contributed to the adoption of a population policy. IMPACT's assistance (often in collaboration with OPTIONS I) to CERPOD -- consultation on audience identification, mailing list development, booklets, a data sheet, a journalists' workshop and a video -- has in turn inspired more interest in population policies and CERPOD assistance among the Sahelian member states. In Turkey, the country-specific version of *Contraceptive Safety: Rumours and Realities*, originally produced for a conference, was so popular that an extra print run permitted distribution to every obstetrician and gynecologist and every medical school in the country.

5. *Global Edition*, an IMPACT program to improve the quality and quantity of coverage of population and the environment, has taken on a life of its own. A collaborative effort with editors of newspapers and magazines throughout the developing world, it is now supported by the MacArthur Foundation. *Global Edition* has retained its original participants and has added editors in Egypt, India, Nigeria and Indonesia. It is now developing plans to expand into radio networks. This former IMPACT activity now reaches an estimated twelve million readers.

6. IMPACT materials are useful for policy dialogue between donors and top country leaders. For example, on a recent trip to Africa, the A.I.D. Administrator brought special presentation copies of IMPACT's *African Population Images* to present to national leaders. In addition, the State Department Coordinator for Population Affairs uses IMPACT materials for briefings with U.S. ambassadors and ambassador-nominees to provide them with the information they will need to discuss population assistance with their national counterparts.

IMPACT -- through research, evaluation and trial-and-error -- has developed an approach to the development, "packaging" and distribution of materials to targeted audiences that will be carried on not only in PRB's future A.I.D.-funded activities but also in the work of other organizations whom IMPACT has influenced. To sum up: brief, attractive materials written for non-specialists are effective; they are even more effective if they focus on country-specific topics and are written by and distributed under the aegis of highly regarded country nationals, and targeted to balanced categories of leaders.

### **III. DISTRIBUTION STRATEGY**

#### **THREE-TIER DISTRIBUTION STRATEGY**

Throughout the IMPACT Project, distribution of the thematic packets was carried out according to a three-tier distribution strategy. Tier-one consisted of the countries where IMPACT had subprojects: Ghana, Turkey, Madagascar, the Sahel (nine countries), Somalia, Nepal and Zimbabwe. In these countries, thematic packets were distributed in close collaboration with the subproject personnel who used the materials for subproject activities, developed mailing lists of policymakers, and delivered the materials. (See Appendix A for more detail on any individual country).

The second-tier consisted of another nine countries chosen by IMPACT and A.I.D. as priority countries: Togo, Zaire, Bangladesh, Pakistan, Ecuador, Guatemala, Mexico, Peru and Jordan. In these countries, IMPACT's efforts focused primarily on the distribution of the thematic packets (in several of these countries IMPACT also carried out "minor country tasks" such as posters for conference or technical assistance on dissemination). A mailing list for each country was developed with the help of an in-country representative who also helped with the delivery of the packets.

All other A.I.D. countries were considered tier-three countries. No mailing lists were developed and materials were distributed only through requests from A.I.D. Missions, other CAs or in-country institutions or individuals.

#### **OTHER DISTRIBUTION**

IMPACT publications continue to be in demand, especially the thematic booklets. Over 47,500 copies of *Family Planning Saves Lives (FPSL)* and 107,000 copies of either *Contraceptive Safety: Rumours and Realities* or *Contraceptive Safety: An Overview (R&R)* have been distributed. (See Appendix B for a list of IMPACT's materials printed and distributed throughout the project.) Distribution (and reprinting if needed) of these popular materials will continue under PRB's revised Cooperative Agreement with A.I.D., signed in September 1990.

The last material produced under the IMPACT project, *African Population Images*, will be distributed by the end of February, 1991. To-date, 1,600 copies have been distributed, 4,000 copies have been ordered and another 6,100 copies will be mailed to a newly developed, Africa-wide distribution list of major population, development and media organizations. This will leave approximately 8,000 copies for secondary distribution. Both English and French versions of the booklets and accompanying poster were produced.

#### **IV. THEMATIC BOOKLETS**

One of IMPACT's first tasks was to prepare a list of possible themes for thematic booklets. Originally up to eight thematic booklets were to be produced over the life of the project. Among the topics discussed were the health benefits of family planning for mothers, children and families; economic development and population growth; the safety and effectiveness of contraceptive methods; the determinants of fertility; population and the environment; and, the efficacy of family planning delivery systems. A later amendment changed the number to up to four thematic booklets, due to the time-consuming nature of the task. The resulting booklets were:

##### ***Family Planning Saves Lives: A Strategy for Maternal and Child Survival (1986)***

This 20-page booklet emphasizes the importance of childspacing for the health of mothers and children. It was published in several versions: English, Spanish, French, Turkish, Portuguese and Arabic. This attractive booklet, with its beautiful color photos, was designed to attract the attention of even the busiest policymaker. It was presented in a portfolio with pockets containing the booklet, a cover letter, a poster (matching the booklet cover), a country-specific sheet of health and family planning data, a questionnaire requesting feedback on the packet, an IMPACT brochure and a PRB *World Population Data Sheet*. The packet was mailed to tier I and II countries and distributed to A.I.D. missions in tier III countries. Following this initial distribution, secondary requests came in through many other sources. By the end of the project, a total of 47,000 FPSL booklets had been distributed. IMPACT also produced a slide show based on the booklet in English, French and Spanish versions and about 100 sets were distributed. An updated version of *Family Planning Saves Lives*, based on the *Demographic and Health Surveys* will be produced under PRB's Cooperative Agreement with A.I.D.

##### ***Contraceptive Safety: An Overview (1988)***

##### ***Contraceptive Safety: Rumours and Realities (1988)***

IMPACT began by asking Dr. Peter Lamprey of Family Health International (FHI) to write a preliminary draft of a booklet which would help to counter rumors about the safety of modern contraceptives. Using that text as a springboard, IMPACT produced

a new text that was sent out to be reviewed by medical experts and LDC reviewers. The philosophy behind a double review process lay in the sensitivity of the topic. IMPACT wanted to make sure that the text balanced scientific accuracy and clarity on the one hand and sensitivity to readers' modesty and culture on the other. The second booklet (*Rumours and Realities*) contains carefully researched information on the various methods of contraception and assesses the advantages and disadvantages of each. Extensive bibliographic and reference information adds to its usefulness. The first booklet (*An Overview*) summarizes this information for busy policymakers; there are more photographs, less text and no references. The *Overview* begins by an open letter to policymakers signed by regional LDC medical experts urging leaders to give serious attention to the topic of family planning and to the information contained in the booklets.

The thematic booklets were produced in five versions: English (for English-speaking Africa), English (for English-speaking Asia), French (for French-speaking Africa), Spanish and Arabic with appropriate regional photos. In addition, the Ankara Gynecological Society adapted and produced a Turkish-language version and a Portuguese version was produced independently by ABEPF, a Brazilian family planning institution, both with technical assistance from IMPACT. Low-cost translations were also prepared in Bangla and Nepali in Bangladesh and Nepal respectively. A Somali booklet integrating concepts from the first and these thematic booklets were part of the Somalia subproject. Included in the folders with the booklets were regional posters, questionnaires and a PRB *World Population Data Sheet* in the appropriate language. IMPACT distributed these booklets to tier I and II countries and to A.I.D. missions in tier III countries, besides fulfilling secondary requests. One such request came from the Ministry of Health in Tanzania (not an IMPACT target country) which requested 1,500 sets of the thematic booklet. The total distribution of the *Contraceptive Safety* booklets at the end of the project stands at more than 107,000. The remaining copies of these booklets are being distributed, upon request, through PRB's Cooperative Agreement with A.I.D.

### ***Sustainable Development: The Challenge of Our Times (1989)***

Using a different format from the other thematic booklets, IMPACT developed a worldwide editorial project aimed at enhancing LDC coverage of environment and population issues. IMPACT's approach was to underscore the most direct linkages between population factors and environmental concerns and to examine workable solutions for "sustainable development." Working through major LDCs magazines, journals and newspapers, IMPACT coordinated the simultaneous worldwide publication of a special report called *Global Edition*. Each participating publication ran an 8-page global overview of the subject, written by IMPACT in consultation with international environmental experts; it was accompanied by a complementary 8-page piece written by local journalists on local or regional environmental concerns. Press overruns of the various supplements allowed IMPACT to send a region-specific 16-



page report to its mailing list of policymakers. Participating in this effort were *New African* (East Africa), *Estrategia* (Colombia), *Mexico Desconocido* (Mexico), *The Middle East*, *Development Horizons* (Kenya), *Latin America Finance*, *Environment Folio* (Asia), *The Sunday Mail* (Zimbabwe), *Satsarin* (Thailand), *Sawt al Sha'ab* (Jordan), *Bichitra* (Bangladesh) and *Pop Sahel* (West Africa). The overall circulation of the newspapers and magazines that included the insert is 432,000. The *Global Edition* project was able to continue for two more years through a MacArthur Foundation grant. With the addition of publications in Egypt, Nigeria, Indonesia and India, *Global Edition* now reaches an estimated 12 million readers.

