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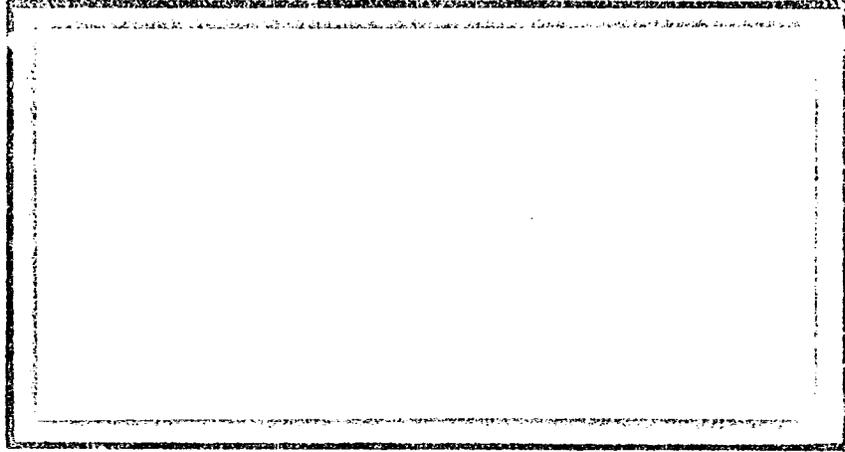
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EGYPT
PHASE II OF A PROJECT CONCERNED WITH
POPULATION INFORMATION,
EDUCATION AND COMMUNICATION

A Report Prepared By:
DAVID L. PIET, M.A.

During the Period:
JANUARY 18 - April 12, 1978

Under the Auspices Of The:
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OFFICE OF POPULATION, AID/pha/C-1100

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EXECUTIVE SUMMARY

A. Scope of Work

To serve as Technical Advisor to the Egyptian State Information Service (SIS) in the field of IE&C for a family planning and population project Phase II, (January-April 1979).

Specific projects included:

1. formation of the IE&C Unit (individuals named to Unit)
2. organization and implementation of the orientation course for the Unit
3. providing a preliminary and flexible conceptual framework for the project
4. preliminary evaluation of project to date

The Phase I report by this consultant covered the prior period, November-December 1978. The emphasis in both reports is on administrative procedures, personnel, project organization and program design. Specific messages and media issues are addressed in still another report, Phase II, same dates, by Nancy J. Piet.

B. Findings:

1. IE&C Unit members have been named and orientation is in process (a detailed evaluation to be provided by Dr. Gadalla upon completion)
2. a conceptual framework, including a breakdown of major audiences, objectives for each audience, and possible media methods, has been formulated
3. the first quarter budget has been approved by USAID (approximately March 23, 1979) but SIS response to Implementation Letter No. 3 and jointly approved contracting procedures were not completed at the end of this consultancy - therefore the Unit is not yet fully operational
4. content and production of population and family planning materials is the major concern of the Unit following orientation and must be carefully studied and evaluated for the project to be successful
5. although some field trips were taken to different SIS information centers, additional visits would be helpful to evaluate local procedures and receive inputs for successful media outreach

6. the Policy Advisory Committee, one of the first Amendment Covenants, has yet to be named. It is important that this supervisory committee function, not only to facilitate cooperation among the interested public and private organizations but also to analyze and approve media/literature programs
7. a wide range of family planning materials have been ordered for reference and education (from USAID/Jakarta to Project Manager, USAID/Cairo)

C. Conclusions/Recommendations

1. the first planned media messages should be completed and carefully evaluated to determine media approach for the rest of the project
2. USAID should take a flexible position on SIS contracting procedures, specifically those outlined in the SIS response to PIL #3
3. USAID should offer guidance to SIS on IE&C evaluation and other USAID administrative procedures
4. a mechanism for distribution and access to SIS-produced materials by private family planning groups in Egypt should be established

I. SCOPE OF WORK

The consultant was to serve as a technical advisor to the Egyptian State Information Service (SIS) in the field of IE&C for a family planning and population project, Phase II (January-April 1979).

A. While still in the United States before departure for Cairo:

1. Work with communication experts on ideas and concepts for orientation courses to be conducted for the IE&C Unit at American University Cairo.
2. Identify relevant materials (books, journals, films, etc.) to be used by the Unit.
3. Determine possible training courses for Unit and work on strategies for campaigns as they relate to IE&C efforts in Egypt.

