

PD-ABY-370

MEASURE
ommunication

**Annual Report
FY 2000 and 2001**

Population Reference Bureau
in collaboration with
**Academy for Educational
Development**

The **MEASURE** Program is designed to produce accurate and timely information on population, health, and nutrition in developing countries. The ultimate objective of **MEASURE** is to improve policies and programs.

MEASURE Communication is a five-year project funded by the U.S. Agency for International Development under cooperative agreement no. HRN-A-00-98-00001-00, beginning October 1, 1997. It is implemented by the Population Reference Bureau in collaboration with the Academy for Educational Development.

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I. PROJECT OVERVIEW

The purpose of the MEASURE *Communication* Project is to promote the dissemination and use of information on priority population, health, and nutrition issues to global policy audiences. To achieve this purpose, the project uses multiple communication channels and formats designed to bring information to decisionmakers in a timely and accessible manner. Key audiences for MEASURE *Communication* include policymakers and program managers in government agencies and nongovernmental organizations, donors, educators, and the news media.

In collaboration with MEASURE Program partners, MEASURE *Communication* provides technical assistance to local private and public sector organizations to maximize the involvement of information users in the early stages of research and survey design, and to help bridge the gap between information producers and users. Activities are designed to assist local partners in identifying the implications of research, to develop dissemination strategies and action plans, and to help direct the attention of policymakers to the critical issues underlying population, health, and nutrition needs.

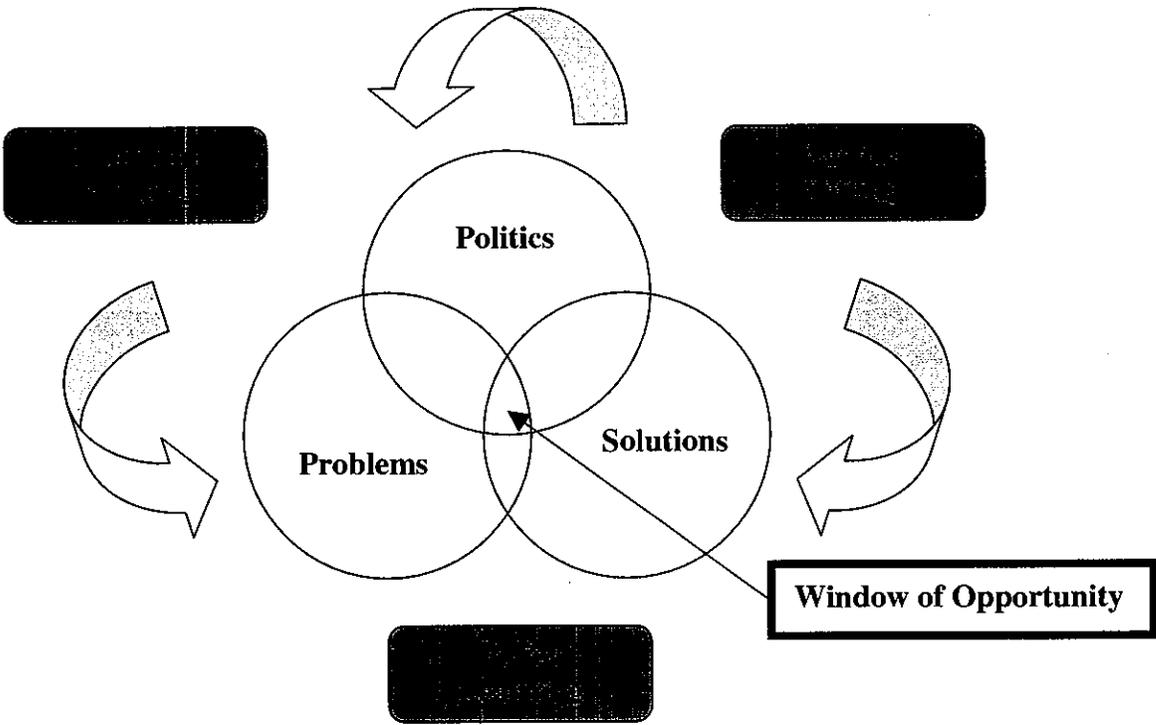
MEASURE *Communication* also strengthens individual and institutional capacities to design, implement, and evaluate dissemination and information use strategies through U.S.-based, regional, and in-country training programs. Training focuses on helping research and service organizations use research, survey, and routine monitoring and evaluation information to improve policies and programs.

The project is implemented by the Population Reference Bureau, in collaboration with the Academy for Educational Development, through a cooperative agreement (HRN-A-00-98-000001) with the United States Agency for International Development (USAID). This is one of five projects that comprise the USAID-funded MEASURE Program (“Monitoring and Evaluation to ASsess and Use REsults”).

II. A NEW VISION: REVISED RESULTS FRAMEWORK FOR MEASURE COMMUNICATION

In FY 2001, MEASURE *Communication* developed a new results framework that better articulates the role of information in the policy process and how specific project activities contribute to improved policies and programs. The development of this framework falls under our new Intermediate Result 5: *Policy communication techniques developed and tested*.

In preparing for the framework, the team conducted extensive research on state-of-the-art concepts that focus on turning knowledge into action. There are many different models that depict the policy process, but the project has adopted the nonlinear model to better capture the realities of policymaking. Streams of problems, solutions, and politics move independently through the policy system. Policy change occurs when these streams converge to create a “window of opportunity” for a range of people influential to the policy process to work together.



The policy process can be influenced by carrying out activities that lead to the convergence of the streams. The three main ways to intervene in the process are by focusing attention on issues thereby getting them on the policy agenda (*agenda-setting*), increasing the knowledge policymakers have on issues (*policy learning*), and creating or strengthening coalitions who in turn keep attention focused on issues and maintain them on the policy agenda long enough for change to occur (*coalition building*).

These three categories of policy work can be supported by discrete communication interventions. While the old results framework focused on kinds of activities, i.e. publications, media seminars, and training, the new one focuses on why these activities are important components of policy change. As such, the new IRs are a better reflection of the Strategic Objective (SO) of the overall MEASURE Program: *Improve and institutionalize the collection and utilization of data for monitoring, evaluating and making policy decisions.*

In the language of the new framework, the project carries out activities in five key areas: agenda setting (IR1), coalition building (IR2), policy learning (IR3), capacity building (IR4) and development of policy communication tools (IR5). The first three are components of the policy process that must come together to support policy change. The fourth and fifth are the foundations needed to strengthen the capacity of host-country counterparts to use country-specific data and research for policy change or program improvement. MEASURE *Communication's* operationalization of these concepts is presented in the results sections below.

HOW ACTIVITIES CONTRIBUTE TO USAID G/PHN STRATEGIC OBJECTIVES

All MEASURE *Communication* activities support USAID's SO for stabilizing world population and improving human health. For SO1, increased use of voluntary practices that contribute to reduced fertility, the majority of activities at the country, regional, and global levels lead to an improved policy environment — better informed policymakers, program managers, and institutions of civil society. For SO2, increased use of safe pregnancy, nutrition, and other reproductive health interventions, MEASURE *Communication* contributes both to better informed decisionmaking and to the spread of knowledge about the interventions themselves. In support of SO3, child health and nutrition interventions, at the global level, the project team uses the ambitious goals set by the World Summit for Children for the decade of the 1990s as a focus for mobilizing organizations to strengthen the child survival agenda and develop a consensus on key accomplishments and needs. For SO4, reducing HIV/AIDS transmission and mitigating the impact of the epidemic, MEASURE *Communication* is designing a rapid audience assessment tool for use by organizations working in HIV/AIDS policy communications and mobilizing the media through the West Africa and Women's Edition networks toward more responsible coverage of HIV/AIDS issues.

III. HIGHLIGHTS OF PROJECT RESULTS

MEASURE Program Strategic Objective (SO): The collection and utilization of data for monitoring, evaluating, and making policy decisions improved and institutionalized.

The following presents highlights of results in FY 2000-2001.

CAMBODIA: DHS DATA INCORPORATED INTO 2ND SOCIOECONOMIC DEVELOPMENT PLAN

In May 2000, the Secretary of State of the Ministry of Planning (MOP), His Excellency Lay Prohas, requested MEASURE *Communication* staff to review the accuracy of the data in the health chapter of the draft Second Five-Year Socioeconomic Development Plan (SEDP II). The MEASURE *Communication* team, in collaboration with MOP representatives, reviewed the document and edited the Health Chapter to replace old health and demographic indicators with data from the Cambodia DHS preliminary tables. Indicators such as infant and child mortality, maternal mortality, and fertility were revised and submitted to H.E. Secretary Prohas. Secretary Prohas informed MEASURE staff that these changes were incorporated into the final development plan.

KENYA: SERVICE PROVISION ASSESSMENT DATA USED IN PROGRAM REFORM INITIATIVE

Through a series of regional seminars in July 2001, the MEASURE *Communication* staff worked with the Kenyan Ministry of Health (MOH) and the National Council of Population and Development to disseminate and use the results of the Kenya Service Provision Assessment (KSPA). The seminars provided an opportunity for the MOH to launch its decentralized program reform initiative, a planning process that uses the KSPA data to identify priority issues. Participants included district MOH staff and provincial OB/GYN physicians, commodities logistics officials, major hospital representatives, and officials of the central level of the MOH. The seminars resulted in the completion of annual workplans for all 70 districts in Kenya.

To accomplish this goal, MEASURE *Communication* worked with MOH officials to introduce a new data-use model. During each seminar, district-level teams were asked to develop solutions for identified service problems within set resource allocations for 2002. After a series of presentations on the survey results, the MOH presented its strategic plan and distributed planning forms to the district teams. Participants then divided into groups according to four topic areas: Family Planning, Child Health, Maternal Health, and Sexually Transmitted Infections (including HIV/AIDS). Each working group used the survey results to identify five main service problems for their area.

Once the priority service problems were determined, participants regrouped into district teams, selected one priority problem for each topic area, and developed annual workplans using the new

MOH planning forms and budget allocations. Each plan specifies outputs, activities, costs, indicators, and the person/department responsible for implementation. Follow-up activities to monitor workplan implementation and to document outcome are planned for FY 2002.

NEW MASTER'S COURSE

In collaboration with the University of Mahidol faculty, MEASURE *Communication* developed a master's level course syllabus for policy communications. The course is structured around 15 three-hour class sessions and includes readings and exercises on the models of policy formation and implementation, policy content analysis, bridging the research-to-policy gap, planning for strategic communication and data use activities, state-of-the art communication techniques, and managing conflict and controversy. The course will be incorporated into Mahidol's Phd Program and the International Health Master's Course.

IV. PROJECT ACTIVITIES BY RESULT

A. STRENGTHENING DATA DISSEMINATION AND USE: WORKING WITH IN-COUNTRY PARTNERS

MEASURE *Communication* provides technical assistance to organizations in a variety of countries to help bridge the gap between information producers and users, to create coalitions to increase the saliency of key PHN/E issues, and to help direct the attention of policymakers to the critical PHN/E policy issues. The overarching goal is to expand the dissemination and use of research and survey findings for planning, advocacy, and policy purposes.

Under MEASURE *Communication*, project teams help regional and country-level organizations apply communication and policy theory and state-of-the-art techniques to achieve their own program and policy goals. Specifically, activities are designed to assist local partners in identifying the implications of research, developing results-based dissemination strategies and action plans, packaging information for dissemination through multiple channels (the news media, interpersonal, print, and electronic), applying new information for planning and policy purposes, and building local capacity in all of the above.

MEASURE *Communication*'s in-country efforts are often viewed by local missions as "value-added" activities that maximize the potential for results and impacts from USAID-sponsored research and surveys. For example, following completion of the Kenya facility survey, the team worked with Ministry of Health officials to use the findings for local program reform at the district level. The activity resulted in 70 district-level action plans produced through three regional seminars. In India, Tanzania, and Kenya, MEASURE *Communication* worked with local groups to identify opportunities for presenting key results during regularly scheduled planning meetings, annual conferences, and special events. With sufficient lead time, officials were able to introduce priority topics on to the meeting agendas, prepare materials and presentations, and stimulate policy dialogue among key audiences.

The following section presents a status update and results to date of the MEASURE *Communication* team's in-country activities.

INDIA

Status

India's second National Family Health Survey (NFHS-2) was completed in mid-1999 and is in the process of final data analysis and report writing for all states. In collaboration with the International Institute for Population Studies (IIPS), ORC MACRO, and the East-West Center, the MEASURE *Communication* team's role is to ensure that key policy and program officials receive NFHS-2 findings in accessible formats for planning, management, advocacy, and policy

purposes. Dissemination activities are contributing to the achievement of the following mission Strategic Objectives: SO2 - Reduced Fertility and Improved Reproductive Health in North India; SO3 - Improved Child Survival and Nutrition in Selected Areas of India; SO7 - Reduced Transmission and Mitigated Impact of Infectious Diseases, especially STD/HIV/AIDS in India; and SpO3 - Expanded Advocacy and Service Delivery Networks for Women.

MEASURE *Communication*'s approach to disseminating the survey findings has been fourfold. First, at the national level, USAID requested PRB to assist ORC MACRO in the production of a series of summary materials, a video, and a large news media effort for the NFHS-2 national seminar held in November, 2000. Second, a decentralized dissemination effort was launched in mid-2001 that includes providing intensive assistance to five USAID priority states: (Madhya Pradesh, Rajasthan, Bihar, Orissa, and Maharashtra). Third, the team is using a strategic, cost-effective dissemination approach by making the most of existing opportunities such as regularly scheduled annual meetings or other planning and policy events. The fourth approach is to work intensively in one or two priority states to incorporate and use data for policy change.

Overall, MEASURE *Communication* has had a productive year in India, bringing the NFHS-2 data to the attention of high-level national and subnational policy audiences. In addition to assisting with the national seminar, state-level dissemination seminars were conducted in Madhya Pradesh, Rajasthan and Orissa. The team also organized a press briefing prior to each seminar, resulting in multiple local news articles and TV broadcasts on key survey findings. The seminars and press briefings were attended by over 550 journalists, district medical officers, and state representatives including the Principal Secretary's of Health for all three states. Mr. Nanda, the national Secretary of Health and Family Welfare from New Delhi, participated in the full two-day Rajasthan seminar. MEASURE *Communication* also supported a special NFHS-2 results' session during the annual conference of the Indian Association for the Study of Population (the India equivalent of the Population Association of America). Over 80 researchers, program, and policy officials attended.