#### ***Population and Economic Development***

IMPACT developed and circulated a draft text for a booklet on this topic. However, for various reasons -- including lack of consensus among scholars in the field -- the booklet was deferred in favor of other IMPACT activities.

### ***V. DETAILED SUBPROJECT ACTIVITIES***

#### **GHANA**

During the winter of 1986, IMPACT staff visited Ghana to assist in the development of materials for a national conference on population, which was held in April of the same year. Out of the Ghana National Conference on Population and National Reconstruction grew IMPACT's first major subproject, the Population Information Project (PIP) of the University of Ghana, now in its fifth year of operation.

During the past four-and-a-half years, PIP staff -- a small group of geography and demography professors at the University of Ghana -- have engaged in a series of activities to communicate Ghana-specific research findings on population topics to public and private-sector leadership groups throughout Ghana. Their activities have included scores of presentations, seminars and workshops to leadership groups (including traditional leaders) as well as one-on-one meetings with high-level policymakers. PIP/Ghana has also organized regional meetings, held workshops for the media and sponsored regular articles in the press as well as radio and TV broadcasts. Perhaps the most visible of its activities is the series of nine original booklets (and one revision) on population themes which PIP staff wrote or commissioned and which the IMPACT Project edited and published. The booklets were distributed to a wide range of Ghanaian leaders. The titles of the booklets are:

- ★ *Population Growth and Development in Ghana, 1987, revised 1990*
- ★ *Some Implications of Early Childbearing in Ghana, 1987*

- ★ *The Ghanaian Woman: Development Through Education and Family Planning, 1987*
- ★ *Maternal-Child Health and Family Planning in Ghana, 1988*
- ★ *Population and Food in Ghana, 1988*
- ★ *Some Implications of Rapid Population Growth in Ghana, Interviews with Members of Government, 1988*
- ★ *Urbanization in Ghana, 1989*
- ★ *Twenty Years of Population Policy in Ghana, 1989*
- ★ *Population and Environment, 1990*

One of IMPACT's final materials is *Reaching Out to Policy-Makers: The Population Impact Project of Ghana*. It features PIP as a model program of population information dissemination. This booklet is one of IMPACT's occasional booklets on successful population/family planning programs in LDCs and will be distributed under PRB's Cooperative Agreement with A.I.D.

## OUTCOMES

- ☛ National Population Conference held in 1989, co-sponsored by government;
- ☛ PIP director appointed to national population committee;
- ☛ Government donated vehicle to PIP for presentations at regional seminars;
- ☛ Government plans to print 10,000 copies of PIP booklet *Some Implications of Rapid Population Growth in Ghana, Interviews with Members of Government* to distribute throughout the country;
- ☛ PIP booklet on adolescent fertility adopted as text for Family Life Education in secondary schools;
- ☛ Participation of government officials as presenters in regional seminars;
- ☛ Commitment from government for financial support;
- ☛ Spin-off news articles and broadcasts on population and family planning (not sponsored by PIP);
- ☛ Positive attitude changes toward family planning among Ghanaian leaders documented through evaluation interviews; and

- ☛ Government endorsement (in 1990) of a population authority to implement Ghana's 20-year-old population policy with active involvement of PIP.

## MADAGASCAR

In collaboration with the OPTIONS project, IMPACT assisted with the development of an official population policy in Madagascar. IMPACT assistance began with a minor country task in April 1987 to support a national seminar on population and development, and evolved into a subproject in November 1987. IMPACT assistance was funded by an \$80,000 buy-in from REDSO/ESA funds.

During 1988 and the first half of 1989, the Population and Development Unit (UPD) of the Planning Directorate held a series of meetings of an interministerial technical committee (CTI) to review technical papers on population and to draft policy recommendations. IMPACT offered technical support for these meetings to help improve their format as well as the quality of the materials produced for the meetings, for evaluation of the recommendations and for their dissemination. This assistance included an initial design/technical assistance trip to Madagascar in November 1987; a staff visit for the first CTI session (June 1988); a last synthesis session (April 1989); computer hardware, software and training (through a subcontract with The Futures Group); other equipment (photocopier, binding machine and supplies for each); and report covers, mailing envelopes and postage.

During the last month of IMPACT's contract, the population policy was officially proclaimed by Madagascar's parliament. Unfortunately, the proclamation came too late for IMPACT to complete one task originally envisioned in the 1987 strategy -- to produce a booklet containing a summary of the policy for wide dissemination throughout Madagascar. The official proclamation of the policy was postponed for a variety of political reasons and its eventual timing did not allow IMPACT to produce a booklet before the December 1990 end-of-project date. The funds from the buy-in that had been programmed for the booklet were reprogrammed to fund a regional-level leaders' workshop run by FISA, Madagascar's IPPF affiliate. PRB's International Programs hopes to be able to produce the booklet under its new subcontract with OPTIONS II, recently awarded to The Futures Group.

## OUTCOMES

- ☛ Private-sector, service-delivery organizations were brought into the planning process.
- ☛ Government interest in population issues was heightened and USAID/Antananarivo is currently negotiating the first population bilateral project.
- ☛ The project helped clarify the roles of different government agencies in drafting and implementing the population policy and facilitated better coordination. Thus,

IMPACT and OPTIONS contributed to the process leading to final enactment of a government population policy.

## NEPAL

In November 1986, USAID/Kathmandu requested that IMPACT staff visit Nepal to assess possibilities for population-policy activities. Based on that initial IMPACT visit, IMPACT received a joint Mission-A.I.D./W buy-in for \$130,000 to carry out a collaborative IMPACT/RAPID subproject. After several design trips, a subproject was finally negotiated in January 1989 with the Ministry of Health. The project ran from July 1989 through December 1990.

The audience for the subproject was local-level leadership groups. Activities included the following: development of a RAPID model; production of supporting IMPACT materials -- two booklets (on planning for maternal-child health and family planning services) and a series of worksheets; presentation of the model and print materials at workshops for District Public Health Officers (DHPO), other government employees and the media; and dissemination of the booklets throughout Nepal. Most of the day-to-day work was carried out by private firms in Nepal, under supervision of the Ministry of Health and with technical assistance from IMPACT and RAPID. The RAPID part of the subproject was carried out by New Era, a private consulting firm. Nepal Studies Centre, headed by IMPACT's mailing list representative in Nepal, Mr. Chij Shrestha, carried out the materials-production aspect of this subproject.

The subproject fell somewhat behind schedule due to political disturbances in Nepal. However, all subproject activities have either been completed or scheduled for the near future.

The RAPID and DPHO booklets and worksheets have been edited in Nepal, translated and printed. The Ministry of Health is responsible for their distribution and plans to use them at workshops in all 75 of Nepal's districts. The materials have been receiving "rave" reviews particularly the worksheets. As a set of three materials, USAID and MOH feel the DPHOs have an important policy tool. Of the seven workshops to present the RAPID model, two were held in May 1990, two were carried out in December 1990 and the others have been scheduled for early 1991.

## OUTCOMES

- Both IMPACT and RAPID were able to develop useful approaches for dealing with local-level leaders, an expansion from their usual target audiences.

- ☛ RAPID developed a storyboard presentation as part of the RAPID model which focused on Nepal's family planning program. This had two outcomes: 1) MOH and other local counterparts learned a useful new software not envisioned in the original subcontract which has already been adapted for other policy-communicators efforts; and, 2) RAPID has now adopted this storyboard component for other countries.
- ☛ While in country, IMPACT and RAPID staff were able to assist in other ways outside the subproject activities: because IMPACT gave a presentation on the health benefits of family planning and RAPID helped prepare a high-level presentation on population and development, more country leaders were exposed to arguments for population and family planning than originally envisioned.
- ☛ Distribution of the materials is being expanded way beyond the originally planned.
- ☛ A locally-produced Nepali-language version of the breastfeeding booklet produced in collaboration with Georgetown University will be produced as a follow-on to the subproject materials, expanding greatly the audiences exposed to the booklets.