B. Upon arrival in Cairo:

1. Continue to serve as Technical Advisor to State Information Service (SIS) in field of IE&C for family planning and population project and continue design and development of various IE&C programs as USAID technical representative working at SIS.
2. In cooperation with SIS technical unit, continue development of implementation plans for various media campaigns as developed for the project.
3. Continue development and implementation of short-term training necessary to project start-up and future goals.
4. Develop acceptable population communications plan with the technical unit and other institutions; i.e., breakdown of major audiences, objectives for each target audience and media to be used in obtaining these objectives, and development of a detailed plan on evaluation of IE&C impact.

II.

II. PROJECT RELATED ACTIVITY IN USA

While in the U.S. between Phases I and II of my Technical Advisorship to the State Information Service (SIS), there was opportunity to work on a number of project activities.

There was communication about the project in general and the orientation course for the Unit in particular with Mr. Lyle Saunders and Mr. William Sweeney, Ford Foundation. Mr. Saunders was particularly helpful with ideas for the orientation course. For further details refer to the Program Outline, the section entitled Family Planning IE&C (Appendix A).

With Ms. Nancy Piet a number of Airlie Production (George Washington University's School of Medicine and Health Sciences) films were viewed and their applicability to the IE&C Project and Egypt's overall program discussed. The films viewed were:

1. The Joyful Day
2. To the People
3. The City: Implications for the Future
4. We Go Where They Are
5. A Question of Choice
6. Social Marketing
7. Indonesian Training Film
8. Mexico - 2,000

It should be noted here that these same films were again viewed and discussed with the SIS's IE&C Unit. For further details refer to the Preliminary Framework for the Project (Appendix B). A request has been sent to Mr. Douglas Larson, George Washington University, for further information as well as free copies of these films. Several other films, with a view toward special audiences, were also requested:

1. Understanding the Pill
2. Female Sterilization (Tunisia)
3. Minilaparatomy Techniques

Discussions about the project were held at various times with Mr. Lenni Kangas, Mr. William Johnson, Mr. Marschal Rothe and others at AID/Washington. One afternoon was devoted to project discussion with Ms. Joyce Burton, the Project Manager, and Dr. Al Bisset, HSTD/USAID/Cairo, both in Washington on TDY from USAID/Cairo.

There were also a number of general administrative and project related issues which had to be finalized with the American Public Health Association (APHA) prior to departure for Cairo.

Finally, and most wide ranging, detailed discussions and analysis about the project were carried out with my colleague, Ms. Nancy Piet, prior to our departure for Cairo on January 18, 1979.

III. BACKGROUND TO PHASE II

My Phase I report entitled "Egypt: Phase I of a Project Concerned With Population Information, Education and Communication" (November 6-December 22, 1978) details the various stages of the project (Project No. 263-0029) up to mid-December 1978. The Bar Chart of Activities (Appendix C) graphically shows the major thrusts of activity during the second phase of activity from mid-January through mid-April 1979. The situation upon my return to Cairo in mid-January was as follows:

- a. The bank account still needed to be set up.
- b. One unit member had been replaced.
- c. The complete suite of offices intended for the Unit still needed to be vacated and renovated for occupancy.
- d. The Policy Advisory Committee, one of the Covenants of Amendment No. 1 of the Project Agreement, still needed to be named.
- e. The Financial Procedures (PIL #2), including the First Quarter Budget and Framework for the Project, still had to be drafted and approved by both parties.
- f. The Request for Proposal (RFP) had been drafted, but needed a great deal of revision plus approval.
- g. The Contracting Procedures (PIL #3) had yet to be worked out.
- h. The details for the orientation course to be contracted to the Social Research Center, American University Cairo still had to be finalized.

Indeed the work was cut out for all the parties involved. While the first two months of this consultancy had their ups and downs, what with the multi-faceted administrative procedures and project details of two government agencies to work out, the project and its principals settled down to production efforts after USAID approved the Financial Procedures (PIL #2) Preliminary Framework and First Quarter Budget for the Project -- see Appendix B) in mid-March. Once most of the procedures had been finalized the IE&C Unit could get down to the important tasks at hand -- putting full energies and attention to the kinds of activities called for under the project.

IV. PHASE II ACTIVITIES

In my judgment the success or failure of the project hinges on four major and interrelated factors: (1) the IE&C Unit; (2) the Orientation Course being provided by the Social Research Center (American University Cairo); (3) the Conceptual Framework for the Project; and, (4) the evaluation and on-going analysis of media productions and campaigns component. Except for the naming of the Unit, most of my time and that of Ms. Piet, was spent on items 2, 3 and 4.