Results for FY 2000 and 2001

IR1: Process through which key PHN/E issues are placed and maintained on the policy agenda strengthened

Process Indicators

Number of attention-generating events:

- ◆ One national press briefing (New Delhi – November 2001).
- ◆ Three state-level press briefings: Madhya Pradesh, Rajasthan, Orissa
- ◆ Three state-level seminars: Madhya Pradesh, Rajasthan, Orissa
- ◆ The team also worked with the current president of the Indian Association for the Study of Population to include a special session devoted to examining the priority findings and trends from NFHS-2 at this year's annual conference

Number of participants attending attention-generating events:

- ◆ National press briefing = over 100 print and broadcast journalists
- ◆ Madhya Pradesh seminar = 120
- ◆ Madhya Pradesh press briefing = 40 journalists
- ◆ Rajasthan seminar = 130
- ◆ Rajasthan press briefing = 12 journalists
- ◆ Orissa seminar = 130
- ◆ Orissa press briefing = 35 journalists
- ◆ Indian Association for the Study of Population Conference = (estimated 80 officials)

Media articles or TV/radio broadcasts produced:

- ◆ Immediately following national press briefing: 56 print articles and 10 TV spots
- ◆ Continued use of NFHS-2 data by the national press post-seminar (over FY 2001): 24 press articles
- ◆ State-level press briefings: 15 articles and TV reports

Direct interaction with high-level policy audiences that focus attention on PHN issues:

- ◆ MEASURE *Communication's* Carl Haub and O.P. Sharma met with the Secretary of Health and Family Welfare (Mr. Nanda) to solicit comments and suggestions for the (Population) wall chart. In the course of discussions, Mr. Nanda recognized that the National Population Policy projections for reaching stable growth were "overly" optimistic. Concerned, Mr. Nanda called the team back for further consultations in preparation for an upcoming meeting with the National Population Commission, chaired by the Prime Minister, Mr. Vajpayee. Armed with the new, more realistic projections and the wall chart graphics, he used this forum to advocate for increased GOI funding for contraceptives and family planning interventions.
- ◆ IIPS staff and Rhonda Smith met with the Principal Secretary of Madhya Pradesh to discuss the key findings of the NFHS-2. The discussions gave the Secretary an opportunity to clarify misconceptions about the survey methodology and to review key results including current challenges with trends in vaccination coverage and malnutrition.
- ◆ IIPS staff and Rhonda Smith met with the Principal Secretary of Orissa to prepare for the state seminar. Outcomes of that discussion included clarification on infant mortality data and the reasons for different IMR rates from a variety of local collection sources, among other child and reproductive health issues.

Outcome Indicator

Evidence that PHN issues have gained the attention of people influential in the policy process:

- ◆ Immediately after the Madhya Pradesh dissemination seminar, the new Principal Secretary for Health convened a meeting of the heads of each health department to discuss the NFHS-2 trends and findings and to map out a strategy for addressing priority problems at the district level.
- ◆ Following the Rajasthan dissemination seminar (in September 2001), Mr. Nanda, the National Secretary of Health and Family Welfare, agreed to provide resources for four regional workshops. The objectives of the workshops will be to examine regional programs based on NFHS-2 findings and to define priority issues for planning purposes.
- ◆ High-level Ministry of Health and Family Welfare held discussions with research and program staff about the status of maternal health and the measurement of maternal mortality following the publication of one press article that erroneously reported that maternal mortality was increasing. The data indicates that changes in maternal mortality ratios between NFHS-1 and NFHS-2 are not statistically significant, thus the maternal mortality ratio (540) has not appreciably improved.

IR 2: Coalitions or alliances around key PHN/E issues created or strengthened
Process Indicator

Coalitions or alliances formed to increase the saliency of PHN/E issues:

- ◆ In February, MEASURE *Communication*, in collaboration with the East-West Center and the International Institute for Population Sciences (IIPS), conducted a seminar in Mumbai on *Communicating the National Family Health Survey-2 (NFHS-2) Results to Policymakers*. The seminar was designed to bring together representatives of the Ministry of Health and Family Welfare and the local Population Research Centers (PRCs) from four USAID-priority states: Uttar Pradesh, Rajasthan, Madhya Pradesh, and Bihar. The seminar presented an opportunity to strengthen relationships among state officials, to build alliances around the priority NFHS-2 findings, and to begin developing a strategy for further dissemination within each state. To date, MEASURE *Communication* has drawn heavily on two of these state teams for organizing and conducting state-level dissemination workshops and follow-up activities.

IR 3: The effective dissemination of PHN/E information to priority policy audiences supported

Process Indicator

Number of products disseminated in a country by format and topic:

- ◆ Eight, four-page fact sheets (packet) presenting highlights of data and trends for: Population Growth, Nutrition Among Women and Children, HIV/AIDS Awareness Among Women, Child Health, Family Planning, Reproductive Health, Recommendations and Conclusions, plus one background factsheet on the survey: **6,000**
- ◆ Press briefing kits with 8 fact sheets inserted: **1,600**
- ◆ 20-minute video on highlights of NFHS-2 entitled "Pulse of a Nation"
- ◆ English version: **81**
- ◆ Hindi version: **6**
- ◆ Three wall charts (packets): **350**
- ◆ Three, six-page state-level graphic fact sheets: **467**
- ◆ Press releases distributed for Delhi, Rajasthan, Madhya Pradesh, Orissa: **187**

IR 4: Individual and institutional capacity to disseminate policy-relevant PHN/E data and information strengthened

Process Indicator

Participants trained:

- ◆ Policy Communication Workshop on communicating NFHS-2 data: 12 participants
- ◆ NFHS-2 Data Analysis Workshop: 16 participants

Outcome Indicators

Institutional capacity for policy communication improved:

- ◆ MEASURE *Communication* obtained approval from USAID New Delhi to add a communication specialist to the staff of the International Institute of Population Studies, the implementing agency for the NFHS-2. Her duties include fielding requests for data and materials from the survey (up to five requests per day), creating a database of journalists interested in reporting on IIPS research findings, and maintaining an inventory of state reports and summary materials. IIPS is now interested in maintaining this position and is investigating funding options.

Evidence of policy communication skill use following training activities:

- ◆ Six alumni from MEASURE *Communication* policy communication workshops have been utilized in follow-on NHS-2 dissemination activities. One notable example was the successful Madhya Pradesh state seminar where the following alumni worked together to design, organize, facilitate, and make policy-relevant presentations at the event: Dr. Sharma (EWC – 2000); Prof. Alok Churesia (EWC – 1999); Dr Gulati (Bangkok – 2000); Mr. Rakish Mukenshi (Mumbai – 2001); and Dr. Vinod Mishra (PRB Policy Fellow – 1991). In August of 2001, Dr. Mangal (Mumbai – 2001) orchestrated and helped facilitate and present at the Rajasthan state NFHS-2 seminar.

MADAGASCAR

Status

In Madagascar, the USAID Mission's relevant strategic objectives are smaller, healthier families (SO2) and biologically diverse ecosystems conserved (SO3). To support these two objectives, MEASURE *Communication*'s activities build local capacity to disseminate and communicate DHS survey findings and other research results effectively to policymakers for the purpose of improving the policy environment.

Since 1994, PRB has been working in Madagascar to provide sustained, extensive technical assistance and training to staff from a variety of agencies. In 1999 in order to facilitate and increase the media coverage of population, health, nutrition, and environment issues in Madagascar, MEASURE helped found *Intermédias*, an independent association of journalists which focuses on covering these issues. In fact, the national headquarters for *Intermédias* is situated in the MEASURE *Communication* Office.

In FY 2001, MEASURE *Communication* used field support to support a full-time executive director for the group so that he would have sufficient time to plan, manage, implement, and evaluate the activities of *Intermédias*.

Additionally in that same year, a nationwide media campaign was launched for the first time by *Intermédias* during the weeks leading up to International AIDS Day, December 1st, 2000. MEASURE *Communication* provided technical assistance and the major portion of the funding for the organization of the campaign in collaboration with the USAID-funded Commercial Marketing Strategies Project and UNICEF. The campaign resulted in 30 newspaper articles as well as one radio and one TV program between that focused on local HIV/AIDS issues.

The team also supported the development of a PROFILES analysis and presentation focused on the nutritional status of mothers and children. This activity resulted in multiple, high-level policy presentations and other attention-generating events involving the media, public and private sector officials, and international donors. An in-depth assessment of dissemination and data use results is scheduled for FY 2002.

IV. PROJECT ACTIVITIES BY RESULT

Results for FY 2000 and 2001

IR1: Process through which key PHN/E issues are placed and maintained on the policy agenda strengthened

Process Indicators

Attention-generating events:

- ◆ PROFILES presentations

FY 2000 (Oct. 1999–Sept. 2000)	
Description of the audience	Number of participants
Training of health district technical officers	30
Various NGO Organizations/staff	60
USAID Donor Partners and NGOs	20
GAIN (Intersectoral Action Group on Nutrition-NGO) Regional office staff and partners	51
GAIN Headquarters staff	30
Colloquium on the Rights of Man (audience included staff from various ministries, cooperating agencies, foundations, and embassies)	60
Annual meeting of NGO for Justice and Peace	60
Press briefing	15
Strategic planning meeting with other NGOs and journalists	12
Presentation to university students	41
UNICEF Workshop on Children's Health	15
LINKAGES Project (NGO) district staff	13
Technical staff of ILO (NGO) and journalists	10
Ministry of Health Staff: secretary general, deputy prime minister, other deputies and various donors	40

IV. PROJECT ACTIVITIES BY RESULT

Private doctors: pediatricians and general practice	40
University Medical School	14
Various NGOs/collaborating agencies	33
EEMS NGO Medical Staff	34
Technical advisors to the National Assembly	8
Vice presidents, deputy directors of commissions, technical directors and other chiefs, and staff from National Assembly	32
Study tour participants and GAIN staff from Fianarantsoa province	61
Total number of events: 21	Total number of participants: 679

FY 2001 (Oct. 2000–Sept. 2001)	
Description of the audience	Number of participants
University Medical Professors, NGO staff	12
University researchers	24
Members of GAIN Antananarivo Region	45
Health workers	39
University Medical Professors	40
Members of GAIN Antananarivo Region	53
Health workers	50
Regional health staff	90
University professors	17
Total number of presentations: 9	Total number of participants: 370

IV. PROJECT ACTIVITIES BY RESULT

Participants attending attention-generating events:

FY 2000 (Oct. 1999–Sept. 2000)	
Description and topic of event	Number of participants
Provincial seminar (in Tulear and Diego) to disseminate results of the 1997 DHS	15
Provincial seminar (in Fianarantsoa) on 1997 DHS results	4
National press conference on the “Day of 6 Billion Inhabitants”	12
International AIDS Day activities in the capital city (Antananarivo) and two regions (Diego and Antsirabe)	18
Press conference on the National Population Program	16
National press conference on World Water Day	8
Press briefing on cholera in (the city of) Toliara	8
Press briefing on cholera in (the province of) Mahajanga	11
National press conference on Reproductive Health	8
Press conference and interviews on World Environment Day in (the city of) Andapa	3
Press briefing on UNFPA’s Website	9
Press briefing on national water quality standards	10
Debate at UNDP on the principal indicators of human development	1
Press briefing on Vitamin A’s affect on nutrition	13
Press briefing on The Day Without Tobacco	14
Televised discussion of the White Ribbon Campaign	2
Press briefing on Environment, Nutrition, and Agriculture in (the city of) Ambatondrazaka	4
International Conference on AIDS in Durban, South Africa	4

FY 2000 (Oct. 1999–Sept. 2000) cont.	
Description and topic of event	Number of participants
Press briefing on the national program to combat the spread of AIDS	2
Press briefing on the NGO, Voahary Salama (coordinates activities among organizations working on environment concerns)	2
Press briefing on World Population Day	14
Press briefing on Vitamin A's affect on nutrition in (the province of) Fianarantsoa	6
Press briefing on the National Population Program	1
Press briefing on advantages of breastfeeding	1
Press briefing on launch of GELOSE (condom brand)	3
Press briefing at the Seminar to Combat Sexual Tourism	14
Press briefing on Population Services International's (PSI) Cinemobile (mobile video truck)	15
Press briefing at the Seminar on Breastfeeding sponsored by John Snow, Inc. (JSI)	7
Press briefing on the NGO, Voahary Salama (coordinates activities among organizations working on environment concerns)	1
Press briefing at the launch of "Protector Plus" (condom)	16
Press briefing at the Seminar on Integrated Management of Childhood Illnesses (IMCI)	7
Total number of events: 31	Total number of participants: 249

IV. PROJECT ACTIVITIES BY RESULT

FY 2001 (Oct. 2000–Sept. 2001)	
Description and topic of event	Number of participants
Press briefing on the environment	4
Press conference by the Malagasy delegation to the 2 nd Edition of the Forum for African Development on the Theme of AIDS held in Addis Ababa, Ethiopia	16
Press conference on exclusive breastfeeding as a method of family planning	11
Press conference on the Visit (to Madagascar) of the President of the International Federation of Family Planning	4
Press conference at the signing of the cooperative agreement between PSI and SFOI for the production of bottled water "Sur Eau".	12
Press briefing at a PROFILES Presentation	5
Press briefing on AIDS Awareness	22
Press briefing for the PSI's launch of a new insect repellent	14
Press briefing on the statement of the associations working to prevent AIDS	4
Press briefing on USAID's Seminar on Gender and AIDS	1
Total number of events: 10	Total number of participants: 93

Media articles or TV/radio broadcasts:

- ◆ During FY 2000 the members of *Intermédias* (an independent media organization that is supported with MEASURE *Communication* funds) had 501 newspaper articles (54 percent of all articles) published on population, health, nutrition, environment and other social issues. Other journalists (not members of *Intermédias*) had 414 articles published during the same period.
- ◆ During FY 2001 the members of *Intermédias* had 1,194 newspaper articles published on these topics (54 percent of all articles). This is an increase of 138 percent over the previous year. Other journalists had 999 articles published over the period. This is an increase of 141

percent over the previous year. The overall increase in articles on these topics was 140 percent.

IR 2: Coalitions or alliances around key PHN/E issues created or strengthened

Process Indicator

Coalitions or alliances formed to increase the saliency of PHN/E issues:

- ◆ During FY 2000 and FY 2001 MEASURE *Communication* continued to provide financial and organizational support as well as technical assistance to *Intermédiás*, an independent organization of journalists who concentrate their coverage on population, health, nutrition, environment and other social issues.

IR 4: Individual and institutional capacity to disseminate policy-relevant PHN/E data and information strengthened.

Process Indicator

Participants trained:

- ◆ FY 2000— 15 journalists trained to use demographic data in writing newspaper/magazine articles or scripts for TV/Radio programs along with coaching and practice to improve interviewing and writing skills.

EUROPE AND EURASIA (E&E)

Status

From 1993 through 1999, Reproductive Health Surveys (RHS) and Demographic and Health Surveys (DHS) were completed in nine countries in Eastern Europe and Eurasia. ORC MACRO conducted the Demographic Health Surveys in Kazakhstan (1995 and 1999), Kyrgyzstan (1997), and Uzbekistan (1996). The Centers for Disease Control and Prevention (CDC) conducted the Reproductive Health Surveys in the Czech Republic (1993), Georgia (1999), Moldova (1997), Romania (1993 and 1999), Russia (1996 and 1999), and Ukraine (1999). Currently, ORC MACRO and CDC are writing a technical report comparing the survey results in these countries. That report is scheduled to be completed in late 2001.

MEASURE *Communication* plans to write a nontechnical comparative summary (about 20 pages) of the broader technical report. The target groups for the publication are policy and program audiences in national governments within each country, USAID, international agencies, and cooperating agencies. The booklet will be published in three languages: English, Romanian, and Russian.

In addition, case studies or policy briefs will be developed on a relevant issue for three countries: Kazakhstan, Romania, and Russia. The issue(s) in the case study/policy brief will address a salient topic in each country identified with results from in-depth interviews.

During FY 2000 MEASURE *Communication* conducted approximately 22 in-depth interviews in each country with high-level policymakers in various ministries, legislative government bodies, as well as local and international reproductive health NGO staff. MEASURE staff analyzed the content of the interviews and developed a paper that was presented at the PAA Conference in March 2001. The paper was entitled, Policymakers' views on abortion, contraception and reproductive health: In-depth interviews in Russia, Romania and Kazakhstan.