## SAHEL

IMPACT signed a \$123,800 subcontract with CERPOD (the Center for Applied Research on Population and Development in the Sahel) based in Bamako, Mali, in July 1987. \$75,000 was funded through a buy-in from the Africa Bureau's Sahel Population Initiatives Project. The objectives were to disseminate population information to a broad range of policy audiences throughout the Sahel and to assist with CERPOD's efforts to develop appropriate population policies. Since 1987 there have been three amendments to the subcontract implementation schedule and budget.

The subcontract included a variety of activities including a workshop for journalists, dissemination of IMPACT thematic packets and the production of a series of print materials -- an institutional brochure, four booklets and a data sheet. The final revision of the subcontract added the production of a video to support one of the booklets.

All activities have been completed: 1) the journalists' workshop was held in September 1988; 2) CERPOD distributed the French version of *Contraceptive Safety: An Overview* and *Contraceptive Safety: Rumours and Realities* throughout the Sahel (IMPACT provided an English version for the Gambia and a Portuguese translation for Cape Verde and Guinea Bissau); 3) CERPOD participated in *Global Edition* in 1989 by including the *Sustainable Development* insert (which counted as one of their four booklets) in their journal *Pop Sahel*; 4) the CERPOD institutional brochure, in English and French was completed in early 1989; 5) three booklets were completed in French and English -- *Population and Development in the Sahel: The Challenges of Rapid Population Growth*, the *N'Djamena Plan*

of Action for Population and Development in the Sahel and Family Planning, Family Health, and Development in the Sahel; 6) a Sahel data sheet was completed; and 7) IMPACT's consultant, Georges Collinet, produced a video entitled *The Race Against Time* based on the booklet *Population and Development in the Sahel: The Challenges of Rapid Population Growth* which CERPOD will distribute for broadcast in the Sahel countries.

## OUTCOMES

- ☛ The journalists' network, starting under the IMPACT/CERPOD subproject, has been refunded under PCS.
- ☛ Georges Collinet, a well-known African radio personality, participated in the IMPACT-funded journalists' workshop. Based on this work there, he was asked to lead a journalists' workshop in Niger. Subsequent media coverage was judged a significant contribution to the development of a draft population policy by the USAID population officer.
- ☛ The video, *The Race Against Time*, will enhance the message of the booklet *Population and Development in the Sahel: The Challenges of Rapid Population Growth* and will be shown on television and to various organizations. This exposure will multiply the audiences for population and family planning messages long after IMPACT's work is done.
- ☛ CERPOD is now aware of the need for a publications strategy and will be working to develop one which targets materials for the various intended audiences.

## SOMALIA

Activities for the Somalia subproject began in September 1988, funded through a Mission buy-in for \$190,655. The purpose of the subproject was to assist the Somali Family Health Care Association (SFHCA) to expand their information, education and communication efforts on health and population, especially for a leadership audience.

The scope of work ultimately agreed upon between IMPACT and the SFHCA included the following support and production of materials: 1) four posters; 2) five booklets; 3) a set of color slides; 4) two folders; 5) two report covers; 6) a distribution list; and 7) conference support.

- ★ Three posters were completed which promoted:
  - 1) prolonged breastfeeding,
  - 2) a conference on Islam and Childspacing, and
  - 3) family health, including breastfeeding, childspacing and eradication of female circumcision.
  
- ★ Five booklets were completed, including:
  - 1) *Islamic Perspectives on Childspacing* (Somali);
  - 2) *Population and Development in Somalia* (Somali);
  - 3) *Islamic Source Manual on Childspacing* (Arabic);
  - 4) *Childspacing Saves Lives* (Somali); and
  - 5) *Contraceptive Rumours and Realities* (Somali).
  
- ★ Four sets of a color slide-show (40 slides) and text on childspacing and health were provided to the SFHCA.
  
- ★ One folder, designed to match the breastfeeding poster, was produced as part of the Association's "Breastfeeding Promotion Campaign."
  
- ★ One set of report covers was produced for use with reports written by the SFHCA staff and other materials. For example, the covers were used to bind the Islam and Childspacing Conference agendas.
  
- ★ A distribution list of 200 leaders' names and addresses was developed to facilitate distribution of materials to a policy audience.

IMPACT staff travelled to Somalia three times to provide technical assistance in the development of the above materials. A few of the materials in the scope of work were not completed; the poster and folder for the Third National Population Conference were not completed because the conference was postponed due to continued delays in processing of the 1986-87 Census data. IMPACT also had two occasions to meet with two SFHCA staff members in Washington, D.C. IMPACT provided the SFHCA with a total of \$13,334 to support local costs associated with the project, including: translations, proofreading, photographs, transportation, and conference support.

IMPACT collaborated with UNFPA and the SFHCA on a conference for Islamic leaders on Islam and Childspacing held in Mogadishu in May 1990.

Due to the escalation of the civil war and violence within the capital during December 1990, IMPACT was not able to ship the last completed materials to the SFHCA. PRB continues to monitor the situation, and will ship these materials as soon as it appears possible.

Despite the deterioration of the economic, political and social situation in the country during the project, IMPACT and the SFHCA were able to develop a comprehensive set of materials which focused on Islam and childspacing. Educating the Islamic leaders was a priority of the SFHCA, and the conference for religious leaders provided a useful forum for the distribution of materials and discussion on the subject of childspacing. IMPACT also provided materials related to the health benefits of childspacing in the Somali context and another on the rumors prevalent in Somalia relating to contraceptive use. All of these materials will be useful in the promotion of maternal and child health and childspacing in Somalia in the future.

## **OUTCOMES**

- ☛ National Islamic leaders developed a conference manual on childspacing for future use by sheikhs throughout the country, especially for religious education;
- ☛ The conference on Islam and childspacing for Islamic leaders helped to validate the perception that Islamic teachings do not preclude family planning. This could be very important for future family planning initiatives in Somalia.
- ☛ A public statement was made at the Islam and Childspacing Conference by the Prime Minister on the need for childspacing to plan for the future in Somalia. This was the first such declaration by a high-level government leader.
- ☛ The capabilities of SFCHA staff were strengthened to develop and distribute IEC materials; and
- ☛ The sets of Somali-language materials developed and distributed to promote birthspacing and maternal-child health in the Somali context could have a significant impact on its leaders.

## **TURKEY**

IMPACT's subproject in Turkey was funded by a buy-in from A.I.D.'s Asia/Near East Bureau and ran from October 1986 until January 1989. The subproject worked with three separate in-country groups to produce and distribute population-policy materials.

### **A. Environmental Problems Foundation of Turkey (EPFT)**

IMPACT and EPFT worked together to disseminate population information, particularly highlighting the relationship between population growth and the environment:



- ★ A handbook on Turkey's population;
- ★ A Turkish population data sheet;
- ★ A 30-minute video on population and environment in Turkey;
- ★ A three-day leadership conference; and
- ★ A Turkish translation of FPSL produced in Turkey and distributed to EPFT's mailing list.

#### **B. Hacettepe University**

IMPACT funded the production of a booklet with color photos and charts summarizing the 1983 Reproductive Health Survey. Both the survey and the booklet were produced by Hacettepe University and were promoted through a press conference.

#### **C. Ankara Gynecological Society**

IMPACT research found that a translated version of a U.S.-produced population material was not acceptable to Turkish audiences, and 2) the EPFT was not the appropriate group to produce and disseminate the Turkish version of *Contraceptive Safety: Rumours and Realities*. IMPACT collaborated instead with the Turkish Gynecological Society which wrote, produced and disseminated its own Turkey-specific booklet on the topic.

### **OUTCOMES**

- ☛ The Turkish Ministry of Health purchased and made extensive use of the population-environment video for in-service and pre-service health education training. In addition to its original broadcast, the video was shown many more times on national television and loaned to many organizations for showings.
- ☛ The importance of local sponsorship and production (where possible) of materials was reinforced; the Turkish-developed *Contraceptive Safety*, written and produced locally, was far more favorably received than *Family Planning Saves Lives*, which had only been translated into Turkish from the English version.
- ☛ The Turkish *Contraceptive Safety* had to triple its production to accommodate requests from doctors, medical schools and schools of nursing and midwifery.