1. IE&C Unit.

The members of the Unit are:

- a. Mr. Mohammed Sharaf Mussa, Project Director. Concurrently is Undersecretary of the International Relations Division, SIS, which handles all bilateral assistance and communication dealing with information.
- b. Mrs. Mary Kamel Morgan, full-time deputy to the Project Director. Mrs. Morgan is the primary link between Mr. Sharaf, the Technical Advisor and the rest of the Unit. Further, and more important, she is the driving force behind the Unit.
- c. Other Unit members are:
 - Mr. Muhammad Abd-Allah Al-Shafaki (Mr. Shafaki)
 - Mr. Mohyi-El-Din Fahim Khalil (Mr. Mohyi)
 - Mr. Esmat Abdel Aziz Mussa (Mr. Esmat)
 - Mr. Tawfik El Ruweiny (Mr. Tawfik)
 - Ms. Nabila El Daghaghni (accountant)

* * For further details on the Unit members see Phase I report.

Under the circumstances, and after the rather tenuous beginning of this project, the Unit is making progress toward successfully carrying out the project. Naturally individual talents, experience and commitment vary but collectively the members get along and function well together.

To understand how far the Unit has come during the time of this consultancy one must first understand something of the State Information Service. Prior to October 1978, the SIS was the information arm of the Ministry of Information and Culture (MOIC). After October it became the information organization and the one designated to carry out the IE&C activities of the larger Family Planning Project (No. 263-0029) since the MOIC had been abolished. The point here is that as a

fundamentally propaganda organization the SIS was unfamiliar with development communications. For example, even the commonalities of technical language or the real issues of population and family planning did not begin to develop until midway through this consultancy as the Orientation Course and daily contact with new ideas and individuals provided exposure.

Another factor in the slow start was the fact that the Unit had not been adequately prepared either by the SIS or USAID for the administrative procedures and constraints, the subject matter or nature of the work involved in carrying out such a project. In fact, as one Unit member put it, he was assigned to the project with virtually no understanding of why he was selected or what he was to do. However, in spite of the vague nature of the project and how it was to be carried out, a meaningful start has been formulated.

Once the Orientation Course began on February 15, and as the Unit worked through the various administrative procedures which centered mainly on the Conceptual Framework for the Project (see Appendix B), they quickly began to grasp the issues and complexities of the population problem and the project's relationship to providing a partial solution. As information people they are beginning to realize that media cannot solve social problems but can become useful tools in solving problems if they are used by people with a good understanding both of social processes and the media.

Other factors which are assisting in the Unit's understanding of the population situation is the close association and building cooperation with both public and private sector family planning organizations (e.g., the Social Research Center, the Cairo Family Planning Association, the Population and Family Planning Board, etc.) and the exposure afforded by various field trips around the country. With each new contact their exposure, knowledge and confidence increases perceptibly. This will only continue as the orientation course provides first rate speakers and the Unit continues to cooperate multi-sectorally gaining insights and direction from new individuals and experiences.

It would be both premature and presumptuous of me to go into an in-depth individual and collective evaluation of the Unit at this stage. Upon completion of the Orientation Course Dr. Gadalla and his colleagues will be providing just such a report, so I leave such evaluation for their more thorough understanding. Suffice it to say that there are still some basic questions on the capability and commitment of the SIS in general and the Unit in particular in carrying out this project to its fullest potential. Only time will provide that answer. However, I would be grossly unfair to the Unit if I did not stress that if present levels of interest and concern are maintained and that the momentum generated is not lost, the project will succeed for the most part.

2. Orientation Course

A real high point of this consultancy was the organization and implementation of the Orientation Course. I firmly believe that the course immeasurably propelled the project forward and, hopefully, can eventually be credited with providing the foundations for implementation.

Without a working knowledge of language it is difficult to evaluate anything so complex as such a course. However, as far as Ms. Fiet and I could discern using other methods of evaluation at our disposal, the orientation being provided by Dr. Saad Gadalla and his colleagues at the Social Research Center (American University Cairo) is outstanding.

Since the Program Outline and other details of the course are provided in Appendix A, no lengthy explanation is provided here. As can be seen from the Program Outline the orientation is held twice weekly, Monday and Thursday, from 3:00-6:00 p.m. Monday afternoons are devoted to the 14 special lectures and Thursdays to the 16 regular class sessions on "Principles of Demography." Each of these two sections balances and complements the other. For the Monday sessions Dr. Gadalla, Director of the SRC, is assisted by four colleagues: Dr. Hend Khattah, Dr. Mazek Nosseir, Dr. Marie Assaad and Mdme. Samila El Katshah. The demography course is team-taught by Dr. Hanna Rizk, the "Father of Population" in Egypt, and Dr. Gadalla.