After the materials are published and disseminated, the team will conduct a second series of in-depth interviews to evaluate whether they reached the appropriate audiences and to determine their relevance and influence in making policy or program decisions.

These activities are funded by the E&E Bureau and will contribute to the achievement of its following SOs and IRs: SO 3.2 Increased Health Promotion and Access to Quality Health Care. Specifically the production and distribution of the booklet will support this strategic objective's Intermediate Result 3.2.1: Legislative and policy reforms are enacted, with increased focus on ...health care and Intermediate Result 3.2.2: Improved mobilization, allocation, and use of health care resources.

CAMBODIA

Status

In FY 1999, USAID's Asia/Near East Bureau provided field support to MEASURE *Communication* for policy communication activities in Cambodia. During an assessment visit to Phnom Penh in May 2000, three focus areas emerged: (1) a need for strengthened capabilities to interpret, analyze, and use the Demographic and Health Survey results; (2) increased dissemination to sub-national decisionmakers as well as national policy audiences; and (3) a need to build capacity within the Cambodian Midwives Association to disseminate critical information on maternal health to a variety of audiences. Priority health and population policy issues include HIV/AIDS, infant, child and maternal health, immunization coverage, issues related to status of women and to adolescents. High priority family planning issues are unmet need, temporary versus long-term methods, policies about who can provide which methods, resource allocation issues, and policies concerning public versus private service delivery.

MEASURE *Communication* has completed a number of dissemination and policy communication activities this year as follows:

- ◆ Development of a booklet based on the CDHS preliminary report;
- ◆ Conducted two trainings for the Cambodian Midwives Association on developing a newsletter;

- ◆ Reviewed the draft Second Five-Year Socioeconomic Development Plan (SEDP-II) and made recommendations for updating data based on the new Cambodia Demographic and Health Survey (at the request of, and in collaboration with, the Secretary of State of the Ministry of Planning);
- ◆ Conducted a Policy Communication Workshop with participants from the Ministries of Planning and Health, the Royal University of Phnom Penh, and several NGOs.
- ◆ Established an alliance comprised of the Reproductive Health Association of Cambodia, the MOH, the MOP, the Royal University of Phnom Penh (RUPP), and the National Council for Population and Development. MEASURE *Communication* collaborated with these groups in the policy communication workshop and development of a folder/booklet. More importantly, this alliance will collaborate on dissemination of CDHS and other data at national and provincial level workshops and development of materials in the future

Results for FY 2000 and 2001

MEASURE Program SO: The collection and utilization of data for monitoring, evaluating, and making policy decisions improved and institutionalized

In May 2000, Secretary of State of the Ministry of Planning Lay Prohas requested MEASURE *Communication* to review the draft Second Five-Year Socioeconomic Development Plan (SEDP II) for accuracy of data in the chapter on health. MEASURE *Communication* staff reviewed the document and edited the Health Chapter to replace old health indicators with data from the Cambodia DHS preliminary tables. Indicators such as infant and child mortality, maternal mortality, and fertility were edited in the draft report and submitted to the Secretary Prohas for inclusion in the final SEDP-II. Secretary Prohas informed MEASURE staff that the changes submitted were incorporated into the final report.

IR1: Process through which key PHN/E issues are placed and maintained on the policy agenda strengthened

Process Indicator

Direct interaction with high-level policy audiences that focus attention on PHN/E issues:

- ◆ Meeting with the Deputy Prime Minister of Cambodia, Mr. Sok An, to discuss the importance of reproductive health and gain his support for MEASURE *Communication* efforts to disseminate information from the Cambodia Demographic and Health Survey and other RH research.
- ◆ Meetings with the Secretary of State of the Ministry of Planning that brought his attention to the importance of population and reproductive health issues
- ◆ Meetings with the Secretary of State of the Ministry of Health that brought his attention to the importance of reproductive health issues.

Outcome Indicator

Evidence that PHN/E issues have gained the attention of people influential in the policy process:

- ◆ Gained the support of the Deputy Prime Minister, the Secretary of State of the Ministry of Planning and the Secretary of State of the Ministry of Health for MEASURE *Communication's* dissemination efforts. Reached an understanding with all three of the importance of moving RH issues higher on the policy agenda through dissemination of information at national and sub-national levels.

IR 2: Coalitions or alliances around key PHN/E issues created or strengthened

Process Indicator

Coalitions or alliances formed to increase the saliency of PHN/E issues:

- ◆ Created an alliance among the Reproductive Health Association of Cambodia (RHAC), the MOH, the MOP, the Royal University of Phnom Penh (RUPP), and the National Council for Population and Development. MEASURE *Communication* collaborated with all of these organizations in conducting a policy communication workshop, developing of a folder/booklet based on CDHS preliminary data.

Outcome Indicator

Evidence that coalitions around key PHN/E issues created or strengthened:

- ◆ Alliance will be collaborating with MEASURE *Communication* to disseminate CDHS and other PHN information through national and sub-national seminars and development of materials.

IR 4: Individual and institutional capacity to disseminate policy-relevant PHN/E data and information strengthened.

Process Indicator

Participants trained:

- ◆ Policy Communication Workshop on communicating CDHS data: *12 participants*
- ◆ Workshop to train members of the Cambodia Midwives Association to develop and distribute a newsletter: *8 participants*

Outcome Indicator***Institutional capacity for policy communication improved:***

- ◆ Skills to develop communication strategies, develop computer graphic presentations, and deliver oral presentations transferred to staff from the MOH, MOP, the Royal University of Phnom Penh (RUPP), and NGOs.
- ◆ Development of folder with information from the CDHS preliminary report developed by MEASURE *Communication* in collaboration with staff from the MOP, MOH, RUPP, and NGOs.

JORDAN**Status**

In response to JNPC's request to enhance its information dissemination efforts in the area of reproductive health, MEASURE *Communication* supported the production of the *Population Handbook, Making the Pregnancy and Childbirth Safer* (factsheet), *Breastfeeding Patterns in the Developing World* (wallchart), *Improving Reproductive Health in Developing Countries* (booklet) in Arabic. JNPC printed 10,000 copies of each publication, with the goal of having an extensive distribution in Jordan. More than 5,000 copies of each publication were distributed in Jordan, with wide dissemination among the staff of the Ministries of Health, Education, and Awqaf (religious endowment), the Royal Medical Services, major universities, NGOs, and international organizations. A user questionnaire was developed and sent out with each publication, and the returned questionnaires were analyzed. It is worth noting that this was JNPC's first experience with conducting such a wide information dissemination effort as well as incorporating an evaluation component in their dissemination activities.

In FY 2001, JNPC produced and distributed the booklet on *Improving Reproductive Health in Developing Countries* and the wallchart on *Breastfeeding Patterns in the Developing World*. Also in FY 2001, the returned questionnaires of the *Population Handbook* and the factsheet on *Making the Pregnancy and Childbirth Safer* were analyzed to evaluate their use.

JNPC continued its collaboration with MEASURE *Communication* in responding to requests for more of the Arabic publications and agreed to produce PRB's *Population Bulletin* on "New Population Policies: Advancing Women's Health and Rights" in Arabic for distribution in the Arab world. Like the previous joint PRB and JNPC publications, JNPC will produce 10,000 copies of the bulletin in Arabic, with the goal of wide distribution in Jordan.

Results for FY 2000 and 2001

IR1: Process through which key PHN/E issues are placed and maintained on the policy agenda strengthened

Process Indicator

Outreach activities:

- ◆ JNPC is the main coordinating body for population policy, programs, and information in Jordan. Joint PRB and JNPC publications on PHN issues in Arabic distributed by JNPC among high-level policymakers and program managers in different government and non-governmental organizations and educators helps placing and maintaining the issues on the policy agenda.
- ◆ Produced four publications on important PHN issues.

IR 2: Coalitions or alliances around key PHN/E issues created or strengthened

Process Indicator

Number of attention-generating events:

- ◆ The breastfeeding wallchart was one of the main publications used in the special event organized by JNPC for the occasion of International Breastfeeding Week.
- ◆ JNPC also organized a press seminar and provided a press release on breastfeeding related to the wallchart.

IR 3: The effective dissemination of PHN/E information to priority policy audiences supported

Process Indicator

Number of publications disseminated in a country by format and topic:

- ◆ Over 8,000 copies of each publication distributed among Ministry of Health, Ministry of Education, Ministry of Awqaf, Royal Medical Services, and other ministries, major universities, and the media.

Outcome Indicator

Number of requests generated after the initial dissemination:

- ◆ More than 40 percent of returned questionnaires requested more copies of the publication. Of those requesting additional copies, the average was 6 copies for the *Population Handbook*

and 17 copies for the factsheet on *Making the Pregnancy and Childbirth Safer*. (The questionnaires had a 6% returned rate.)

IR 4: Individual and institutional capacity to disseminate policy-relevant PHN/E data and information strengthened

Process Indicator

Technical collaboration and transfer of knowledge in developing policy communication materials:

- ◆ MEASURE *Communication* walked JNPC through the dissemination process step-by-step. Dr. El-Sarayrah, the Secretary General of JNPC, expressed his gratitude and satisfaction with MEASURE *Communication* in helping his staff members gain expertise in producing policy materials and in evaluating policy communication activities.

Outcome Indicator

Institutional capacity for policy communication improved:

- ◆ JNPC's visibility and recognition, as well as demand for information, increased with the large-scale distribution of these publications in Jordan, according to one of the JNPC staff member.

BRAZIL

Status

In FY 2000-2001, MEASURE *Communication* prepared a 23-page report highlighting the accomplishments and lessons learned of USAID's last phase of assistance in family planning and reproductive health in Brazil. The report was based on a longer technical report produced by a POPTECH project evaluation team (for which MEASURE *Communication* supported one team member) and reviewed by a consortium of USAID cooperating agencies working in Brazil.

PRB staff worked with USAID/Brazil to develop a dissemination strategy for this report and accompanying materials, including a PowerPoint presentation and 4-page fact sheet to be used with other donors and policy-level audiences in Brazil. However, dissemination activities beyond the original report and one presentation were curtailed due to lack of funding and the departure of USAID's family planning program coordinator.

Results for FY 2000 and 2001

IR 3: The effective dissemination of PHN/E information to priority policy audiences supported

Process Indicator

Produced policy-relevant materials on USAID's Brazil program:

- ◆ Report titled *USAID Support for Family Planning and Reproductive Health in Brazil* produced in English (Jan 2001) and Portuguese (May 2001), disseminated to targeted audiences worldwide and in Brazil.
- ◆ PowerPoint presentation providing highlights of the report, delivered to USAID/Brazil in July 2000.
- ◆ Draft 4-page fact sheet, for use as a meeting handout, delivered to USAID/Brazil in August 2000.

Process Indicator

Disseminated report to key audiences in Brazil and to international donor and technical assistance community:

- ◆ Powerpoint presentation given by USAID program coordinator to JICA officials in July 2000.
- ◆ English report distributed to 936 recipients working in the international donor, NGO, and technical assistance community, including USAID missions and PHN offices worldwide.
- ◆ Portuguese report distributed to 716 recipients in Brazil, including government ministries, health services, NGOs, business community and universities.

Outcome Indicator

Requests for additional copies of the report:

- ◆ Staff of USAID, other donor agencies, and international NGOs requested 267 additional copies of the English report (beyond the initial distribution.)
- ◆ Requests were received for 114 additional copies of the Portuguese report. Requests came from Brazilian private sector health and social services, municipal health offices, and universities, as well as The World Bank.

KENYA

Status

The Kenya Demographic and Health Survey (KDHS) was completed in 1999. A Service Provision Assessment (KSPA) was finalized in 2001. In collaboration with the National Council for Population and Development (NCPD), the Ministry of Health, and Macro International, MEASURE *Communication*'s role is to ensure that findings from these surveys reach key policy and program officials in accessible formats for planning, management, and policy purposes. Dissemination activities are contributing to the achievement of the following mission objectives: SO3, "Reduce fertility and the risk of HIV/AIDS transmission through sustainable, integrated family planning and health services" and IR 1.1, "Policies and program approaches for FP/AIDS/CS services improved.

To date, MEASURE *Communication* has supported both national and sub-national dissemination efforts for the KDHS and KSPA. Specific activities included assisting with the implementation of 16 district seminars, the creation of six provincial-level presentations, the production of 16 district fact sheets, and a brief discussion guide used during the seminar breakout sessions to encourage dialogue among local representatives and national officials. PRB also provided assistance at the national seminar with the production of summary materials distributed to journalists and seminar participants. For example, we provided support for media coverage by calling on our local media contacts, developing a media list, writing a press alert, and preparing a fact sheet of key findings designed specifically for journalists. Through MEASURE *Communication*'s efforts, the DHS survey results received substantial coverage in national print and broadcast media.

In 2001, through a series of regional seminars, MEASURE *Communication* staff worked with the MOH and the NCPD to disseminate and use the results of the KSPA. The seminars provided an opportunity for the MOH to launch its new, decentralized program reform initiative—a planning process that used the KSPA data as a means of identifying priority issues. The primary benefit was the development of district health plans for each of the 70 districts. Another related benefit was the opportunity to link information from the KSPA (used as a baseline) with district work. According to Ministry officials, it was very important for district staff to see this link because it gave credibility to the MOH's reform planning effort. To date, the MOH has approved about 75 percent of the district work plans.

Results for FY 2000 and 2001

IR1: Process through which key PHN/E issues are placed and maintained on the policy agenda strengthened

Process Indicator

Number of attention-generating events:

- ◆ 16 district-level seminars on the KDHS findings completed
- ◆ 4 regional seminars held to examine KSPA data

Number of officials attending events:

- ◆ An estimated 280 participants attended the four regional KSPA seminars including: district medical officers of health (DMOH), district public health nurses (DPHN), health education officers, representatives of NGOs, private sector representatives, reproductive health advisors (RHAs), district population officers, provincial medical officers or their representatives, provincial OB/GYN physicians, commodities logistics officials, representatives from major hospitals, senior personnel from Ministry of Health, and NCPD headquarters.

Process Indicator

Direct interaction with high-level policy audiences that focus attention on PHN/E issues:

- ◆ Joanne Weinman brought NCPD and MOH officials together through several joint planning meetings. Seminar preparations included presentation rehearsals by ministry officials on the key KSPA findings in four areas: maternal health, child health, family planning, and STIs/HIV.

MEASURE Program Strategic Objective (SO): The collection and utilization of data for monitoring, evaluating, and making policy decisions improved and institutionalized

- ◆ 70 district-level workplans developed based on key findings from the MEASURE Service Provision Assessment

TANZANIA

Status

Data collection for the Tanzania Reproductive and Child Health Survey (TRCHS) was completed in 1999 and final reports on findings were produced in FY 2000-2001. The TRCHS 1999 consists of two components: a nationally representative sample survey of women and men, conducted with technical assistance from MEASURE DHS+; and, a nationally representative

survey of health facilities, conducted with technical assistance from MEASURE *Evaluation*. The survey's lead agencies in Tanzania were the National Bureau of Statistics (data collection and analysis) and the Reproductive and Child Health Section of the Ministry of Health (technical guidance).

In collaboration with the Reproductive and Child Health Section (RCHS), the National Bureau of Statistics (NBS), ORC Macro, and the UNC Center for Population, the MEASURE *Communication* team is disseminating TRCHS findings to key policy and program managers in both public and private sectors. Key information from the TRCHS is to be summarized in accessible formats and distributed for broader use in planning, management, and policymaking. Dissemination activities are contributing to the achievement of the following mission Strategic Objective: SO1 – Increased use of Family Planning/Maternal and Child Health and HIV/AIDS preventive measures.