## ZIMBABWE

IMPACT received a \$50,000 buy-in from the Africa Bureau's Family Health Initiatives Project to carry out activities in Zimbabwe. While IMPACT's activities in Zimbabwe never constituted a formal subproject, IMPACT did collaborate extensively with the Zimbabwe National Family Planning Council (ZNFPC) in a sequenced set of activities from November 1986 to March 1989 to support population policy development in Zimbabwe:

- ★ Editing and production of a booklet summarizing the *Zimbabwe Reproductive Health Survey: Information for Policy Action*;
- ★ Distribution of *Family Planning Saves Lives*;
- ★ Development of slides on population-policy development;
- ★ Production of posters/folders for the 1988 conference, *The Population Dimensions of Zimbabwe's Development Problem: Numbers vs. Resources*;
- ★ Production of the proceedings from the same conference;
- ★ Editing and production of a booklet on an innovative women's literacy, self-help and family planning project, *Kubatsirana: Helping Each Other*;
- ★ Development of a set of slides on the proposed Population Policy Secretariat presented at a December 1988 Parliamentarians Conference;
- ★ Funding Zimbabwe's participation in *Global Edition's Sustainable Development: The Challenge of our Times*, including supporting a participating editor at the 1989 Nairobi seminar and publication of the supplement in *The Sunday Mail*; and
- ★ Distribution of *Contraceptive Safety: An Overview and Contraceptive Safety: Rumours and Realities*

## OUTCOMES

- ☛ After working with IMPACT on the distribution of materials, the ZNFPC now uses a targeted approach to distribution of its materials.
- ☛ IMPACT-produced materials helped to educate leaders about the role a formal population policy could play in increasing contraceptive prevalence in Zimbabwe.
- ☛ Eighty percent of leaders surveyed had seen and had read most of the *Sustainable Development* supplement in Harare's *The Sunday Mail*.

## **VI. MINOR COUNTRY TASKS AND OTHER ACTIVITIES**

In addition to thematic materials and subprojects, IMPACT also produced what the contract called "minor country tasks." These tasks frequently were not "minor" and many crossed country boundaries. Several of these tasks are described below; others are listed under Appendix E.

### **A. KENYA BOOKLETS**

Two booklets were produced under a buy-in from USAID/Nairobi. The first booklet, *Making Community Distribution Work*, described the family planning programs of the CPEA Chogoria Hospital, which taps an effective network of volunteers. Five thousand copies were sent to Kenya for their distribution. The second booklet produced under this buy-in was the *Family Planning Private Sector Programmes: New Paths to Family Planning*, which describes an innovative approach to family planning delivery through factories and plantations. Local Kenyan artists illustrated the booklet. A total of 8,000 copies of the booklet were printed and distributed between the FPPS group in Kenya and John Snow, Inc., FPPS's parent company.

### **B. SATELLITE TELECONFERENCE**

In conjunction with the Better Health for Women and Children Conference in Nairobi, Kenya, October 1987, IMPACT hosted a teleconference between five internationally known health and family planning specialists attending the conference and ten top-quality broadcast journalists representing the international press based in Washington, D.C. This was a ground-breaking population communications event linking two continents and offering live, dynamic programming on an important population topic. Two edited versions of the original hour-and-a-half broadcast were produced -- one carrying the complete interviews and the other a half-hour version. Overall, more than 50 videotapes were distributed to 16 USAID missions and other recipients around the world.

### **C. DHS SUMMARIES**

IMPACT completed a series of 18 summary reports of the Demographic and Health Surveys in collaboration with IRD/Macro Systems (formerly Westinghouse). These 16-24 page booklets summarize the major findings of the surveys, using quotations, graphics and photographs to present the information to a non-technical audience. The summaries were produced to inform busy policymakers, in their own languages, about the key findings of the national survey.

IMPACT wrote, edited, and translated the texts, with contributions from IRD regional and country monitors. Once a text was approved by the in-country institution which had carried out the survey, IMPACT produced the booklets. IRD maintained responsibility for distribution of the booklets in each country. However, IMPACT assisted in countries where IMPACT had a distribution representative. In some cases this assistance included the provision of addressed mailing labels from IMPACT's list; in others, IMPACT in-country representatives were asked to coordinate the local distribution.

The 18 reports were completed between September 1988 and December 1990. These include, in Spanish: Ecuador, Guatemala, Mexico, Peru and Bolivia; in French: Mali, Senegal, Morocco, Togo, and Tunisia; in Portuguese: Brazil; in English: Indonesia, Kenya, Uganda, Zimbabwe, Egypt, Ghana, and Liberia.

#### **D. TATA IRON AND STEEL COMPANY PROGRAM**

IMPACT collaborated with John Short & Associates' TIPPS Project in India to produce a booklet describing the TATA Iron and Steel Company's successful family planning program. The booklet entitled, *The Tata Steel Family Welfare Story: Benefits for Company and Community*, was distributed to business and government leaders throughout India. IMPACT staff traveled to Jamshedphur, India, to interview TATA managers and family planning clients. The booklet was enthusiastically received and the supplies exhausted quickly.

#### **E. "SAFE MOTHERHOOD" MATERIALS**

IMPACT provided technical assistance to Family Care International in the graphic presentation of materials prepared for a series of country seminars which followed the *Safe Motherhood* International Conference held in Kenya in October 1987. IMPACT also contributed funds towards the reprint of the popular poster designed for the conference. IMPACT had earlier produced materials for the original conference.

#### **F. NATURAL FAMILY PLANNING AND BREASTFEEDING BOOKLETS**

IMPACT and Georgetown University (G.U.) collaborated on two major publications: *Natural Family Planning: A Good Option* and *Breastfeeding: Protecting a Natural Resource*. These four-color booklets, written to introduce policymakers to two important and often misunderstood topics, were produced in English, French and Spanish. G.U. is in charge of their distribution.

## **G. LATIN AMERICA'S SECOND PARLIAMENTARIANS CONFERENCE MATERIALS**

IMPACT prepared the briefing packets for the Second Conference of Western Hemisphere Parliamentarians on Population and Development. IMPACT collaborated closely with the Inter-American Parliamentary Group on Population and Development (IAPG) and IPPF/WHO in the writing and editing of the five texts that formed the backbone of the conference agenda. IMPACT then produced the five booklets in English and in Spanish in a bright and colorful format. The booklets titles are: 1) *Women in Latin America and the Caribbean: The Invisible Half*, 2) *High Infant Mortality and the Plight of Street Children*, 3) *Population and the Environment*, 4) *Family Planning and the Health of Mothers and Children*, and 5) *Population Policy in Latin America and the Caribbean*. IMPACT also produced a colorful conference folder and poster and provided the cover art for the conference agenda.

## **H. ZAIRE MATERIALS**

IMPACT produced a set of supporting materials -- folders, report covers and a poster -- for the PSND (National Service for Desired Births.) These materials were used to support PSND's outreach work with local religious and government leaders.

## **I. MOROCCO MATERIALS**

Upon USAID/Rabat's request IMPACT provided 1) 1500 copies, in a combination of French and Arabic, of *Family Planning Saves Lives* booklets and *Contraceptive Safety* packets; 2) posters and folders in French and Arabic designed specifically for the conference; 3) fact sheets (prepared in collaboration with The Futures Group) in French; and 4) certificates of appreciation in Arabic for the 10th-anniversary celebration of the successful VDMS community-based distribution project.

## **J. THE STORY OF PROFAMILIA**

IMPACT edited and produced in Spanish a booklet describing the successful family planning efforts of PROFAMILIA, a private family planning association in Colombia. The booklet reinforced PROFAMILIA's support within Colombia and informed other countries about a successful family planning program. IMPACT also produced an English version of the PROFAMILIA booklet to distribute along with other models on successful family planning programs.

## K. AFRICAN POPULATION IMAGES

IMPACT edited and produced a 20-page booklet in English and French highlighting population trends in Africa, which was funded by a buy-in from A.I.D.'s Africa Bureau. The booklet, entitled *African Population Images*, presents a selection of full-color three-dimensional graphics produced by the Cray computer and supported by a clear, explanatory text. The booklet and accompanying poster are being distributed to policy audiences as well as educators and university-level students throughout Africa.

## VII. AD HOC REQUESTS

During IMPACT's five-year contract, its staff responded to a total of 106 ad hoc requests. Many of these requests involved producing slides created in-house by IMPACT staff using computer graphics. Other requests mainly involved distribution of materials to LDCs or for use by other institutions involved in international development. Many of these activities supported presentations made by A.I.D.'s Office of Population. A list of Ad Hoc requests is available in each semi-annual report.