As the "Preliminary Assessment" report (Saunders, Sweeney and Larson) states:

"There is a vast amount of specific knowledge about Egyptian rural life in relation to population and family planning variables at the Social Research Center. The Center has been concentrating on social research in the area of population and family planning since 1965 and its senior people are very well informed. It also has highly developed research skills that could be put at the service of the project through contract arrangement." (p. 15)

One could not ask for more in terms of a training/orientation course done in Egypt with totally Egyptian resources. First rate speakers (resource people) on the wide variety of topics listed in the Project Outline came to the group each Monday afternoon. Those who are familiar with the many talented personalities working in the population and family planning field in Egypt would have to agree with the quality of such speakers as:

- Dr. Hanna Rizk, the "Father of Population" in Egypt and Special Consultant to the SRC.
- Mdme. Aziza Hussein, Executive Chairman, Cairo Family Planning Association.
- Dr. Aziz Bindary, Chairman, Population and Family Planning Board.
- Dr. Fathya El Marsafawi, General Director, Family Planning Department, Ministry of Health.
- Dr. Gehan Rachty, Head, Department of Radio and TV, Faculty of Mass Communication, Cairo University.
- Dr. Abdel Gabar Wali, UNESCO Unit for Family Planning for the Mid-East.

- Dr. Nabil Younis. Al Azhar University.
- Dr. Mohy Khattah, Director, Delta Business Services International (Feasibility and Marketing surveys and Management information)
- Mr. Effat Ramadan, Director, Community-Based Family Planning Service
- Mr. Ahmed Abdel Fattah, Director, Population Development Project and former Director of IE&C, Population and Family Planning Board.
- Sheik Dr. Ibrahim, renowned religious leader living in Assvuit, Upper Egypt.
- Mdm^e. Fauzia Mualled, Mr. Bahira Mokhtar and Mr. Mostafa El Einanani, representing the radio, Al Ahran newspaper and television, respectively.

One positive spin-off of the orientation is that linkages have been created between individuals and institutions. On a number of occasions Mdm^e. Morgan has mentioned to me that the Unit wants to invite a particular person for further discussions at the SIS. To my knowledge this has already occurred several times, and it is hoped that such meetings continue.

Another positive spin-off has been the fact that as part of the orientation the Unit has gotten out into the field -- an experience that the members discovered they enjoyed and wish to continue. The trips (See No. 6, "Field Trips") to Upper Egypt and the Delta had full agendas of visits to both public and private sector projects.

These are the things that bode well for the project. But again, only time will tell the story. In the meantime, Dr. Gadalla will provide a detailed report upon completion of the Orientation Course. This report and the progress made by the Unit on materials production, contracting, etc. should form part of the evaluation for granting extra funds to the project.

I believe it is safe to say that without the orientation the project would never have gotten off the ground -- a solid \$10,715 blue-chip investment on a \$2,000,000 project.

3. Conceptual Framework for the Project

In their "Preliminary Assessment" report Saunders, Sweeney and Larson (November 1978) stated:

"The absence of such a plan (conceptual plan) is likely to lead to: (1) poorly identified objectives and audiences; (2) a series of unrelated and relatively unfocused activities; and (3) the use of media for its own sake." (p. 12)

The Conceptual Framework (Appendix B) was designed to portray the overall framework of the IE&C activities. This is a preliminary and flexible format which provides a basis by which the members of the Unit can gain development communication experience and allow the project to build momentum during the start-up phase. Any plan should, of course, be flexible and subject to expansion or modification in the light of experience and changing conditions.

The formulation of the conceptual plan was a major priority during this consultancy in order to avoid having the project get off into a series of unrelated activities. Basically, the plan contains a breakdown of major audiences, major objectives for each audience, and the media to be used in obtaining those objectives.

It was important to designate target audiences and consider objectives for each group. Questions to be addressed were which groups had to be reached, at what level was their estimated knowledge of population and family planning, and what did they need to know in order to become advocates or positive forces in the program. Target groups identified in the Saunders, Sweeney, Larson report were used as a basis for discussion since theirs had been a comprehensive overview. Thus, the target audiences selected were: decision-makers, general public (urban and rural), special groups, staff personnel and relevant professions.