To date, MEASURE *Communication* has completed a number of dissemination and data use activities. First, USAID requested MEASURE *Communication* to organize and facilitate a “brainstorming” meeting to develop a dissemination strategy for all HIV/AIDS-related TRHCS findings. Over 30 participants representing multiple private and public sector organizations and donors attended. Following the meeting, MEASURE *Communication* assisted RCHS in the production of a set of PowerPoint presentations and summary chartbooks (based on the presentations) for use at the national and subnational levels. RCHS is working with district level health management teams, a priority audience, as Tanzania's health system is in the process of decentralization. With increased planning and budgeting authority located at the district level, the capacity of district health management teams to use demographic and health data for policy planning and program management needs to be strengthened. Finally, in late 2001, the Mission requested MEASURE *Communication* to produce a booklet on HIV/AIDS that highlights trends, behavior, and challenges based on an extensive report produced by MEASURE *Evaluation*.

Results for FY 2000 and 2001

IR1: Process through which key PHN/E issues are placed and maintained on the policy agenda strengthened

Process Indicators

Number of attention-generating events:

- ◆ Meeting of key public and private sector officials and donors in the area of HIV/AIDS to discuss information dissemination strategies
- ◆ Assistance with conducting the national TRHCS dissemination seminar

Number of officials attending events:

- ◆ 30 officials attending the HIV/AIDS “brainstorming” session of disseminating TRHCS results
- ◆ Over 85 participants attending the national dissemination seminar

IR 3: The effective dissemination of PHN/E information to priority policy audiences supported

Process Indicator

Number of materials disseminated in a country by format and topic:

- ◆ Series of PowerPoint presentations completed for wider distribution
- ◆ Two booklets produced from PowerPoint slide presentations: *Highlights of the Tanzania Reproductive Health and Child Survey*; and an *Overview of HIV/AIDS*

RUSSIA

Status

MEASURE *Communication* is documenting lessons and results across USAID Moscow's portfolio of health projects and communicating the outcomes to appropriate policy audiences through a series of tailored reports. Assessment activities began in February of 1999 after preliminary planning visits carried out in the Fall of 1998. The focus is on four areas of activities:

- ◆ Diabetes management programs sponsored by the American International Health Alliance;
- ◆ Lead pollution abatement activities involving a broad array of U.S. and Russian agencies;
- ◆ Findings from a series of three CDC-assisted reproductive health surveys; and
- ◆ Ongoing work in improving the quality of medical services.

In 2000-2001, the MEASURE *Communication* team completed two reports on the results of USAID-supported diabetes management programs; the first for more technical audiences (e.g. clinicians) and the second for public health managers and policy audiences. The team also produced two booklets (one in Russian, one in English) documenting lead pollution and lead-related health activities carried out by USAID, CDC, and EPA in collaboration with a wide variety of Russian institutions and organizations.

Next steps include finalizing a times-series and other analyses of CDC data, collected through three waves of the Women's Reproductive Health Survey in Russia, to assess the impact of USAID-sponsored family planning improvement projects. A technical chapter on project findings will appear in the CDC final report.

Results for FY 2000 and 2001**IR 3: The effective dissemination of PHN/E information to priority policy audiences supported****Process Indicator*****Number of materials disseminated in a country by format and topic:***

- ◆ Summary policy booklet: *Lead in the Environment and Public Health in Russia: Five Years of American-Russian Collaboration 1995-1999*
- ◆ Summary policy booklet: *Diabetes Education Programs in the Moscow Region: New Tools for Disease Management*

MEXICO**Status**

Prior to the launch of *MEASURE Communication*, USAID/Mexico commissioned PRB to write a report of the accomplishments and remaining challenges of the last phase (1992-1999) of the mission's population assistance program in Mexico. In 1998, a preliminary draft was completed and reviewed by the CAs working in Mexico. In 1999, USAID asked *MEASURE Communication* to turn the document into a "lessons learned" report, and the draft was updated and edited to include new information generated from studies and activities completed during the phase-out of the program. Over the last year, the *MEASURE Communication* team continued refining the detailed report based on comments from organizations in Mexico. Progress has been slow due to the difficulty in obtaining feedback from the local groups. This coming year, the team plans to complete production and dissemination of the long report of accomplishments and remaining challenges, following final review by USAID/W and Mexico. Once the long report is finalized, the team will complete the synthesis report in English, translate the synthesis report into Spanish, and disseminate to a wide variety of audiences in Mexico and selected groups in Central America and the U.S.

CERPOD**Status**

MEASURE Communication has a subagreement with CERPOD for the purposes of improving the Centre's capacity to disseminate policy-relevant research findings and to advocate for policy and program change. In collaboration with the Bureau for Africa's SARA Project, *MEASURE* is supporting a policy communication position within CERPOD. This specialist is responsible for conceiving and maintaining a global dissemination strategy for the institution as well as producing summary materials and improving the evaluation of dissemination activities.

IV. PROJECT ACTIVITIES BY RESULT

In late FY 2000, CERPOD selected a new communication specialist. In FY 2001, the specialist and department chief at CERPOD visited PRB and developed a detailed workplan. One of the tasks included creating an institutional protocol for information dissemination that would help ensure budgeting for dissemination activities in each new research proposal. The MEASURE team also helped CERPOD develop communication evaluation procedures.

Results for FY 2000 and 2001

IR4: Individual and institutional capacity to disseminate policy-relevant PHN/E research findings and data strengthened

Outcome Indicator

Institutional capacity for policy communication improved:

◆ CERPOD senior management adopted an institutional “Dissemination Protocol” for use in the development of each new research proposal. The purpose of the protocol is to mobilize resources for anticipated dissemination efforts at the early stages of the research development stage. The protocol outlines examples of dissemination and data use activities and includes estimated costs for multiple types of dissemination activities.

B. AGENDA SETTING FOR POLICY CHANGE

Agenda setting is the stage of the policy process in which certain problems rise to the attention of policymakers while others recede. In political terms, an agenda is a set of problems or issues to which government officials, and people outside of government closely associated with those officials, are paying serious attention at some given point in time. Problems require exposure before they can be considered issues, and space and time on “the agenda” are scarce resources.

Through routine data collection, program monitoring and evaluation, and research, the MEASURE Program continuously contributes to the identification of problems and issues. MEASURE *Communication*'s role is to bridge the gap between data producers and decisionmakers by helping to ensure that critical problems reach the right audiences in a timely manner and are maintained on the national agenda. The following section presents the intermediate result for the agenda setting activities and lists evidence of achievement in FY 2000 – 2001.

Results for FY 2000 and 2001

IR1: Process through which key PHN/E issues are placed and maintained on the policy agenda strengthened

Media coverage is an important tool in raising awareness and generating public debate of PHN/E issues among the public and policymakers. This, in turn, helps to put these issues on the policy agenda, and continued coverage helps to keep them there. Our media activities are

designed to help journalists report and write about PHN/E issues accurately. These activities include seminars, where journalists are provided with objective, accurate, and timely information on a particular PHN/E topic; sponsorship of journalists to cover international and regional conferences on PHN/E issues; dissemination of publications and other materials; and regular follow-up and support through list serves. Many of our media activities are carried out through global (Women's Edition), regional (*Pop'Médiafrrique* and *Fem'Médiafrrique*), and country-level (*Intermédiass*) networks of journalists.

We do not define PRB's work with the media as traditional journalist training. Rather, we see it as a collaborative effort. By providing opportunities to enhance understanding of key issues, access sources of data-based information, exchange ideas about newsworthy stories, and obtain a steady stream of high quality information, our work increases the capacity of journalists to cover family planning and other reproductive health topics. Both MEASURE *Communication* and the journalists with whom we work have an interest in good, responsible coverage. We have knowledge of the issues; they have the skills to use that knowledge in their *métiers*. The activities we carry out were designed by journalists on PRB's staff and are thus grounded in the way the media works to maximize their effectiveness. The journalists come to trust PRB staff as reliable, nonpartisan sources of information on family planning, reproductive health, and other population issues, and they are, therefore, more likely to use the information we provide and to call on us if they need additional material.

The media team had a very active period in FY 2000-2001. Appendix A lists the seminars and locations for PRB-sponsored journalist networks. This appendix also contains the names of international events where we sponsored network and non-network journalists drawn from PRB's extensive journalist database. Following is the list of results achieved by indicator:

Process Indicators

Participants sponsored or supported by MEASURE Communication attending attention-generating events for PHN/E issues:

- ◆ 6 journalists to the NGO meeting and the Beijing +5 United Nations General Assembly Special Session (UNGASS) (New York – June 2000)
- ◆ 21 journalists to the XIII International AIDS Conference (Durban, South Africa – July 2000)
- ◆ 22 journalists to the Conference on AIDS and Young people (Bamako, Mali – Dec. 2000)
- ◆ 7 journalists to the conference Saving Lives: Skilled Attendance at Childbirth (Tunis, Tunisia – November 2000)
- ◆ 3 journalists to the Asia Pacific Conference on Reproductive Health (APCRH) (Manila, Philippines – February 2001)
- ◆ 3 journalists to the Population and Health in Africa in the 21st Century conference (Basel, Switzerland – April 2001)
- ◆ 13 journalists to Vision 2010: Regional Forum on Maternal and Neonatal Mortality Reduction (Bamako, Mali – May 2001)

IV. PROJECT ACTIVITIES BY RESULT

- ◆ 20 journalists to the International HIV/AIDS Conference (Burkina Faso, Dec. 2001)
- ◆ 6 journalists to Meeting the Reproductive Health Challenge: Securing Contraceptives, and Condoms for HIV/AIDS Prevention (Istanbul, Turkey – May 2001)
- ◆ 6 journalists to the United Nations General Assembly Special Session (UNGASS) on AIDS (New York – June 2001)

News media coverage of PHN/E issues resulting from MEASURE Communication interventions:

- ◆ 33 articles after covering the Beijing+5 NGO meeting and the Beijing +5 UNGASS (New York)
- ◆ 22 articles resulted from covering the XIII International AIDS Conference (Durban, South Africa)
- ◆ 24 articles resulted from covering the conference Saving Lives: Skilled Attendance at Childbirth (Tunis, Tunisia)
- ◆ 6 articles resulted from covering the APCRH (Manila, Philippines)
- ◆ 4 articles after covering the Population and Health in Africa in the 21st Century conference (Basel, Switzerland)
- ◆ 34 articles resulted from attending Vision 2010: Regional Forum on Maternal and Neonatal Mortality Reduction (Bamako, Mali)
- ◆ 23 articles resulted from covering Meeting the Reproductive Health Challenge: Securing Contraceptives, and Condoms for HIV/AIDS Prevention (Istanbul, Turkey)
- ◆ 16 articles resulted from UNGASS on AIDS (New York)
- ◆ 37 articles and 3 radio programs resulted from Women's Edition seminar (San José, Costa Rica – November 1999)
- ◆ 52 articles, 5 radio programs, and 2 TV broadcasts resulted from Women's Edition seminar (Durban, South Africa – July 2000)
- ◆ 46 articles and 2 radio programs resulted from Women's Edition seminar (Washington – February 2001)

Outcome Indicator

Evidence that PHN/E issues have gained the attention of policymakers (i.e., got on the "policy agenda"):

- ◆ The Women's Edition participant from Costa Rica was asked by the Costa Rican Journalists' Association to work with them for five months to cover gender and women's empowerment in journalism.
- ◆ After receiving a copy of *Parents* magazine with a supplement on women's empowerment, Hon. Kaluki Ngilu, a Member of Parliament (MP) for the Kitui constituency from Kenya called the editor of the magazine. The MP requested that *Parents* help start an empowerment project for women. This program is currently under development.

- ◆ After the Kenyan Women's Edition participant distributed the supplement on women and HIV/AIDS, she received two calls from Members of Parliament who said they were going to use the information on their AIDS committees to sensitize women.
- ◆ After airing a program on women's leadership, the Nepalese participant in Women's Edition was called to a meeting with the State Minister for Women, Children, and Social Welfare (WCSW) Kamala Pant. The discussions focused on various aspects of women's involvement in media and leadership. One of major issues discussed was widening the use of media for improving women's status.
- ◆ At the end of the Vision 2010: Regional Forum on Maternal and Neonatal Mortality Reduction held in May 2001 in Bamako, Mali, the Senegalese journalist with the PANA news agency had a meeting with the Senegalese delegation. The members of the delegation (doctors and midwives) asked her to be the one who would assure that the plan of action they had adopted would be implemented.
- ◆ The Nepalese journalist sponsored to attend the Contraceptive Security Conference in Turkey last May was asked by the UNFPA representative based in Nepal to help organize a press conference on the Istanbul Declaration in early June. Because of the tragedy that occurred in Nepal at that time, the press conference did not take place. However, the participant suggested that the information be disseminated in some other way, which the UNFPA official liked. Plans are currently under way to organize a one-day program for media to share with them information about contraceptives, AIDS, and the reproductive health situation in Nepal as well as the Istanbul declaration.

C. COALITION BUILDING FOR POLICY CHANGE

The mobilization of attention is what policy formation is primarily about and the systematic mobilization of attention is best achieved through broad-based coalitions. Coalitions are alliances involving participants located (ideally) in a variety of positions in and around government, the academic community, the media, the private voluntary sector, interest groups, and business. The two institutions that are especially important are the media and interest or advocacy groups.

MEASURE *Communication* works to create new coalitions or to strengthen existing coalitions who in turn keep attention focused on issues and maintain them on the policy agenda long enough for change to occur. The following section presents the intermediate result for the project's coalition building activities and lists evidence of achievement by process and outcome indicators.

Results for FY 2000 and 2001

IR2: The systematic mobilization of alliances (networks or coalitions) around key PHN issues to influence positive policy action on these issues promoted:

Much of MEASURE *Communication*'s media work involves creating alliances among journalists. In turn, some members of these alliances form coalitions with other journalists, NGOs, and other groups in their own countries.

Our global and regional media networks bring together journalists from print and broadcast media in alliances that work to increase and improve coverage of reproductive health and gender issues. Women's Edition brings together 10 to 12 senior-level journalists from developing countries around the world. Representing newspapers, magazines, radio networks, and television stations, they work together to develop common strategies to draw policymakers' attention to their stories. The *Pop'Médiafrrique* and *Fem'Médiafrrique* networks in West Africa form broader coalitions that in addition to journalists include policymakers, opinion leaders, and health communication specialists.

Intermédiás, in Madagascar, is an example of a country-specific journalist network that continues to grow – now consisting of print and broadcast journalists from all regions in the country. Members of Women's Edition have also formed alliances involving journalists and advocacy groups in their own countries.

As part of its support for gender, PRB has begun providing support to the Interagency Gender Working Group (IGWG), a network of staff from USAID and a wide range of CAs. This alliance has worked on a variety of products since 1997—CD-ROMS, discussion guides, PowerPoint presentations, tools for program development, and papers. MEASURE *Communication* is assisting with IGWG's increasing body of work by managing the gender listserv and developing electronic resources such as the website; designing and producing print materials and carrying out mailings; and developing promotional materials for the IGWG and individual workshops or speakers series.