The number of ad hoc requests performed each year were:

Year 1:	19 <u>ad hoc</u> requests
Year 2:	25 <u>ad hoc</u> requests
Year 3:	25 <u>ad hoc</u> requests
Year 4:	22 <u>ad hoc</u> requests
Year 5:	15 <u>ad hoc</u> requests

## VIII. INTERNAL EVALUATION

"Market research" and evaluation of materials and activities were built into the IMPACT Project design. This extremely useful feature permitted IMPACT to develop initial strategies, make course corrections based on feedback from its LDC audiences, and, after sufficient data were gathered, to make some generalizations about effective ways to disseminate population information in LDCs.

Working through a subcontractor, the task orders that were executed included:

1) developing a standard set of core questions for focus-group discussions; 2) analyzing "bounceback" questionnaires returned by LDC recipients of the *Family Planning Saves Lives* booklet and accompanying materials; 3) developing a standard personal-interview format; 4) conducting and analyzing personal interviews with Ghanaian leaders regarding their reactions to IMPACT and its subproject's activities and materials; 5) evaluating subproject activities in Turkey; 6) gathering baseline data for a journalists' network in the Sahel, a part of an IMPACT subproject; 7) evaluating the *Global Edition* international journalism program; 8) conducting and analyzing personal interviews with Zimbabwean leaders regarding their reactions to the *Contraceptive Safety* packet; 9) assessing IMPACT's mailing list, based on a sample of its target countries; and 10) analyzing bounceback questionnaires returned by LDC recipients of the *Contraceptive Safety* packet.

The findings from this body of evaluation are described in great detail in the reports for each task order and give a fuller picture than can be given here. However, the following points summarize the conclusions of IMPACT's five years of activities based on evaluation feedback:

- ☛ Certain kinds of materials can successfully compete for the attention of and inspire action in busy LDC policymakers: they must be brief, attractively designed and illustrated, and written in non-technical language. They also must come from a trusted source.
- ☛ Of highest interest to all categories of LDC leaders, including those in the media, is country-specific information, followed by regional data. Topics of global importance (eg., health benefits of birthspacing) can be communicated most effectively through a country-specific focus.
- ☛ Among population topics, leaders are most interested in the socio-economic effects of rapid population growth on their own countries, family planning and health, male involvement in family planning, contraceptive safety, and case histories of family planning programs that have worked in their own country or region.
- ☛ LDC leaders particularly trust and are more likely to use materials prepared and distributed by experts from their own country than by outsiders. In some countries this preference is even more pronounced and materials from outsiders are viewed with suspicion.
- ☛ Supporting the efforts of respected LDC institutions to communicate population information to their own leadership groups, while initially more expensive, is more likely to contribute to a sustained increase in the acceptability of population and family planning programs than are periodic mailings from developed countries.

- ✎ Given that distribution of materials from developed to developing countries is likely to continue in any event, this kind of distribution can be improved by regionalizing the material to the extent possible and by collaborating with a respected LDC institution. Such an institution could variously co-author, co-sponsor, review, introduce, recommend and help to distribute the materials in-country.
- ✎ The development of a country-specific mailing list of leaders is greatly improved by the collaboration of a knowledgeable in-country professional; such collaboration increases the numbers of important individuals and institutions as well as the balance among leadership categories. The greater the involvement of the in-country professional in communicating population messages, the better the list will be.
- ✎ The most successful aspects of the IMPACT Project validated this principle of communications theory: focus on the audience's interests, needs and cultural context.

## IX. *ADVISORY PANEL*

One of IMPACT's first priorities was to establish an advisory panel. This panel was to be made up of 10-13 experts in the population and communications fields who could advise and guide the IMPACT staff on the best ways to reach third-world policymakers. Eventually fourteen experts served on the panel. Four meetings took place during IMPACT's lifespan: December 17, 1985; January 28, 1987; February 8, 1988; and October 20, 1989.

Throughout the course of the project, the advisory panel members offered valuable opinions and advice on IMPACT activities. Members variously reviewed the texts for the thematic booklets (including translations), helped arrange for signatories for the *Contraceptive Safety: An Overview* "open declaration," and assisted with preparation of data for the booklets' graphics. Some members of the panel acted as individual consultants.

IMPACT benefitted greatly from the guidance of advisory panel members; the project implemented many of their suggestions and also benefitted from additional work done by several individual members.



## IMPACT ADVISORY PANEL MEMBERS

<u>NAME</u>	<u>AFFILIATION (at the time of service)</u>
Dr. Esther Boohene	Zimbabwe National Family Planning Council, Harare
Dr. Saad Gadalla	San Diego State University
Dr. Mark Lediard	Academy for Educational Development
Dr. Asha Mohamed*	Deputy Director of Family Planning, Somalia
Dr. Dorothy Nortman	The Population Council (retired)
Dr. Phyllis Piotrow	Population Information Project, JHU
Mr. Marschal Rothe**	A.I.D. (retired)
Mr. John Rowley	IPPF, London
Dr. Fred Sai	The World Bank
Mr. William Schellstede	Family Health International
Ms. Jill Sheffield***	Family Care International
Dr. William Smith	Academy for Educational Development
Dr. J. Joseph Speidel	Population Crisis Committee
Dr. Raúl Urzúa	Cisco-Centro Bellarmino, Santiago, Chile

\* Last meeting only

\*\* First two meetings only

\*\*\*Third meeting only

## *APPENDIX A*

### MAILING LIST REPRESENTATIVES (As of end of project)

<u>Country</u>	<u>Representative</u>	<u># on list</u>	<u>list updated</u>
<u>ENGLISH</u>			
Ghana	Prof. George Benneh PIP/Ghana University of Ghana, Legon	687	6/21/89
Somalia	Mr. Abdirahman Nero, SFHCA (Somali Family Health Care Assn.)	201	8/11/88
Zimbabwe	Dr. Esther Boohene, ZNFPF (Zimbabwe Nat. Family Planning Council)	317	6/01/89
Bangladesh	Mr. Abdur Rouf, FPSTC (Family Planning Service & Training Cntr.)	421	2/14/89
Pakistan	Miss Naseem Iqbal, PSPP (Pakistan Society for Planned Parenthood)	549	11/28/88
Nepal	Mr. Chij Shrestha, Nepal Studies Center	798	10/27/88
Turkey	Mr. Necdet Erenus, Ankara Gynecological Society	1830	11/31/88*
<u>FRENCH</u>			
Madagascar	M. Bruno Disaine, UPD (Unité de Population et Développement)	266	4/13/89
Togo	M. Laurent Assogba, Université du Benin	122	4/11/89

<u>Country</u>	<u>Representative</u>	<u># on list</u>	<u>list updated</u>
Zaire	PSND	413	11/3/88
B. Faso	M. Nassour Ouaidou, CERPOD (The Center for Applied Research on Population and Develop- ment)	70	*
Cape Verde	CERPOD	35	*
Chad	CERPOD	34	*
The Gambia	CERPOD	39	*
G. Bissau	CERPOD	31	*
Mali	CERPOD	138	*
Mauritania	CERPOD	37	*
Niger	CERPOD	103	*
Senegal	CERPOD	192	*

#### SPANISH

Ecuador	Dr. Betty Proaño, CEPAR (Center for Studies in Population and Responsible Parenthood)	990	4/05/89
Guatemala	Dr. Robert Santiso, APROFAM (Association for Family Welfare of Guate- mala)	2023	8/23/89
Mexico	Sr. Alfonso López, MEXFAM (Mexican Founda- tion for Family Planning)	2500	*

<u>Country</u>	<u>Representative</u>	<u># on list</u>	<u>list updated</u>
Peru	Sr. Luís Aller-Atucha, SPF (Pathfinder Fund)	847	9/02/89

ARABIC

Jordan	Dr. Fouzi Sahawneh University of Jordan	550	*
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<u>Mailing list total:</u>		<u>13,193</u>	
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\*Mailing list updated in country

## APPENDIX B

### IMPACT PUBLICATION DISTRIBUTION

#### THEMATIC PUBLICATIONS

##### *Family Planning Saves Lives:*

Version	Printed*	Distribution To date	Overall total: 47,504
African English	8,000	8,101	
Asian English	7,000	7,663	
French	8,000	8,069	
Spanish	9,000	8,016	
Portuguese	3,000	1,816	
Arabic	13,900	13,839	
Turkish**	5,000	5,000	

##### *Contraceptive Safety: Rumours and Realities:*

Version	Printed*	Distribution To date	Overall total: 107,200
African English			
Book 1	23,000	12,867	
Book 2	23,000	12,555	
Asian English			
Book 1	6,000	5,678	
Book 2	10,000	6,172	
French			
Book 1	6,000	6,057	
Book 2	15,000	8,314	
Spanish			
Book 1	22,000	17,965	
Book 2	22,000	18,640	
Arabic			
Book 1	5,000	2,101	
Book 2	5,000	3,351	
Turkish**	13,500	13,500	

\*Number reflects IMPACT's request of copies to be printed. However, printers often provide unspecified numbers of excess copies permitting a distribution larger than numbers in the "printed" column.