Process Indicator

Number of alliances created or supported:

- ◆ MEASURE *Communication* has created four global, regional, and country-specific alliances of journalists:
 - ◆ Women's Edition
 - ◆ *Pop'Médiafrrique*
 - ◆ *Fem'Médiafrrique*
 - ◆ *Intermédiás*
- ◆ MEASURE *Communication* is working to enhance USAID's gender activities by supporting IGWG

Outcome Indicator

Evidence that MEASURE Communication interventions have enhanced coalition/alliance efforts to increase the saliency of key PHN/E issues:

- ◆ After the Women's Edition seminar on women's empowerment, the participant from Costa Rica organized a meeting with communicators in her country to launch the newspaper *Huella*, written and managed by women, focusing on gender issues.
- ◆ Following her visit to a village where a grassroots reproductive health program was being started, the Women's Edition participant from India wrote a magazine cover story on women's empowerment. The story prompted many organizations to offer funding for the grassroots project.
- ◆ After *Parents* magazine published a supplement on women and HIV/AIDS, they received visits and phone calls for advice or assistance from women who were or thought they were HIV positive. To assist these women, *Parents* has been collaborating with the Marie Stopes clinic and the Pregnancy Crisis Center and refers the women to these facilities for testing and counseling.
- ◆ Women colleagues of the Women's Edition participant from the Philippines consult her on stories they want to write about women. She advises them on such things as who to interview and what angles to take. She also collaborates on story ideas with broadcasters.
- ◆ The Women's Edition participant from the Philippines uses information provided at the seminars during her sessions at St. Scholastica's intercultural classes for women NGO leaders in Asia and the Pacific.
- ◆ The Women's Edition participant from Nepal collaborated with others in her country to create a group of professional journalists called *Ntena*, whose aim is to use the broadcast media to improve the status of Nepalese women. The information from Women's Edition seminars has helped to better identify the issues to be discussed.
- ◆ A nationwide media campaign was launched by *Intermédias* in November and December of 2000 in the weeks leading up to International AIDS Day, December 1st. This was the first time such a campaign had been carried out in Madagascar. *MEASURE Communication* provided technical assistance and the major portion of the funding for the organization of the campaign, but the USAID-funded Commercial Marketing Strategies Project and UNICEF also contributed. The campaign included 30 newspaper articles as well as one radio and one TV program that focused on the topic between November 4 and December 2, 2000.

D. POLICY LEARNING

Policy learning is the ongoing, incremental process that individual policymakers and relevant organizations go through as they acquire technical and political understanding of issues. It occurs within a web of interacting forces, involving multiple sources of information, complex power relations, and changing institutional arrangements. Because learning occurs over a period of time, it is essential that the stream of information has to keep flowing.

MEASURE *Communication*'s many global and country specific publications and websites support policy learning. The project's mailing list represents a resource for contributing to policy learning by targeting a broad range of influentials in government, the private commercial and NGO sectors, and the media. In addition, PRB's efficient system for responding to requests for copies of materials contributes to a steady stream of information on key PHN issues to developing country audiences and the development community.

During FY 2000 and 2001, MEASURE *Communication* produced a total of 23 new materials on key reproductive health and gender issues (See Appendix B). The team distributed an estimated 138,245 publications in targeted mailings and 95,714 publications in response to requests for a total of 233,959 materials distributed. In addition, each publication mailed to those outside the United States included a questionnaire that requests information regarding the recipients' satisfaction with the publication and how they will use it, as well as other questions to evaluate the value of these publications to recipients. Information from these "bounceback" questionnaires are included in the summary below.

Results for FY 2000 and 2001

IR3: The effective dissemination of PHN/E information to priority policy audiences supported

Outcome Indicator

Evidence of use for policy learning:

Examples of evidence of use for policymakers' or program managers' learning would be their use of MEASURE *Communication* products (print or electronic formats) for policy development, project or program design, writing reports or speeches, and their self report of a change in opinions or a greater understanding of the issues. This section describes seven publications and the feedback we have received to date.

1. Social Marketing for Adolescent Sexual Health: Results of Operations Research Projects in Botswana, Cameroon and South Africa

MEASURE *Communication* produced this 28-page booklet—S.M.A.S.H. for short—in collaboration with Population Services International (PSI) to share results and lessons learned from PSI's research on using social marketing techniques to change adolescent behavior. In an era of HIV/AIDS and increasing concern about premarital sexual activity and childbearing, the topic addresses a clear information need—practical recommendations on how to provide reproductive health information and services to young people. Nearly 5,000 English copies were distributed to our mailing list in Anglophone Africa and the international development community, and 2,208 of the French translation were distributed to Francophone Africa. About 100 bounceback questionnaires have been returned as well as multiple letters of acknowledgement and thanks, many of them from ministries. Following are examples of the kind of feedback we have received.

From the questionnaires, responses for how the recipients said they would use the report:

Policy development	27%
Project/program design	41%
Writing reports/speeches	50%

Specific examples of written comments:

“As a Minister of Information and of a country which advocates for an open approach towards the fight against AIDS, I want to thank you sincerely for the above effort. It is indeed the way forward especially in our societies where cultural monarchies and traditional beliefs are widely held. This, I am sure, is a serious AIDS awareness effort which should be upheld.”

Minister of Information, Kampala, Uganda

“Apart from providing very useful updates on reproductive health matters, the report provides an insight on current trends in other countries.”

News Editor, Zambia Daily Mail, Lusaka

“Under our community health programmes, the Kenya YMCA currently runs an HIV/AIDS awareness campaign, targeting young people between the ages 13 to 24 through peer education and counseling... Your report was very valuable in re-designing and refocusing our campaign for more impact.”

YMCA, Nairobi, Kenya

S.M.A.S.H. is also an example of CA collaboration. One PSI colleague provided the following testimonial: “I enjoyed reflecting on our collaboration and conclude that I honestly can’t give you constructive criticism. You and your colleagues were so helpful. I especially appreciate your flexibility and your attention to detail. Thank you for your patience, for willing [sic] to look for just the right word. We are very pleased with the final product.”

2. Conveying Concerns: Women Report on Gender-based Violence

The feedback on this 36-page booklet has been clear—violence against women is a topic of increasing concern to people around the world. Our audiences are looking for materials that highlight different aspects of the issue to use as the basis for discussions and training sessions. PRB distributed over 8,850 copies in English, 1,350 in French, and 3,883 in Spanish. To date, we have received 190 bounceback questionnaires and 23 letters. Following are examples of the feedback we have received:

"I must say that [Conveying Concerns] is a fascinating document and [I] found it very useful. You will be happy to learn that we recently have started a project on violence against women... Thus your report will be very helpful to us."

Dr Abbas Bhuiya, ICDDR,B, Bangladesh

"I noticed that so much time and skilled work and style are put into the product that makes it very interesting. I used the materials for references, paper writing, and presentations on... important matter at conferences."

Abdul Razak, Permanent Secretary, Confederation of ASEAN Journalists

"This publication will open the eyes of the people who read it. I use this to teach students in lectures on violence against women/domestic violence. Like the ripple in the water, this publication will spread out and educate many people... These stories are real and therefore credible."

Heidi Dyangko, Dean Bicol University College of Nursing, Philippines

"Thank you very much for sending this publication... Congratulations – it is excellent. I guess the true stories make it more effective – it is like real life. I intend to share it with the nurses in the government dispensaries in the Kwale district where we are running a health systems strengthening project with [the Ministry of Health]. There are around 40 health facilities in the district. I would like to introduce this to the nurses... I would appreciate if you can send us some more copies of this publication so that we can introduce it to all the nurses..."

Dr. Salim Sohani, Director, Community Health Department, Aga Khan Health Service,
Mombasa, Kenya

The booklet contains a compilation of articles from our Women's Edition media project, and thus this document extends the reach of that project. Excerpts from newspaper and magazine articles as well as radio and TV shows prepared by the Women's Edition participants are grouped into five sections: Domestic Abuse, Sexual Abuse, Female Genital Cutting, Laws and Policies, and The Role of the Media. In addition, PRB staff wrote a general overview and section introductions. This is the third compilation in the Conveying Concerns series.

3. *The World's Youth 2000*

Initial global distribution (8/00) was 8,014 in English, 1,379 in French and 3,870 in Spanish.

For this publication, 245 of the "bounceback" questionnaires were returned for a response rate of three percent. From these questionnaires, responses for how the recipients said they would use the report indicated the following. Respondents could indicate more than one use.

Policy development	24 %
Project/program design	33 %
Writing reports/speeches	57 %

Specific examples of written comments:

"Our organization is mandated to advise the Government of Ghana on food security issues and the research into food security and national health. This data would be a useful base for research and policy formation."

Scientific Secretary, Food Research Institute (CSIR), Ghana

"The report will be mentioned in the address of the Chief whenever he is to speak at meetings of the House and other forums which will be picked up by the media."

Registrar, Greater Accra Regional House of Chiefs, Ghana

"Trends of population growth are useful to plan for social services and growth rates are relevant to family planning purposes."

Acting Head, Department of Planning and Economic Development, Ethiopia

Regional mailing was as follows:

- 3,135 (39 percent) to sub-Saharan Africa
- 4,278 (53 percent) to Asia/Near East
- 128 (2 percent) to Latin America/Caribbean
- 473 (6 percent) to Europe/Eurasia

4. *Emerging Issues in Women's Health and Rights*

Initial global distribution (01/01) was 8,124 in English, 1,391 in French, and 3,869 in Spanish.

For this publication, 159 bounceback questionnaires were returned for a response rate of two percent.

Responses indicated the following for how the recipients said they would use the report:

Policy development	23 %
Project/program design	34 %
Writing reports/speeches	54 %

Specific examples of written comments:

The policy brief is very useful in helping to formulate the country's gender policy. It also helps institutions like ours on new challenges in gender issues so that data we collect remains relevant.

Director of Statistics, Central Bureau of Statistics, Ministry of Finance and Planning,
Kenya

This policy brief has provided me with the techniques to be adopted in designing an income-generating programme for women in particular in the organization.

Welfare Society, Ghana

This could be used as a (reference) tool in project design and training/workshops of the department and be a reference material to empower our rural women segment.

Department of Agriculture, Regional Office II, Philippines

Regional mailing was as follows:

- 3,255 (40 percent) to sub-Saharan Africa
- 4,324 (53 percent) to Asia/Near East
- 128 (2 percent) to Latin America/Caribbean
- 484 (6 percent) to Europe/Eurasia

5. ***Population Bulletin “New Population Policies: Advancing Women’s Health and Rights”***

Initial global distribution in March 2001 was 8,167 (French, Spanish and Arabic translations forthcoming).

For this publication, 256 bounceback questionnaires were returned for a response rate of three percent.

Responses indicated the following for how the recipients said they would use the report:

Policy development	28%
Project/program design	42%
Writing reports/speeches	57%

Specific examples of written comments:

This can be used as a reference by our policy makers and program implementers at the local level (province/city/municipalities).

Regional Director, Regional Population Office V, Philippines

As Director of Education and Training, I use these info frequently in my lectures and our meetings at the Ministry of Health.

Director, MOH Directorate of Training, Education, and Continuous Medial Education,
Amman, Jordan

Very useful for project design of microfinancing for gender empowerment.

Executive Assistant, Development Bank of Ethiopia, Addis Ababa, Ethiopia

Regional mailing was as follows:

3,219 (39 percent) to sub-Saharan Africa

4,323 (53 percent) to Asia/Near East

128 (2 percent) to Latin America/Caribbean

497 (6 percent) to Europe/Eurasia

Regional response rates were as follows:

- 4 percent from sub-Saharan Africa
- 3 percent from Asia/Near East
 - 2 percent from Latin America/Caribbean
 - 0 percent from Europe/Eurasia

6. *Youth in Sub-Saharan Africa: A Chartbook on Sexual Experience and Reproductive Health*

Initial distribution to Africa in April 2001 was 3,853 (French forthcoming).

For this publication, 118 bounceback questionnaires were returned for a response rate of three percent.

Responses indicated the following for how the recipients said they would use the report:

Policy development	24%
Project/program design	36%
Writing reports/speeches	56%

Specific examples of written comments:

I use it in program planning and training health workers at different levels.

Head of IEC, Ministry of Health, Asmara, Eritrea

The information is required as we develop and plan for projects in nutrition and for policy related to nutrition.

Principal Nutritionist, Ministry of Health and Child Welfare, Harare, Zimbabwe

Very useful for writing reports/speeches-As chief of my village, I have regular meetings with the subjects, and we discuss topics of importance regularly.

Chief Anamabo Central Region of Ghana and Ghana Bar Association

Used for writing. Handy as authentic and credible materials for my stories.

Reporter, Ghana News Agency

7. 2001 World Population Data Sheet.

Initial global distribution in June 2001 was 8,266 (French and Spanish forthcoming).

For this publication, 177 bounceback questionnaires were returned for an overall response rate of two percent.

Responses indicated the following for how the recipients said they would use the report:

Policy development	30%
Project/program design	44%
Writing reports/speeches	64%

Specific examples of written comments:

As background information when designing a project or writing a projected document, monitoring and evaluation of programs, conferences.

UNFPA Regional Director for Africa

As a reference document in the development of our reproductive health sub programme and common country assessment.

UNFPA Representative, Eritrea

We held a monthly meeting of government, NGOs-civil society, and politicians from where different actors present papers that help to influence policy changes in our area.

Coordinator, KANENGO (NGO), Kamuli, Uganda

Regional mailing was as follows:

- 3,286 (40 percent) to sub-Saharan Africa
- 4,354 (53 percent) to Asia/Near East
- 497 (6 percent) to Europe/Eurasia
- 129 (2 percent) to Latin America/Caribbean

Regional response rates were as follows:

5 percent from Latin America/Caribbean

2 percent from sub-Saharan Africa

2 percent from Asia/Near East

1 percent from Europe/Eurasia

Outcome Indicator

Number of requests generated after the initial dissemination:

1. ***Social Marketing for Adolescent Sexual Health: Results of Operations Research Projects in Botswana, Cameroon and South Africa.***

Subsequent requests generated the dissemination of over 2,770 additional copies to date.

2. ***Conveying Concerns: Women Report on Gender-based Violence***

Subsequent request generated the dissemination of more than 2,540 additional copies.

3. ***The World's Youth 2000***

Subsequent requests generated the dissemination of 5,286 more Data Sheets and 5,269 more Reports.

4. ***Emerging Issues in Women's Health and Rights***

Subsequent requests generated the dissemination of 2,268 more Policy Briefs.

5. ***Population Bulletin, "New Population Policies: Advancing Women's Health and Rights"***

Subsequent requests generated the dissemination of over 2,600 more *Bulletins*.

6. ***Youth in Sub-Saharan Africa: A Chartbook on Sexual Experience and Reproductive Health***

Subsequent requests generated the dissemination of nearly 2,000 copies have been distributed in response to requests. However, because this chartbook is relatively new we are still receiving requests and we expect the number to continue to increase.

7. ***2001 World Population Data Sheet***

Subsequent requests generated the dissemination of over 3,500 copies of the book edition and 3,200 copies of the wallchart have been distributed in response to requests. However, because these are relatively new, we are still receiving requests and we expect the number to continue to increase.

MAXIMIZING USE OF GLOBAL EVENTS FOR DISSEMINATION

As part of PRB's support for the Women 2000 conference in June 2000, we designed an information folder, which included four policy briefs, *Meeting Young Women's Reproductive and Sexual Health Needs*, *Making Pregnancy and Childbirth Safer, Is Education the Best Contraceptive?*, and *How Does Family Planning Influence Women's Lives?*. The topics were chosen to highlight the gender angle of key reproductive health issues, and the presentation style was designed to shed light not heat on controversial issues. For example, the brief on family planning highlights the mostly positive but still complex relationship between reduced fertility and women's lives; women with fewer children do work more outside the home, but many say they would prefer not to. The brief then presents policy options for addressing both gender-related and service-related constraints to effective use of family planning.

One thousand copies of the folder were distributed at the Women 2000 conference. The folder was so visually striking that PRB staff reported, "Not only did women take them directly out of our hands as we carried them to tables, but we were asked to pose in photographs holding the folders." An additional 8,900 were distributed to the English portion of our mailing list immediately following the event (the French and Spanish are being distributed in October). To date we have received requests for 900 additional copies of the English packet. The following are examples of the feedback we have received:

"Thank you very much for forwarding a copy of the extremely useful Women 2000 to our office. We would like to share the Policy Briefs with our programme partners and journalists as quick, concise resources to help them articulate the key reproductive health and gender issues in their advocacy work. Therefore would it be possible to have 30 more copies?"

Moses Mukasa, Country Representative, UNFPA, Accra, Ghana

"I have just returned from a 9-city desk-side media tour meeting with key reporters and editors in support of international family planning and removal of the gag rule. These publications are invaluable sources of documentation. Thank you."

Judith DeSarno, National Family Planning and Reproductive Health Association,
Washington, DC

"The Center for Gender and Women Studies would like to acknowledge receipt of the publication, Women 2000. Our unit is geared towards engendering the curriculum, coming up with researches and publications, conducting and participating in training and seminars, and providing extension services and networking. We will definitely make good use of the material you have sent us."

Fatima Alvarez-Castillo, Center for Gender and Women Studies, University of the
Philippines, Manila, Philippines

“Your collection on women’s reproductive lives is very informative and will be most useful in informing initiatives directed at addressing women’s reproductive and sexual needs. The Organisation of African Unity wishes to congratulate you for your efforts in this direction.”

Dr. Mary Maboreke, Head, Women, Gender and Development Division,
Organisation of African Unity, Ethiopia

“I have received the collection “Women 2000: A Global Profile of Women’s Reproductive Lives.” We found the collection very useful regarding the topics, contents and the presentation. The collection will be put in the library to be available for anyone especially the researchers to use it in their duties. “

Abdoraboh A. Gradah, Chairman, Central Statistical Organization, Sana’a, Yemen.

INNOVATIVE USES OF ELECTRONIC MEDIA

MEASURE *Communication* uses websites and listserves as channels for reaching our audiences and disseminating information to contribute to a supportive environment. MEASURE websites include MEASURE Gateway, MEASURE *Communication*, PopNet, and PopPlanet.

MEASURE *Communication* established PopPlanet in FY 2000 in partnership with the National Council for Science and the Environment. It is a multi-lingual website that examines population, health, and environment linkages. The objectives are to (1) disseminate information that can be used by policymakers, program managers, and others, and (2) encourage a dialogue among audience members. PopPlanet includes both the website itself with substantive information on population, health, and the environment and briefing “booklets” on nine countries and a moderated bulletin board hosted by experts in the fields where participants can exchange ideas on relevant issues.

This website is a new initiative that has made significant progress towards expanding the accessibility of information to policymakers and program managers and encouraging discussion on population, health, and environment issues. It has received national and international attention from the press and is a featured link on many other websites. The on-line environmental directory Care2.com selected PopPlanet as one of the top five environmental websites; it is a Featured Link by the University of Wisconsin’s Department for Demography and Ecology, and it is listed as a resource in the World Wide Web Virtual Library. Sites in Latin America such as Peru’s *Revista de Ciencia y Tecnología en la red* and the Central American regional site Red POAM have provided Spanish links to the site. In Africa, the South African Development Directory has highlighted the site, and in Francophone Africa PopPlanet has been described and links provided in French. In Asia, the Regional Institute of Environmental Technology in Singapore has provided a description and link to the site. Use of the site continues to grow rapidly, more than doubling from 15,000 hits from 22 different countries in June to nearly 34,000 hits in August.

Even at this early stage there has been substantial positive feedback from NGOs, media groups, public health officials, and researchers from countries in every region of the world. One reviewer from an international media outlet wrote, "PopPlanet brings together information on the environment, population, and health in an easy to read format. Not only will you learn about the hot issues for each area, but you can also check out maps and awesome satellite images. Make sure you also see their searchable population and environment linkage service."

PopNet

This is an award-winning website that PRB has been supporting with USAID funding since June 1997. It became part of MEASURE *Communication* in FY98. PopNet is a well regarded resource for population information. It is included in the Encyclopaedia Britannica's list of the Web's Best Sites, in the University of Wisconsin-Madison's selective collection of Internet resources chosen by librarians and content specialists known as The Scout Report for Social Sciences, in the United Nations Population Division's POPIN Electronic Library, and as one of the main information resources on the home page of Population.com. The Population Media Center describes PopNet as "a very large reference site, probably the best resource for population information available with a comprehensive directory of population-related websites searchable by topic or keyword, by organization, or through a world regions map." This past April, PopNet was also featured as one of the incredible sites in the new book, *300 Incredible Things To Learn On The Internet*, by Robyn Freedman Spizman and Ken Leebow.

This past year, over 200 country pages were added to PopNet, providing links to country-specific information on topics including demographic statistics, development programs, education, environment, gender, health, and national policies. These country pages are now included in Measure *Communication's* popular policy briefing packets. PopNet has an international audience as well. The monthly usage reports reveal that over 20 percent of users are outside of the United States

Listserves

MEASURE *Communication* also disseminates information to 75 journalists from approximately 15 listserves. The information covers an array of population and reproductive health issues, including family planning, environment, gender, maternal mortality, child survival, HIV/AIDS, among others and is targeted both regionally, e.g. African journalists receive information on African and international issues, and substantively, so that journalists receive information on topics in which they have expressed interest.

MEASURE recently conducted a survey designed to determine the effectiveness of this service. About 30 percent of the journalists responded, and they were overwhelmingly satisfied with the information they receive. Close to 70 percent of the respondents reported that the information provided to them is "very relevant" to their work, and another 20 percent responded "somewhat relevant." All respondents reported that the information provided was new, and that they used the information for their work: One-third reported they used the information to develop presentations and/or prepare for seminars; two-thirds stated they used the information to write news articles; one-third responded that they had used information from the service to develop projects or programs; and three-quarters reported that they had used the information to either

persuade others to support their view or to persuade others to take specific actions. Many of the respondents also reported sharing the information with other editors, columnists, feature writers, and journalists who then used the information to write news articles, television scripts, develop programs, and commission articles.

Respondents were pleased with the timeliness and the content of the material that they received. When asked to provide suggestions for the service, two replied, "It's an excellent service and needs little or no improvement," and "We have been receiving your output. I am very impressed with it. Please keep up the good work." A journalist from the Philippines wrote "Thank you... for the wonderful service you, MEASURE, and PRB provide by way of [reproductive health] and population news from around the world!" And another journalist wrote "Thanks for all the articles... They are very useful for some of our major bulletins—World News, African News, and News of the Developing World."

E. CAPACITY BUILDING FOR INCREASED INFORMATION DISSEMINATION AND USE

MEASURE *Communication* strengthens institutional and individual capacities to design, implement, and evaluate dissemination strategies through U.S.-based, regional, and in-country training programs. Training focuses on helping researchers and technical staff to use state-of-the-art communication techniques and tools to better ensure that their data will be used by decisionmakers to improve policies and programs in population, health, nutrition, and the environment. The workshops explore several aspects of the research-to-policy process, emphasizing long-term planning and communication strategies to ensure that research findings have policy and program impacts. Specific activities include: (1) examining the research-to-policy gap and the fundamentals of the policymaking process; (2) developing a policy-level communication strategy and action plan based on participants' own research; (3) preparing concise written materials that summarize research findings and present clear policy recommendations; (4) learning techniques to reach policymakers through the media such as writing press releases and interviewing; and (5) creating and delivering oral policy presentations using PowerPoint.

In FY 2000, MEASURE *Communication* conducted six workshops attended by 83 participants from 32 countries globally. Regional workshops were held in South Africa, Costa Rica, and Thailand (x 2). Two U.S.-based trainings were conducted: the East-West Center summer seminar series and the PRB Policy Fellows seminar.

In FY 2001, the team had an extraordinarily productive year, conducting 10 workshops for 140 researchers, program officials, and communication specialists from approximately 31 countries globally. Regional workshops were held in Uganda (x 2), Thailand, and Costa Rica (x 2). Country specific trainings were conducted in India, Cambodia, and Madagascar, and two U.S.-based trainings were held for participants from multiple regions (East-West Center and the PRB Policy Fellows). (See Appendix C for a complete list.)

In addition, MEASURE *Communication* conducts seminars for journalist to provide them with data-based information that helps them to understand the issues surrounding a particular subject. Unlike traditional journalist training programs that teach the basics in journalistic writing, these seminars serve as a means of exploring the policy and program implications of recent research findings, identifying newsworthy stories that will help make topics like family planning and reproductive health more competitive as news articles, and promoting the exchange of information among regional journalists and health experts (south-to-south). In FY 2000-2001, a total of 33 journalists from Women's Edition, *Pop'Médiafrrique*, and *Fem'Médiafrrique* participated in seminars that focused on *Women and Leadership*, *Adolescents and HIV/AIDS*, and *Women and HIV/AIDS*.

The following section presents the intermediate result for the project's capacity building activities and lists evidence of achievement by outcome indicator.

IR4: Individual and institutional capacity to disseminate policy-relevant PHN/E research findings and data strengthened

Outcome Indicator

Evidence of policy communication skill use following training activities:

The results documented from post-workshop questionnaires, e-mail correspondence, and face-to-face interviews are as follows:

- ◆ Carmincha Rosa Murguía from the Institute of Education and Health in Peru (participant in the IUCN 2000) workshop gave approximately 10 interviews to journalists from radio, TV and the written press. In particular, as a Latin American expert working on the issue of HIV/AIDS among youth, she was interviewed by CNN during the UNGASS meeting in New York on HIV/AIDS. She noted, "During the interview all that you taught us immediately came to mind ... what's my key message, support it with salient facts, be brief, simple and direct... I tell you the interview was the ultimate test for all that I learned in the workshop. I would have never done this prior to your workshop."
- ◆ Delia Carba from the Office of Population Studies in the Philippines (participant at the EWC 2000) used her oral presentation skills to present findings from a study on the health delivery system in Cebu Province to government health officials. The results will be the basis for resource allocations of the health services.
- ◆ Carmincha Rosa Murguía from the Institute of Education and Health in Peru (participant in the IUCN 2000) prepared a series of fact sheets and policy memorandums that were used to summarize key research results from studies examining the role of youth in the context of the themes from the Cairo and Beijing Conferences. They were sent to those in charge of youth programs in the Ministry of Health and Education and the Ministry of Women's Affairs.
- ◆ Mahesh Puri from CREPHA in Nepal developed a PowerPoint presentation on policy change for reproductive rights for women and presented to officials from the Ministry of Health and Parliamentarians. He also produced a policy memoranda (a format exercise practiced during the workshop) for parliamentarians on reducing unsafe abortions. This action prompted the

Ministry of Health to request technical guidance from his institution for preparing a similar memorandum for policy change for parliamentarians.

- ◆ Zulma Concepción Sosa de Servín from the General Office for Statistics, Surveys and the Census of Paraguay (participant in the UCR training 2000) developed two fact sheets. The first was directed to UNFPA in Paraguay accounting for the activities and projects that supported the Census 2002; and the second highlighted the results of research examining the use of funds for social programs in the country and was developed for the Ministry of Social Action.
- ◆ Zaccheus Akinyemi from Population Services International (PSI) Nigeria returned from the September (2001) Uganda workshop and immediately developed a results-based strategy for disseminating their recent research findings on sex worker behavior and condom use. Objectives include incorporating a budget line item for sex worker interventions to reduce the spread of HIV/AIDS in the upcoming national health development plan.
- ◆ María Viridiana Sosa Márquez from the Colegio de México (participant in the UCR training 2000) worked with colleagues from the Mexican Association of Population and the National Institute of Geography and Computing to develop press releases highlighting findings from the 2000 census.
- ◆ Carlos Raul Cipriani Robles from the Center for Epidemiological Research in Reproductive Health in Guatemala (participant in the UCR 2000 workshop) prepared a manual for journalists for reporting on environmental issues where he adapted the materials used in the workshop.
- ◆ María Eugenia Villalobos Hernández of the School of Nutrition in the University of Costa Rica (participant in the IUCN 2001 workshop) presented her results on the biosecurity of food and nutrition at the congress of the Society of Nutritional Education using the techniques developed in the workshop.

Outcome Indicator

Training sessions or workshops replicated (spin-offs):

- ◆ During 2001, seven former participants have either replicated the workshop for other groups in its entirety or by using multiple modules from the course.
- ◆ Carmincha Rosa Murguía from the Institute of Education and Health in Peru (participant in the IUCN 2000) replicated the workshop in full with 36 coordinators from 35 provinces affiliated with the Ministry of Health in Peru who are working on programs looking at health in school among adolescents.
- ◆ Dr. Kanchanachitra and Dr. Sureeporn Punpuing from the University of Mahidol in Bangkok (both alumnae from EWC workshops) conducted a one-week workshop on Communicating Reproductive Health and Gender Issues to Policymakers for 14 Thai researchers and program managers in May of this year.
- ◆ Johnny Madrigal-Pana from the University of Costa Rica (participant in UCR workshop from 2000) replicated the workshop to experts from the Global Environmental Outlook in Costa Rica.

- ◆ Zulma Concepción Sosa de Servín from the General Office for Statistics, Surveys and the Census of Paraguay (participant in the UCR training 2000) conducted two workshops to sensitize journalists to the importance of the census and to bring them together with researchers and experts. The overall objective of the sessions were to strengthen the capability of journalists to understand the results from the census, and to put them in touch and have them develop relationships with technical experts who could serve as resource persons for reporting.
- ◆ Alicia Castillo from Mexico's Institute of Ecology at the National Autonomous University (participant in the IUCN 2000 workshop) has developed a university course on communication for ecosystem management based on the workshop. She has included many of the elements from the workshop and said that based on the workshop she wanted to contribute to a new generation of experts who think about policy communication.
- ◆ Dr. Ismet, from the University of Istanbul (participant at the EWC workshop in 1999), says the following: "I have opened an MA course on 'population policies and development plans' at the institute. Within the context of the MA course, I have added some of the sessions of the workshop such as the policy process and the research-to-policy gap, identifying the barriers to and solutions for reducing the research-to-policy gap, identifying the policy and program implications of research, and developing a strategy for communicating research results to policymakers into the curricula of the course."
- ◆ Mr. Luswa Lukwego from the University of Makerere (participant at the EWC workshop in 2000) adapted modules from the training to conduct workshops for district-level statisticians in the dissemination and use of surveillance system data.