\*\* Turkish versions of FPSL and R&R were printed and distributed in country.

***Global Edition: Sustainable Development***

	Printed	Circulation To date	Overall circulation: 432,054
Environment Folio	5,000	3,608	
Development Horizons	6,100	6,005	
Pop Sahel	7,000	5,546	
Estrategia	6,000	5,759	
New African	44,000	42,028	
The Middle East	32,000	30,270	
Mexico Desconocido	50,000	49,838	
Latin American Finance***	7,000	7,000	
The Sunday Mail*** (Zimbabwe)	152,000	152,000	
Satsarin*** (Thailand)	30,000	30,000	
Sawt al Sha'ab*** (Jordan)	50,000	50,000	
Bichitra*** (Bangladesh)	50,000	50,000	

\*\*\*Distribution of all these inserts was done in-country.

***GHANA SERIES***

	Printed*	Distribution To date	Overall total: 25,139
<i>Population Growth and Development in Ghana</i>	6,000	6,003	

	Printed*	Distribution To date
<i>Some Implications of Early Childbearing in Ghana</i>	2,000	1,975
<i>The Ghanaian Woman: Develop- ment Through Education and Family Planning</i>	2,000	1,901
<i>Maternal-Child Health and Family Planning in Ghana</i>	2,000	1,707
<i>Population and Food in Ghana</i>	2,000	2,015
<i>Some Implications of Rapid Population Growth in Ghana, Interviews with Members of Government</i>	5,000	4,716
<i>Urbanization in Ghana</i>	2,000	2,097
<i>Population Policy in Ghana</i>	2,000	1,705
<i>Population and the Environment</i>	3,100	3,020

## AFRICA

	Printed	Distribution To date	Overall total: 44,055
<i>Bringing Family Planning to the People</i>			
English	2,000	1,750	
French	2,000	1,760	
<i>Population Trends in Africa</i>			
English	3,000	3,000	
French	3,000	2,900	
<i>Fertility and Family Planning in Africa</i>			
English	2,000	2,000	
French	2,000	1,778	
<i>Family Planning Services: Options for Africa</i>			
English	2,000	1,763	
French	2,000	1,942	
<i>Zimbabwe Reproductive Health Survey</i>			
English	2,000	1,092	
French	2,000	1,950	
<i>Madagascar</i>	3,000	3,000	
<i>Making Community Distribution Work</i>	5,000	2,901	
<i>New Paths to Family Planning: The Family Planning Private Sector Programme of Kenya</i>	8,000	7,501	



	<i>Printed</i>	<i>Distribution To date</i>
<i>Helping Each Other: The ZNFPC's Kubatsirana Project</i>	3,000	1,994
<i>The Population Dimensions of Zimbabwe's Development Problem: Numbers vs. Resources</i>	2,500	2,055
<i>Rapport Final de la Conférence sur le Bien-Etre Familial au Tchad</i>	5,000	4,953
<i>The Population Impact Project of Ghana: Reaching Out to Policy-Makers</i>	4,000	50
<i>African Population Images</i>		
English	14,000	1,656
French	6,000	10

#### **SAHEL SERIES**

	<i>Printed</i>	<i>Distribution To date</i>	<b>Overall total: 26,202</b>
<i>Population and Development in the Sahel</i>			
English	2,100	2,000	
French	5,200	5,202	
<i>N'Djamena Plan of Action</i>			
English	2,100	2,000	
French	5,100	5,000	

	Printed	Distribution To date
<i>Sahel Data Sheet</i>	5,000	5,000

*Family Planning,  
Family Health, and  
Development in the  
Sahel*

English	2,000	2,000
French	5,000	5,000

**SOMALIA SERIES**

	Printed	Distribution To date	Overall total: 20,735
<i>Islamic Perspectives on Birthspacing</i>	3,800	3,710	
<i>Arabic Source Manual (in Arabic)</i>	5,100	5,013	
<i>Population and Development</i>	4,100	4,012	
<i>Childspacing Saves Lives</i>	4,000	4,000	
<i>Contraceptive Rumours and Realities</i>	4,000	4,000	

**ASIA**

	Printed	Distribution To date	Overall total: 4,899
<i>The Tata Steel Family Welfare Story: Benefits for Company and Community</i>	5,000	4,899	

# **DEMOGRAPHIC AND HEALTH SURVEY SUMMARIES**

	Printed	Distribution To date	Overall total: 48,210
<i>Liberia Demographic and Health Survey</i>	3,500	3,196	
<i>Senegal Demographic and Health Survey</i>	3,500	3,038	
<i>Ecuador Demographic and Health Survey</i>	2,500	2,276	
<i>Mali Demographic and Health Survey</i>	2,500	2,309	
<i>Brazil Demographic and Health Survey</i>	5,000	4,822	
<i>Peru Demographic and Health Survey</i>	2,500	2,429	
<i>Morocco Demographic and Health Survey</i>	2,000	2,139	
<i>Guatemala Demographic and Health Survey</i>	2,500	2,482	
<i>Tunisia Demographic and Health Survey</i>			
French	2,000	2,009	
English	200	200	
<i>Indonesia Demographic and Health Survey</i>	3,500	3,410	
<i>Kenya Demographic and Health Survey</i>	3,500	3,400	
<i>Uganda Demographic and Health Survey</i>	3,100	3,000	
<i>Zimbabwe Demographic and Health Survey</i>	3,000	3,000	

	Printed	Distribution To date
<i>Egypt Demographic and Health Survey</i>	3,500	3,500
<i>Bolivia Demographic and Health Survey</i>	3,500	3,500
<i>Mexico Demographic and Health Survey</i>	3,500	3,500

**GEORGETOWN UNIVERSITY (Collaboration)**

	Printed	Distribution To date
<i>Natural Family Planning: A Good Option</i>		
English	5,000	4,740
French	2,600	2,506
Spanish	2,600	2,551
<i>Breastfeeding: Protecting a Natural Resource</i>		
Asian English	10,100	10,001
African English	10,100	10,000
French	8,100	8,004
Spanish	12,100	12,001

Overall total: 49,803

**LATIN AMERICA**

	Printed	Distribution To date
<i>How to build an effective family planning program: The Story of PROFAMILIA</i>		
English	1,500	520
Spanish	5,100	5,008

Overall total: 5,528

**FOR LATIN AMERICAN PARLIAMENTARIANS CONFERENCE**

	Printed	Distribution To date	Overall total: 41,565
<i>Population Growth and the Environment</i>			
English	3,000	2,660	
Spanish	6,000	5,639	
<i>High Infant Mortality and the Plight of Street Children</i>			
English	3,000	2,640	
Spanish	6,000	5,637	
<i>Family Planning and Maternal-Child Health</i>			
English	3,000	2,651	
Spanish	6,000	5,711	
<i>Women in Latin America</i>			
English	3,000	2,635	
Spanish	6,000	5,662	
<i>Population Policy</i>			
English	3,000	2,668	
Spanish	6,000	5,662	

**GRAND TOTAL, ALL MATERIALS: 852,894**

## *APPENDIX C*

### **IMPACT TARGET COUNTRIES (for materials distribution)**

#### AFRICA

\*Ghana  
\*Madagascar  
\*Sahel Region  
    Burkina Faso  
    Cape Verde  
    Chad  
    The Gambia  
    Guinea-Bissau  
    Mali (headquarters)  
    Mauritania  
    Niger  
    Senegal  
\*Somalia  
Togo  
Zaire  
\*\*Zimbabwe

#### ASIA

Bangladesh  
\*Nepal  
Pakistan

#### LATIN AMERICA

Ecuador  
Guatemala  
Mexico  
Peru

#### NEAR EAST

Jordan  
\*Turkey  
Yemen

\*Major subproject  
\*\*Extensive activities

## ***APPENDIX D***

### **IMPACT Staff\* (As of end of project)**

<b><u>Name</u></b>	<b><u>Title</u></b>	<b><u>Time</u></b>	<b><u>Languages</u></b>
Elaine Murphy	Project Director	100%	French
Nancy Yinger	Associate Director	100%	French, Nepali, Hindi
Sara Adkins-Blanch	Project Coordinator	100%	Spanish
Winthrop Carty	Senior Editor	10%	Spanish
Donna Clifton	Administrative Asst.	100%	----
Nancy Johnson	Graphics Editor	100%	----
Thomas Merrick	President, PRB	10%	Portuguese Spanish
Barbara Shane	Program Manager	100%	French

\* Former staff: Carol Bradford, Jennifer Lissfelt, Janine Adams, Dorsey Hampshire, Mena Rios, Dyanne Johnson and LaMar Jones.