Outcome Indicator

Institutional capacity for policy communication improved:

- ◆ The Center for Research and Population Development (CERPOD) in Bamako, Mali adopted an institutional "Dissemination Protocol" for use in the development of each new research proposal. The purpose of the protocol is to mobilize resources for anticipated dissemination efforts at the early stages of the research development stage. The protocol outlines examples of dissemination and data use activities and includes estimated costs for each type of activity.
- ◆ MEASURE *Communication* negotiated funds from USAID New Delhi to add a communication specialist to the staff of the International Institute of Population Studies, the implementing agency for the NFHS-2. Her duties include fielding requests for data and materials from the survey (up to five requests per day), creating a database of journalists interested in reporting on IIPS research findings, and maintaining an inventory of state reports and summary materials. IIPS is now interested in maintaining this position and is investigating funding options.
- ◆ Alicia Castillo from Mexico's Institute of Ecology at the National Autonomous University (participant in the IUCN 2000 workshop) has developed a proposal for a decentralized center that would generate and work with researchers to develop policy relevant research and assist in the dissemination of research findings. The center would have three key

IV. PROJECT ACTIVITIES BY RESULT

components: dissemination, policy communication, and information and documentation. University representatives are discussing the proposal.

- ◆ According to Dr. Ismet from the University of Istanbul, “Before the workshop, dissemination and communication phases of the research were generally ignored by the Institute. After the attendance of the workshop, in all [research] activities of the Institute, we have started to give priority to dissemination strategies and communication approaches.”
- ◆ From a team from CREPHA that conducts research for multiple USAID-funded projects “We began to give emphasis on ‘to the point’ information rather than dissemination everything at once.” “After the workshop, I prepared advocacy and public education messages according to the target audiences and began using the media channel for dissemination.” (Mahesh Puri and Binod Nepal, CREPHA, Nepal)
- ◆ “I changed ...the format of the [institution’s] bulletin and convinced several colleagues about the importance of having a lot of information available on our website.” (Helena Ramirez, Distance Learning Center, Univ. of Costa Rica)

APPENDIX A: MEDIA

WOMEN'S EDITION SEMINAR ON WOMEN'S EMPOWERMENT, SAN JOSE, COSTA RICA (NOVEMBER 1999)

Thaís Aguilar, SEM (Costa Rica)

Nawal Sayed Mostafa, *El Akhbar* (Egypt)

Sarah Akrofi-Quarcoo, *Ghana Radio News* (Ghana)

Sathya Saran, *Femina* (India)

Eunice Mathu, *Parents* (Kenya)

Josefina Dela Cruz (Pennie Azarcon), *Sunday Inquirer, Philippines Daily Inquirer* (Philippines)

Gabriela Adamesteanu, *22 Magazine* (Romania)

Barbara Bitangaro, *The New Vision* (Uganda)

Thi Loc Nguyen, *Voice of Vietnam* (Vietnam)

BEIJING+5, NEW YORK (JUNE 2000)

Thaís Aguilar, SEM (Costa Rica)

Gabriela Adamesteanu, *22 Magazine* (Romania)

Rina Jimenez-David, *The Philippines Daily Inquirer* (Philippines)

Christina Stucky, *Sunday Independent* (South Africa)

13TH INTERNATIONAL AIDS CONFERENCE, DURBAN, SOUTH AFRICA (JULY 2000)

Jérome Bilélé Benin, CNLS-IST (Burkina Faso)

Sidi Coulibaly, CREPA (Burkina Faso)

Raymonde Rabodomalala, Télévision Nationale Malgache (Madagascar)

Herivonjy Rajaonah, *Midi Madagasikara* (Madagascar)

Rondro Ramamonjisoa, *Madagascar Tribune* (Madagascar)

Aimée Tsitakatra, ACEEM Radio (Madagascar)

WOMEN'S EDITION SEMINAR ON WOMEN AND HIV/AIDS, DURBAN, SOUTH AFRICA (JULY 2000)

Judith Hadonou-Yovo, *La Chaine 2* (Benin)

Thaís Aguilar, SEM (Costa Rica)

Nawal Sayed Mostafa, *El Akhbar* (Egypt)

Lemlem Bekele Woldemichael, *Radio Ethiopia* (Ethiopia)

Sarah Akrofi-Quarcoo, *Ghana Radio News* (Ghana)

Sathya Saran, *Femina* (India)

Eunice Mathu, *Parents* (Kenya)

Harikala Adhikary, *Milijuli and Gorkhapatra* (Nepal)

Josefina Dela Cruz (Pennie Azarcon), *Sunday Inquirer, Philippines Daily Inquirer* (Philippines)

Gabriela Adamesteanu, *22 Magazine* (Romania)

INTERMÉDIAS SEMINAR ON INTERPRETING DATA, ANTANANARIVO, MADAGASCAR (SEPTEMBER 2000)

Patrick Andry Andriantsileferintsoa, Tana Madagascar

Mr. Rene Levita, Radio Tele Varatraza

Ms. Yvonne Hary Raharimanga, Radio Nationale Malgache

Ms. Florentine Rakoto, Radio Nationale Malgache

Mr. Guy Oliver Rakotoarivony, *Midi Madagasikara*

Ms. Jemima Rakotoasimbola, M3TV-M3FM

Lucie Odile Ralisiarinjatovo, Marturia Vavolombelona

Ms. Noro Razafimalala Ramalala, *L'Express de Madagascar*

Mr. Guy Laurent Ramanankamonjy, *L'Express de Madagascar*

Mr. Mathieu Célien Ramasiarisolo, *Lakroan'I Madagaskira*

S. Zoelson Randrianindrina, ACEEM Radio

Mrs. Hajaso Pauline Raoelivelo-Randriamahazo, Mad Online; *Lakroan'I Madagasikara*

Mr. Jean Jacque Francois Zamany, RNM/TVM Tamatave

SAVING LIVES: SKILLED ATTENDANCE AT CHILDBIRTH INTER-AGENCY CONFERENCE, TUNIS, TUNISIA (NOVEMBER 2000)

Mohammed Haque, *Anannya* (Bangladesh)

Ana Lucie Kere, *Le Journal du Soir* (Burkina Faso)

Joana Macie, Mozambican News Agency (Mozambique)

Meena Kaini, *The Kathmandu Post* (Nepal)

Judith Okpeki Ufford, Vanguard Media Ltd. (Nigeria)

Aida Soumaré-Diop, PANA (Pan African News Agency) (Senegal)

Barbara Kagoro Bitangaro, *The New Vision* (Uganda)

Lamba Simpito, Reuters and Zambia Integrated Health Programme (Zambia)

NATIONAL POP'MÉDIAFRIQUE SEMINAR - AIDS AND YOUNG PEOPLE, BAMAKO, MALI (NOVEMBER-DECEMBER 2000)

Mr. Eloi Camara, *Radio Sido* (Mali)

Mr. Souleymane Dembele, *Radio Jamana* (Koutiala) (Mali)

Mr. Amara Malé Diallo, *Radio Guintan* (Mali)

Mr. Mamadou Seydou Diarra, *Nouvel Horizon* (Mali)

Mr. Lassine Doumbia, *Radio Kéné Dougou* (Mali)

Mr. Brehima Doumbia, *L'Essor* (Mali)

Mr. Amadou Moumé Kone, *Radio Jekafo* (Mali)

Mr. Mamadou Kone, *ORTM-Radio* (Mali)

Mr. Boubacar Konipo, *Radio Jamana* (Mopti) (Mali)

Mr. Ishaq Maiga, RENACOP s/c *Radio Kledu* (Mali)

Mr. Ousmane Mallé, *Le Malien* (Mali)

Mr. Mohamed Sacko, *Info Matin* (Mali)

Mr. Yaya Sidibe, *L'Indépendant* (Mali)

Mr. Cheikna Hamalah Sylla, *Le Républicain* (Mali)

Mr. Mahamane Garba Toure, *Le Continent* (Mali)

Mr. Mahamadou Traoré, *L'Observateur* (Mali)

WOMEN'S EDITION SEMINAR ON WOMEN AND LEADERSHIP, WASHINGTON, DC (FEBRUARY 2001) JUDITH HADONOU-YOVO, LA CHAINE 2 (BENIN)

Thaís Aguilar, SEM (Costa Rica)
Nawal Sayed Mostafa, *El Akhbar* (Egypt)
Lemlem Bekele Woldemichael, *Radio Ethiopia* (Ethiopia)
Sarah Akrofi-Quarcoo, *Ghana Radio News* (Ghana)
Sathya Saran, *Femina* (India)
Eunice Mathu, *Parents* (Kenya)
Harikala Adhikary, *Milijuli and Gorkhapatra* (Nepal)
Josefina Dela Cruz (Pennie Azarcon), *Sunday Inquirer, Philippines Daily Inquirer* (Philippines)
Gabriela Adamesteanu, *22 Magazine* (Romania)

APCRH, MANILA, PHILIPPINES (FEBRUARY 2001)

Chhay Sopal, Reuters, Cambodian Journalists Club (Cambodia)
Khan Sophirom, *Koh Santepheap* and Cambodia Journalists Club (Cambodia)
Nina Ratulele, Pacific Islands News Association (Fiji)
Upala Devi Banerjee, Freelance reporter (India)
Anita Kaytal, *The Times of India* (India)
Laxmi Murthy, Women's Feature Service (India)
Sanchita Sharma, *The Indian Express* (India)
Aparna Vaish, *Doordarshan Jaipur (Rajashan)* (India)
Sarah Sabaratnam, *New Straits Times* (Malaysia)
Bishnu Sharma, *Khulamach National Weekly Publication* (Nepal)
Nguyen Thi Hai, *Vietnam Business Review* (Vietnam)
Do Nguyen Hoang Dung, *Ba-Ria-Vung Tau* (Vietnam)
Pham Thi Lai Giang, Vietnam News Agency (Vietnam)
Nguyen Thi Minh Chau, *Nguoi Lao Dong* (Vietnam)
Tran Thi Thanh Ha, Vietnam News Agency (Vietnam)
Pham Thanh Thuy, Vietnam News Agency (Vietnam)
Le Hung Vong, *Vietnam News* (Vietnam)

MEETING THE REPRODUCTIVE HEALTH CHALLENGE, ISTANBUL, TURKEY (MAY 2001)

Harikala Adhikary, *Milijuli and Gorkhapatra* (Nepal)
 Florence Machio, *Parents* (Kenya)
 Miriam Ruiz Mendoza, Comunicación e Información de la Mujer (CIMAC) (Mexico)
 Oluremi Oyo, Interpress (Nigeria)
 Maswoodur Rahman Prince, *The Independent* (Bangladesh)
 Diana Zulu, *Zambia Daily Mail* (Zambia)

UNICEF CONFERENCE ON MATERNAL HEALTH, BAMAKO, MALI (MAY 2001)

Sidi Coulibaly, CREPA (Burkina Faso)
 Ana Lucie Kere, *Le Journal du Soir* (Burkina Faso)
 Mafarma Sanogo, Radio-Television du Burkina (Burkina Faso)
 Hortense Zida, *Sidwaya* (Burkina Faso)
 Sarah Akrofi-Quarcoo, Ghana Radio News (Ghana)
 Joyce Nsefo, *The Ghanaian Chronicle* (Ghana)
 Aoubacar Saliph Diarra, *Les Echos* (Mali)
 Yédali Fall, *l'Eveil Hebdo* (Mauritania)
 Miriam Menkiti, Federal Radio Corporation of Nigeria (Nigeria)
 Judith Okpeki Ufford, Vanguard Media Ltd. (Nigeria)

UNGASS ON HIV/AIDS, NEW YORK, NY (JUNE 2001)

Sie Some, *Le Journal de Soir* (Burkina Faso)
 Chhay Sophal, Reuters and Cambodian Journalists Club (Cambodia)
 Vera Hwacha Odenyo, *The East African* (Kenya)
 Caroline Hooper-Box, *The Sunday Independent* (South Africa)
 Lewis Machipisa, InterPress (Zimbabwe)

**WOMEN'S EDITION SEMINAR ON WOMEN AND TRAFFICKING, NEW YORK, NY
(SEPTEMBER 2001)**

Judith Hadonou-Yovo, *La Chaine 2* (Benin)

Nawal Sayed Mostafa, *El Akhbar* (Egypt)

Sarah Akrofi-Quarcoo, *Ghana Radio News* (Ghana)

Sathya Saran, *Femina* (India)

Eunice Mathu, *Parents* (Kenya)

Harikala Adhikary, *Milijuli and Gorkhapatra* (Nepal)

Gabriela Adamesteanu, *22 Magazine* (Romania)

APPENDIX B: MATERIALS AND DISSEMINATION

MATERIALS PRODUCED AND DISSEMINATED UNDER MEASURE COMMUNICATION

FY 2000

- 1999 World Population Data Sheet* (booklet and data sheet) in French and Spanish
- Breastfeeding Patterns in the Developing World* (data sheet) in French and Spanish
- MEASUREd, vol. 1 no. 2* (newsletter) in English
- Female Genital Cutting: The Facts and the Myths, FGC Symposium, USAID Final Report, Intra-Agency Working Group on FGC* (booklet) in French
- Building on Global Gains in Health, Education, and Rights: The Cairo Consensus* (policy brief) in English
- Conveying Concerns: Women Report on Gender-based Violence* (booklet) in English
- Social Marketing for Adolescent Sexual Health* (booklet) in English and French
- 2000 World Population Data Sheet* (booklet and data sheet) in English
- Women 2000* (folder with set of four policy briefs) in English
- The World's Youth 2000* (booklet and data sheet) in English
- India National Family Health Survey-2* (data sheet) in English

FY 2001

- Women 2000* (folder with set of four policy briefs) in French and Spanish
- Conveying Concerns: Women Report on Gender-based Violence* (booklet) in French and Spanish
- 2000 World Population Data Sheet* (booklet and data sheet) in French and Spanish
- Emerging Issues in Women's Health and Rights: Discussions from Women 2000* (policy brief) in English, French and Spanish
- USAID Support for Family Planning and Reproductive Health Programs in Brazil* (booklet) in English and Portuguese
- New Population Policies: Advancing Women's Health and Rights* (bulletin) in English
- Youth in Sub-Saharan Africa: A Chartbook on Sexual Experience and Reproductive Health* (booklet) in English
- 2001 World Population Data Sheet* (booklet and data sheet) in English
- The World's Youth 2000* (booklet and data sheet) in English
- Conveying Concerns: Media Coverage of Women and HIV/AIDS* (booklet) in English

Abandoning Female Genital Cutting: Prevalence, Attitudes, and Efforts to End the Practice
(booklet) in English

India National Family Health Survey-2 (set of 3 data sheets) in English

APPENDIX C: CAPACITY BUILDING

PARTICIPANTS LISTED BY WORKSHOP

Workshops in FY 2000

2000 RH-Mahidol University, Nakon Pathom, Thailand, February 2000

- Mr. Tuon Thavrak, Deputy Director General, General Directorate of Planning, Cambodia
- Dr. Siriwan Pitayarangsarit, Research Fellow, SRS Programme on Health Financing & Health Economics, Thailand
- Mrs. Xiaowen Tu, Research Fellow, Shanghai Institute of Planned Parenthood Research, China
- Dr. Gurumurthy Rangaiyan, Lecturer, International Institute for Population Sciences, India
- Ms. Sutji-Rochani Siregar, Senior Researcher, Demographic Institute, Faculty of Economics, India
- Mr. Binod Nepal, Senior Research Associate, Center for Research on Environment Health & Population Activities, Nepal
- Mr. Laxmi Prasad Tripathi, Section Officer, Central Bureau of Statistics (CBS), Nepal
- Dr. Dev Swarup, Education Officer, University Grants Commission, India
- Mrs. Marilyn Villegas Cinco, Project Supervisor, Office of Population Studies, Philippines
- Dr. Abu Taher Muhammed Faruq, NGO Liaison Officer, UFHP/JSI, Bangladesh
- Mr. Nguyen Thanh Son, Senior Evaluation Officer, Vietnam Family Planning Association (VINAFFPA), Vietnam
- Dr. Truong Quy Duong, Director, M.C.F. Center of Hoa Binh Province, Hoa Binh Provincial Health Department, Vietnam
- Mr. Rong Chhorn, First Deputy Chief, Department of Human Rights & NGOs, Cambodia
- Mr. Hash Vongdara, Assistant to the Senior Minister, Office of the Council of Ministers, Cambodia
- Dr. Jatan Bhowmick, Trainer, Concerned Women for Development (CWFD), Bangladesh
- Dr. Irshad Ahmed Shaikh, Director, National Research Institute of Fertility Control, Ministry of Population Welfare, Pakistan

2000 University of Costa Rica, San José, Costa Rica, February 2000

- Sr. Carlos Raul Cipriani Robles, Associate Researcher, Centro de Investigación Epidemiológica en SR, Guatemala
- Sra. Rossany Margarita Auveda Flores, Communications Specialist, Partnerships for Health Reform (PHR/USAID), Honduras
- Sr. Eduardo Ramon San Marful Orbis, Researcher, Centro de Estudios Demográficos de la Universidad de La Habana, Cuba
- Sr. Johnny Madrigal-Pana, Professor, University of Costa Rica, Costa Rica
- Sra. Maria DiBrienza, Professor/Researcher, Universidad Católica Andres Bello, Venezuela
- Sra. María Viridiana Sosa Márquez, El Colegio de México, A.C., Mexico
- Sra. Roxana Rios Cornejo, Information Systems Manager, Proyecto de Salud Integral (PROSIN), Bolivia
- Sr. Enrique Ruben Oviedo Saavedra, Poverty and Social Policy Researcher, SUR; Centro de Estudios Sociales y Educación, Chile
- Sra. Doroteo Mendoza Victorino, Chief of medical information and development division, Instituto Mexicano del Seguro Social (IMSS), Mexico
- Sra. María Mercedes Melian Britos, Director, Research and Evaluation Department, Centro Paraguayo de Estudios de Población (CEPEP), Paraguay
- Sra. Wilma Llanos Segovia, Technical Assistant in Epidemiology, CARE Bolivia, Bolivia
- Dr. Edgar Hidalgo, Technical Director for Maternal and Infant Health research, Instituto Nacional de Estadística (working with MEASURE DHS+), Guatemala
- Sra. Zulma Concepción Sosa de Servin, Chief of Census Department, Dirección General de Estadística, Encuestas y Censos, Paraguay

2000 PHE-IUCN, San José, Costa Rica, May 2000

- Inalvis Lourdes Rodriguez Reyes, Psychologist, Centro de Estudios de Mujer, Federación de Mujeres, Cuba
- Carmen Rosa Murguía, Researcher, Instituto de Educación y Salud, Peru
- Ms. Miriam Camacho Valladres, Psychologist, Instituto Mexicano de Investigación de Familia y Población, Mexico
- Ms. Alicia Castillo Alvarez, Biologist, Instituto de Ecología, Mexico
- Ms. Nelly Lopez Alfaro, Professor/researcher, IDESPO-Universidad Nacional, Costa Rica
- Ms. Victoria Eugenia Hernandez Mora, Sub-director of Development Observatory/ National Coordinator of Network, Red de Desarrollo Sostenible de CR, Costa Rica
- Ms. Irma Josefa Mendoza Gutierrez, Program Associate, Population Council, Honduras

Vita Giovanna Randazzo Eisemann, Regional Information Officer, Save the Children, Reino Unido, Central American Office, Honduras

Mr. Roberto Eugenio Tinoco Ordoñez, Researcher, Red de Desarrollo Sostenible de Honduras, Honduras

Ms. Carmen Juana Yon, Sociologist, ONG Movimiento Manuela Ramos, Peru

Diva Altamirano Noboa, Journalist, Fundación Natura, Ecuador

Ms. Carmen Luisa González Garcíandía, Geographer, Instituto de Geografía Tropical, Cuba

Ms. Ana Veronica Gonzalez Orantes, Biologist, Fideicomiso para Guatemala, Guatemala

Mr. Victor Hugo Venegas, Area de Conservación Tempisque, Costa Rica

2000 East-West Center, Honolulu, Hawaii, USA, June 2000

Ms. Lixia Mo, Information Officer, Information Division, The State Family Planning Commission of China, China.

Mr. Geha Nath Gautam, Under Secretary, Office of the Prime Minister, Nepal

Mr. Lawrence Aduonum-Darko, AID Development, USAID/Ghana, Ghana

Mr. Julius Terbiru Awuu Ayuure, Communication Officer, Navrongo Health Research Center (NHRC), Ghana

Dr. Rajeshri Ramesh Chitanand, Senior Research Officer, NFHS-2, International Institute for Population Sciences, India

Ms. Rina Herartri, Head of Subdivision, National Family Planning Coordinating Board (BKKBN), Indonesia

Dr. Chona R. Echavez, Senior Research Associate, Research Institute for Mindanao Culture (RIMCU), Philippines

Dr. Yogiraj Sharma, Director of Public Health & Family Welfare, Government of Madhya Pradesh, India

Dr. Sureeporn Punpuing, Assistant Professor, Institute for Population & Social Research, Thailand

Dr. Junhong Chu, Associate Professor, Institute of Population Research, China

Ms. Yen Ling Low, PhD student at Cambridge. Formerly acting Head, Surveillance & Policy Unit, formerly with Ministry of Health, Department of Nutrition, United Kingdom

Mrs. Malaefono Taua, Assistant Government Statistician, Western Samoa

Mr. Samuel Nii Ardey, Senior Research Officer, Population Impact Project, Ghana

Mr. Lukwago Osman Luswa, Materials Development Officer, Lecturer, Institute of Public Health, Uganda

Ms. Analisa T. Piad, Statistician I, National Statistics Office, Philippines

Dr. Balram Paswan, Senior Lecturer, International Institute for Population Sciences, India

2000 IPH-Makerere University, Kampala, Uganda, October 2000

Mr. Martin Ninsiima, National Programme Officer, IEC/Advocacy Dept., Population Secretariat, Ministry of Finance, Uganda

Mr. Brown Nkomo, Senior Information Education and Communication Officer, Zimbabwe National Family Planning Council, Zimbabwe

Dr. Agnes Moses Mpheula, Assistant Lecturer, College of Medicine, University of Malawi, Malawi

Mr. Sylvester Agangmikre, Regional Population, National Population Council, Ghana

Mr. Kifle Sede Samo, Coordinator and Head, Reproductive Health, IEC, Health Education Center, Ethiopia

Ms. Hlalefang Lekena, Administrative Officer, Gauteng Population Unit, South Africa

Mr. George Jasson Mandere, Research Fellow/Lecturer in Demography, University of Malawi, Chancellor College, Malawi

Mr. Josibert Joseph Rubona, Head - Health Management Information, Ministry of Health, Tanzania

Dr. Ndalaha Faustin, Senior Research Fellow, Institute for Resource Assessment, Univ. of Dar es Salaam, TANZANIA

Mr. Lynn Atuyambe, Assistant Lecturer, Institute of Public Health, Uganda

Mr. Irenius Joseph Ruyobya, Senior Statistician, National Bureau of Statistics, Tanzania

Ms. Gakenia Wamuyu Maina, Lecturer, Institute of Public Health, Makerere University, Uganda

Mr. Edmond Bagde (Baguedé) Dingamhoudou, Regional Communication Officer (West and Central Africa), Population Council/Frontiers, Senegal

Dr. Linus Ikapel Etyyang, Programme Manager, Family Planning Association of Kenya, Kenya

2000 PHE-Madagascar, Antananarivo, Madagascar, November 2000

M. Louis Joseph Rajohnson, Directeur des Etudes et Recherches, Office National de Population, Madagascar

Ambroisine Raveloarisoa, Chef de Service Documentation et des Informations Environnementales, Ministère de l'Environnement, Madagascar

Clement Marie Randriantelomanana, Responsable Monitoring-Evaluation, Adventist Development and Relief Agency (ADRA), Madagascar

Luciano Andriamaro, Conseiller technique en Suivi-ecologique, Projet d'appui a la Gestion de l'environnement, Madagascar

- Andriantseheno Ranaivosoa, Responsable de l'IEC/Plaidoyer du Programme National de Population, FNUAP, Division de la Mobilisation et de la Dissémination, Madagascar
- Chantal Andrianarivo, Chef de cellule Recherche et Biodiversite, Association Nationale pour la Gestion des Aires Proteges, Madagascar
- Olga Randrianarison, Expert National, FNUAP (UNFPA), Madagascar
- Elie Nirison, Informaticien, Institut National des Statistiques (INSTAT), Madagascar
- Ms. Amedee Ramandratosoa, Chargee du suivi et d'evaluation, Fianankaviana Sambatra (FISA), Madagascar
- Ms. Andree Andriamanana, Responsable de la Division, Ministere de la Sante, Madagascar
- Hermalala Raveloson, Assistant Recherche Secetaire Executive, Group d'Etude et de Recherche sur les Primates de Madagascar, Madagascar
- Hajarijaona Razafindrafito, Directeur du Projet "Survie de l'enfant", Adventist Development and Relief Agency (ADRA), Madagascar
- Josette Rahantamalala, Responsable de suivi-evaluation et recherche, Conservation International (CI), Madagascar
- Dr. Odile Michèle Randriamananjara, Coordinatrice, Voahary Salama, Madagascar.

Workshops in FY 2001

2001 PHE-Mahidol University, Nakon Pathom, Thailand, January 2001

- Ms. Vivencia Tan, EDP Supervisor and Research Assistant, Office of Population, Philippines
- Ms. Kusol Soonthornhdada, Researcher & Lecturer Institute for Population and Social Research, Thailand
- Ms. Naida G. Pasion, Health/Population/Nutrition Manager, Save the Children Philippine Field Office, Philippines
- Ms. Yumiko Kashiba, Program Officer, Population & Health, JICA, Pakistan
- Mr. Upendra Prasad Adhikary, Under-Secretary, Ministry of Population and Environment, Nepal
- Mr. Atiya bin Ab Sallam, Medical Lecturer, University of Malaya, Malaysia
- Ms. Merry Sri Widyanti Kusumaryani, Junior (Assistant) Researcher, Demographic Institute, Faculty of Economy, Indonesia
- Ms. Khanum Parveen, Operations Researcher, Operations Research Project, HPED, Bangladesh
- Mr. Subhash Chander Gulati, Professor & Head, Population Research Centre, India
- Mr. Sanjay Gupta, Research Associate, Tata Energy Research Institute (TERI), India
- Mr. Pitani Ravi Shankar, Scientific Officer, King Edward VII Memorial (KEM) Hospital, India
- Mr. Zibao Zhang, PhD Student, Shanghai Institute of Planned Parenthood Research, China

Ms. Zhuang Yaer, Research Associate, China Population Information and Research Center, China

Ms. Xiujian Peng, Lecturer and Researcher, Institute of Population Research, China

Ms. Nucharee Srivirojana, Program Officer, Population Council, South & East Asia, Thailand

Mr. Mahmud Arifin Raimadoya, National Project Advisor (INS/98/P06), Ministry of State for Environment/UNFPA, Indonesia

2001 India NFHS-2 dissemination workshop, Mumbai, India, February 2001

Mr. Rakesh Munshi, Deputy Director, Directorate of Health (Demography) Services, India

Dr. Sanjay Mohanty, Lecturer, International Institute for Population Sciences, India

Mr. Chander Shekhar, Lecturer, International Institute for Population Sciences, India

Dr. Damodar Tiwary, Social Scientist, Population Research Centre, India

Dr. Sudhir Kumar, Head, Division of Statistics, A. N. Sinha Institute of Social Studies, India

Shri. Shiv Kumar Verma, Research Investigator, Population Research Centre, India

Mr. Janardan Warvadekar, Research Investigator, Population Research Centre, India

Dr. Daya Krishan Mangal, Officer on Special Duty, Medical Health and Family Welfare Department, India

Dr. Ashok Kumar Saxena, Child Specialist, State Institute of Health Management & Communications, India

2001 University of Costa Rica, San José, Costa Rica, February 2001

Sra. Zoila Dalila Matamoros Rivera, Asociación Hondureña de Planificación de Familia, Honduras

Sra. Nimia Beatriz Torres Cuevas, Chief of Statistics Department, Dirección General de Estadística, Encuestas y Censos, Paraguay

Sr. Nafiou Inoussa, Assistant for Administration and Finance, Oficina del Fondo de Población de las NU (UNFPA), Paraguay

Sra. Sara María Vega Sánchez, Neonatal Medical Assistant, Hospital Nacional Guillermo Almenara Irigoyen, Peru

Sra. María del Carmen Miranda Quezada, Program Officer, Agencia de los EE.UU. para el Desarrollo Internacional (USAID), Honduras

Sra. Alma Gloria Nájera Ahumada, Area Chief for Demographic and Social Studies, Coordinación de SR y Materno Infantil, Mexico

Sra. Gloria Telleria Geiger, Coordinadora SPSSR, UNFPA/Bolivia, Bolivia

- Sra. Rosario Ymelda Aguije Valdez, Adjunct Director of Demography and Social Studies, Instituto Nacional de Estadística e Informática, Peru
- Sra. Paulina Vidal Pollarolo, Researcher, Instituto Chileno de Medicina Reproductiva (ICMER), Chile
- Sr. Juan Carlos Vargas Aguilar, Lecturer, Universidad de Costa Rica-CIHAC, Costa Rica
- Sra. Marita Begueri Pages, Researcher, Instituto Nacional de Estadística y Censos (INEC), Costa Rica
- Sra. María Eugenia Mazuera del Hierro, Head of the Center for Research at the School of Public Health, Universidad de Antioquia, Colombia
- Sr. Fernando Rubén Gonzáles Salguero, In-Country Advisor, FRONTIERS, Population Council-Oficina de Bolivia, Bolivia
- Sr. Edgardo Javier Ábalos, Interim Scientific Director, Centro Rosarino de Estudios Perinatales (CREP), Argentina
- Sr. Hernán Martín Manzelli, Assistant Researcher, Centro de Estudios de Población (CENEP), Argentina
- Sra. Xinia María Andrade Ruiz, Specialist, Instituto Nacional de Estadística y Censos (INEC), Costa Rica

2001 East-West Center, Honolulu, Hawaii, USA, May 2001

- Ms. Lina Hang, Director of Demographics Statistics, National Institute of Statistics, Cambodia
- Mr. Yongsheng Wu, Associate Professor & Director of Administrative Office, Shenzhen Hygienic & Anti-Epidemic Station, China
- Ms. Herna Lestari, Coordinator, Center for Gender & Health Communications, Indonesia
- Ms. Khuat Thi Hai Oanh, Coordinator, Health & Population Program Assistant, Market & Development Research Center (MDRC), Vietnam
- Mr. Muda Saputra, Researcher, Demographic Institute, Faculty of Economics, Indonesia
- Ms. Deborah Duchon, Director, Applied Cultural Research Project, USA
- Ms. Indriati Wardanah, Program Manager, Yayasan Galang, Indonesia
- Ms. Yamini, Communication Officer, Centre for Operations Research and Training, India
- Mr. Panwar Dharmendra Singh, Project Officer, CARE-India, India
- Ms. Gelegjamts Uranchimeg, Coordinator, Ministry of Health, Mongolia
- Ms. Chaohua Lou, Associate Professor, Shanghai Institute of Planned Parenthood Research, China
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