## *APPENDIX E*

### IMPACT PUBLICATIONS

**THEMATIC PUBLICATIONS** A series of colorful booklets aimed at policymakers around the world:

*Family Planning Saves Lives: A Strategy for Maternal and Child Survival (1986)*

A 20-page booklet which emphasizes the importance of childspacing for the health of mothers and children (English, French, Spanish, Portuguese, and Arabic)

*Contraceptive Safety: An Overview (1988)*

*Contraceptive Safety: Rumours and Realities (1988)*

A two-booklet set describes modern contraceptive methods. The 16-page overview is brief while the second booklet (20 pages) contains more detail. (Asian English, African English, African French, Spanish, and Arabic)

*Sustainable Development: The Challenge of our Times (1989)*

Magazine reprints of region-specific articles on the relationship between population and the environment from New African (English), Estrategia (Spanish), Mexico Desconocido (Spanish), The Middle East (English), Development Horizons (English), Environment Folio (Asian English), and Pop Sahel (French)

**AFRICA** An occasional series describing either a country/regional demographic situation or successful family planning approaches

*Bringing Family Planning to the People (1986)*

A 16-page booklet outlines community-based distribution and alternative family planning delivery systems in Africa (English, French)

*Population Trends in Africa (1986)*

A short overview of African demographic trends (English, French)

*Fertility and Family Planning in Africa (1986)*

A chartbook comparing individual African countries, using the most recent survey data (English, French)

*Family Planning Services: Options for Africa (1986)*

A 12-page outline of family planning delivery systems, using some successful country programs as examples (English, French)

*Madagascar (1987)*

A 20-page overview of the Madagascar population situation, using RAPID model projections (French)



*Making Community Distribution Work (1987)*

A family planning success story in the Chogoria Hospital, Kenya (English)

*New Paths to Family Planning: The Family Planning Private Sector Programme of Kenya (1987)*

An innovative and successful approach to family planning delivery (English)

*Rapport Final de la Conférence sur le Bien-Etre Familial au Tchad (1989)*

The proceedings of a 1988 Conference in N'Djamena (French)

*African Population Images (1990)*

Colorful three-dimensional graphics depict population trends in Africa; brief text describes implications for development (English; French) (Poster)

*The Population Impact Project of Ghana: Reaching Out to Policy-Makers (1990)*

Describes the successful population program in Ghana (English)

## ZIMBABWE SERIES

*Zimbabwe Reproductive Health Survey: Information for Population Action (1986)*

This 12-page booklet includes information from the Reproductive Health Survey as well as policy implications (English, French)

*Helping Each Other: The ZNFPC's Kubatsirana Project (1988)*

The story of a women's self-help project in Zimbabwe (English)

*The Population Dimensions of Zimbabwe's Development Problem: Numbers vs. Resources (1988)*

The proceedings from a National Workshop held in Harare in 1987 (English)

## SAHEL SERIES

*Programme d'Action de N'Djamena Concernant la Population et le Developpement au Sahel (1989)*

The action plan for population and development in the Sahel region (French, English)

*Population et Developpement dans le Sahel: Les Défis de la Croissance Rapide de la Population (1989)*

A booklet on rapid growth in the Sahel (French, English)

*Sahel Data Sheet (1990)*

*Family Planning, Family Health, and Development in the Sahel (1990)*

A booklet on family planning as it relates to the health and development of the people in the Sahel region (English, French)

**GHANA SERIES** The following series was prepared by the Population Impact Project at the University of Ghana. (All booklets are in English)

*Population Growth and Development in Ghana (1987)* by George Benneh (Revised in 1990)

*Some Implications of Early Childbearing in Ghana (1987)* by Ben Gyepi-Garbrah

*The Ghanaian Woman: Development Through Education and Family Planning (1987)* by Miranda Greenstreet

*Maternal-Child Health and Family Planning in Ghana (1988)* by D.A. Ampofo

*Population and Food in Ghana (1988)* by J.A. Dadson

*Some Implications of Rapid Population Growth in Ghana, Interviews with Members of Government (1988)*

*Urbanization in Ghana (1988)* by John S. Nabila

*Twenty Years of Population Policy in Ghana (1989)* by George Benneh, John Nabila and Ben Gyepi-Garbrah

*Population and the Environment (1990)* by Letitia Obeng

**SOMALIA SERIES** (All booklets will be in Somali.)

*Kala Dheereynta Dhalmada Iyo Aragtida Islaamka* (Child Spacing and Islamic Perspectives) (1989) by Dr. Maxamuud Cumar Faarax

*Arabic Source Manual (1990)*

*Population and Development (1990)*

*Childspacing Saves Lives (1990)*

*Contraceptive Rumours and Realities (1990)*

**ASIA** An occasional series describing either a country/regional demographic situation or successful family planning approaches

*The Tata Steel Family Welfare Story: Benefits for Company and Community (1989)*

A colorful description of an interesting and profitable family planning program in India  
(English)

**LATIN AMERICA** Collaboration with the Inter-American Parliamentary Group resulted in the publication of five booklets (English and Spanish) on topics to be discussed at the Second Inter-American Parliamentarians Conference on Population and Development held in Quito, Ecuador, March 6-9, 1990.

*Population Growth and the Environment (1990)*  
(English, Spanish)

*High Infant Mortality and the Plight of Street Children (1990)*  
(English, Spanish)

*Family Planning and the Health of Mothers and Children (1990)*  
(English, Spanish)

*Women in Latin America and the Caribbean: The Invisible Half (1990)*  
(English, Spanish)

*Population Policies in Latin America and the Caribbean (1990)*  
(English, Spanish)

**INTERNATIONAL** A collaborative effort with the Institute for International Studies in Natural Family Planning at Georgetown University

*Natural Family Planning: A Good Option (1989)* (English, French and Spanish)  
An overview of natural family planning, providing the policymaker with answers to the most-asked questions on natural family planning

*Breastfeeding: Protecting a Natural Resource (1990)* (English, French and Spanish)

Collaboration with PROFAMILIA of Colombia produced a booklet on their 25 years of successful family planning initiatives

*Como construir un programa efectivo de planificacion familiar: La historia de PROFAMILIA (1990)* (Spanish, English)

**DEMOGRAPHIC AND HEALTH SURVEYS** IMPACT and IRD/Westinghouse are collaborating on a short series of summaries designed for policymakers

*Liberia Demographic and Health Survey 1986 Summary Report (1988)* (English)

*Senegal Demographic and Health Survey 1986 Summary Report (1989)* (French)

*Ecuador Demographic and Health Survey 1987 Summary Report (1989)* (Spanish)

*Mali Demographic and Health Survey 1987 Summary Report (1989)* (French)

*Peru Demographic and Health Survey 1986 Summary Report (1989) (Spanish)*

*Brazil Demographic and Health Survey 1986 Summary Report (1989) (Portuguese)*

*Morocco Demographic and Health Survey 1987 Summary Report (1990) (French)*

*Guatemala Demographic and Health Survey 1987 Summary Report (1990) (Spanish)*

*Tunisia Demographic and Health Survey 1988 Summary Report (1990) (French)*

*Indonesia Demographic and Health Survey 1988 Summary Report (1990) (English)*

*Kenya Demographic and Health Survey 1989 Summary Report (1990) (English)*

*Uganda Demographic and Health Survey 1988/89 Summary Report (1990) (English)*

*Zimbabwe Demographic and Health Survey 1988 Summary Report (1990) (English)*

*Egypt Demographic and Health Survey 1988 Summary Report (1990) (English)*

*Bolivia Demographic and Health Survey 1989 Summary Report (1990) (Spanish)*

*Mexico Demographic and Health Survey 1987 Summary Report (1990) (Spanish)*

*Togo Demographic and Health Survey 1988 Summary Report (1990) (French)*

## **WORLD POPULATION DATASHEETS**

(English, Spanish, French, and Arabic)

**POSTERS** Posters were prepared for the following country-specific or international population conferences:

Cameroon	Better Health through Family Planning
Chad	Bringing Family Planning to the People
Côte d'Ivoire	CERPOD, Sahelian population conference
Ghana	KILIMANJARO, African parliamentarians
Madagascar	Safe Motherhood
Somalia Breastfeeding	Islam and Childspacing Conference, Somalia
Togo	
Zaire	
Zimbabwe	

Two posters were prepared to accompany IMPACT Thematic booklets:  
**Family Planning Saves Lives**  
**Is Her Health at Risk?**

## ***APPENDIX F***

### **IMPACT TRAVEL - YEAR 1**

<u>Destination</u>	<u>Person</u>	<u>Purpose</u>	<u>(10/1/85 - 9/30/86)</u>
Ecuador, Peru	Tom Merrick	Needs assessment	Jan 8-17
Ghana	Elaine Murphy Winthrop Carty	Needs assessment	Jan 26-Feb 8
Mexico	Tom Merrick	Needs assessment	March 9-13
Ghana, United Kingdom	Winthrop Carty	Strategy development attend conference. Establish press contacts	April 4-23
Zimbabwe, Kenya, Ghana	Elaine Murphy	Attend Parliamen- tarians' conference; needs assessment; needs assessment; subproject negotiation	May 10-29
Mali	Nelly van den Oever	Minor country task and needs assessment	June 7-23
Mexico	Winthrop Carty	Strategy development	June 16-20
Turkey	Elaine Murphy	Needs assessment Subproject negotiation	Sept 26-Oct 14

### **IMPACT TRAVEL - YEAR 2**

<u>Destination</u>	<u>Person</u>	<u>Purpose</u>	<u>(10/1/86 - 9/30/87)</u>
Brazil	Thomas Merrick	Needs assessment Parliamentarians Conference attendance	Oct 4-17

# **IMPACT TRAVEL - YEAR 2 (cont.)**

<u>Destination</u>	<u>Person</u>	<u>Purpose</u>	<u>(10/1/86 - 9/30/87)</u>
Bangladesh, Nepal	Elaine Murphy Nancy Yinger	Needs assessment Needs assessment	Oct 15-25 Nov 1-7
Ghana	Geoff Greene*	Computer installation	Oct 26-Nov 6
Mexico	Thomas Merrick Teresita Perez*	Strategy development	Nov 11-14
England, Ghana	Winthrop Carty Carol Bradford	Press conference Computer training	Nov 16-28
Mexico	Teresita Perez* Donald Smith*	Strategy development	Jan 19-23
Ghana	Geoff Greene*	Computer repair	Jan 21-26
Ghana	M.A. Abeyta- Behnke*	Mid-term subproject review	Mar 20-Apr 3
Mali, Ghana	Elaine Murphy Nancy Yinger	Participate in workshop and negotiate major subproject; Negotiate subproject extension and assist in evaluation	June 14-July 10
Ghana	Gerald Hursh- César*	Begin major evaluation of IMPACT subproject	June 27-July 17
Kenya, United Kingdom	Win Carty Nancy Yinger	Research for minor country task and establish media contacts for BHFP conference; make contacts for R&R booklet endorsement and satellite broadcasts.	July 5-22

### IMPACT TRAVEL - YEAR 2 (cont.)

<u>Destination</u>	<u>Person</u>	<u>Purpose</u>	<u>(10/1/86 - 9/30/87)</u>
England, Kenya	Win Carty	Hold focus groups on R&R; coordinate satellite broadcasts	Sept 26-Oct 10

### IMPACT TRAVEL - YEAR 3

<u>Destination</u>	<u>Person</u>	<u>Purpose</u>	<u>(10/1/87 - 9/30/88)</u>
Turkey	G. Hursh-César* Banu Casson*	Do fieldwork on subproject and materials evaluations	Oct 2-24
Nepal, Madagascar	Nancy Yinger	Negotiate major subprojects	Oct 8-Nov 11
Sahel	Alfred Fiks*	Baseline evaluation activities	Feb 8-March 5
Mexico	Carol Bradford	Work on Mexican mailing list	March 17-18
New Orleans, LA	Elaine Murphy Nancy Yinger Carol Bradford Dorsey Hampshire	Attend PAA meeting	April 18-22 April 21-24 April 20-23 April 18-21
Somalia	Elaine Murphy	Negotiate subproject	May 1-16
New York, NY	Win Carty Janine Adams	Discuss IMPACT's media plan	May 12-13
India, Nepal, Madagascar	Nancy Yinger	Work with TIPPS Negotiate subcontract Follow up on subproject	May 20-June 22

### IMPACT TRAVEL - YEAR 3 (cont.)

<u>Destination</u>	<u>Person</u>	<u>Purpose</u>	<u>(10/1/87 - 9/30/88)</u>
Ecuador, Guatemala	Carol Bradford	Computer training Mailing list	May 24-June 4
Philippines, Bangladesh, Kenya, United Kingdom	Win Carty Janine Adams	Discuss IMPACT's media project with worldwide participants	July 11-Aug. 5
Mali	Georges Collinet*	Assist with CERPOD journalists' workshop	Sep 15-23

### IMPACT TRAVEL - YEAR 4

<u>Destination</u>	<u>Person</u>	<u>Purpose</u>	<u>(10/1/88 - 9/30/89)</u>
India	Nancy Yinger Win Carty	Visit TISCO to research family welfare program	Oct 17-28
Somalia	Elaine Murphy Barbara Shane	Technical assistance to subproject	Jan 5-19
Nepal	Nancy Yinger	Work with USAID and National Plan- ning Commission	Jan 23-Feb 4
Kenya, Switzerland	Win Carty Janine Adams	Attend IMPACT- sponsored seminar with journalists. Possible IUCN col- laboration	Jan 29-Feb 17
Mali	Jennifer Lissfelt Bryant Robey*	Meet with CERPOD and USAID repres- entatives to discuss mailing list and distribution issues	March 4-18



### IMPACT TRAVEL - YEAR 4 (cont.)

<u>Destination</u>	<u>Person</u>	<u>Purpose</u>	<u>(10/1/88 - 9/30/89)</u>
Baltimore, MD	Elaine Murphy Carol Bradford Bryant Robey*	Attend PAA meeting	March 28-31 March 29-31 March 30
Madagascar	Nancy Yinger	Follow up on subproject activities	April 2-21
Ecuador	Carol Bradford	Assist CEPAR with design and production	June 25-July 8
Mali	Bryant Robey*	Meet with CERPOD and USAID officials	July 15-27

### IMPACT TRAVEL - YEAR 5

<u>Destination</u>	<u>Person</u>	<u>Purpose</u>	<u>(10/1/89 - 9/30/90)</u>
Chicago, IL	Elaine Murphy Barbara Shane	Attend APHA	Oct 23-26
Minneapolis	Nancy Yinger	Attend American Assembly meeting	Oct 26-28
Nepal	Nancy Yinger	Meet with USAID and Nepalese officials	Dec 4-22
Mali	Bryant Robey*	Meet with CERPOD to write script for video; work on manuscripts	Nov 30-Dec 8
Mali, Niger, Burkina Faso, Senegal	Georges Collinet*	Start filming for CERPOD video	Nov 30-Dec 28
Somalia	Barbara Shane	Technical assistance to SFCHA	Jan 19-Feb 6
Mali	Georges Collinet*	Complete filming and work with CERPOD on script	Feb 23-March 3

### IMPACT TRAVEL - YEAR 5 (cont.)

<u>Destination</u>	<u>Person</u>	<u>Purpose</u>	<u>(10/1/89 - 9/30/90)</u>
New York, NY	Barbara Shane	Attend meeting on Subcommittee on Quality Indicators	March 19
Canada	Elaine Murphy Nancy Yinger	Attend PAA meeting	May 1-5 May 2-5
Mali	Bryant Robey*	Work with CERPOD to complete last manuscript and close subproject	June 17-28
Somalia	Barbara Shane	Work with SFCHA staff and USAID to complete sub-project activities	July 1-19

\* IMPACT Consultant