Objectives were also based on the "Preliminary Assessment" with many being added by the Unit. This section is as comprehensive as possible in order to insure that all levels of information needs were met.

After these two areas were laid out, media projects or materials were planned to meet the various objectives. As has been stated, these are only initial ideas and will change as the project gains momentum and focus based on both experience and materials evaluation.

The Conceptual Framework helped the Unit focus on the task which is before them. By using this format as a basic blueprint for the project they can channel their efforts and tailor feedback to fit the target audiences and objectives outlined.

Accompanying the Conceptual Framework is a Work Plan for the first two quarters of the project. Simply stated, this was done so that each task could be laid out and then, systematically, completed. It was recommended to the Unit that they continue to follow this format by submitting work plans as the project proceeds.

There is serious concern about the time lag between the departure of Ms. Piet and myself and the arrival of the Technical Advisor called for in the project. However, some safeguards mentioned above have been built into the project. The Orientation Course also deals with this problem. As can be seen from the Program Outline (Appendix A), the section "Family Planning IE&C" (No. 9, a. and b.), several lectures and class times will be devoted to the strengthening and modification of the Conceptual Framework. Also, as the initial productions are completed, the evaluation of these will form a basis for revision of the plan.

The Conceptual Framework, the Preliminary Framework for the Project, the First and Second Quarter Work Plans, the First Quarter Budget and the Projection of Expenditures were submitted to USAID/Egypt on March 14. Subsequently, USAID, about March 23 approved the budget and cabled Paris for the First Quarter funding advance a week later. However, before the SIS could officially contract for initial production their response to Implementation Letter No. 3 and a jointly approved contracting procedure had to be approved. At our departure from Cairo this procedure still had not been worked out completely, and, therefore, the Unit was still not fully operational.

4. Evaluation and On-going Analysis:

Following the Orientation Course, the major concerns of the Unit will be to produce materials that are acceptable to the Egyptian people; which will inform and motivate people; and which will say something more than has been said in the majority of the IE&C work which preceded this project. Ms. Piet's report* supplies the background on media and message problems. The whole question of content selection for productions will be a serious undertaking. The Unit needs to think innovatively -- beyond what has been done before. It has to consider the messages which have been used in the past. It has to ask the questions: which were effective? Which reached people? Which should be repeated?

If the SIS takes the easy route of espousing pat government messages, they will be no more successful than previous IE&C efforts.

In order to create effective messages, the SIS needs to do an evaluation of previous materials (they have begun this); they have to study successful programs - both public and private; and they have to gather basic socio-cultural-economic facts which influence population change.

Then, their own productions need to be based on what they have learned, avoiding the unacceptable messages and concentrating on the meaningful ones for a specific target group. In turn, they will need to evaluate their own productions in order to make the next ones still more effective.

As Dr. Gehan Rachty stated in a recent paper on "The Role of Modern Communication Technology in Rural Development":

"There is a great need for feedback to the communicator. Considerable effort needs to be put into increasing the capabilities of developing countries to measure and evaluate their communications activities. This requires deliberate planning for evaluation as part of every project".

It is only by this constant evaluative probing that new and valuable IE&C materials can be created and put to meaningful use.

*"Egypt: Phase II of a Project Concerned with Population Information, Education and Communication" (April 1979).

5. Training:

The main training (February 15-May 31) is the Orientation Course detailed above. Others during the First and Second Quarter of the project will be:

- a. Two members of the Unit will attend Stanford University's summer workshop on "Development Communication Message Design" led by Drs. Ev Rogers and Doug Soloman. This workshop will be followed by 3-4 weeks of travel and orientation in population and family planning in the U.S. and possibly en route home.
- b. Orientation and training of the SIS Information Center directors. This will consist of a thorough explanation of the IE&C Activities Project and how the Centers will be utilized both in the dissemination of information and evaluation and feedback.

6. Field Trips:

Soon after our arrival in Cairo visitation to the SIS's Information Centers was discussed with the Unit. After an initial visit to the Center in Helwan (20 km. from Cairo) it was suggested that a visitation schedule be prepared. Consequently, a schedule was submitted (Appendix D) to Mr. Sharaf. After several communications problems, and a basic difference of opinion on the need to see a cross-section of Centers, most of the time on this consultancy had run out for rescheduling the trips. Feeling that anything was better than nothing in regard to utilization of the Centers in the project, several visits were made to Helwan, Fayum and Mansura. For more information on what was learned from these visits refer to Ms. Nancy Piet's report.

As part of the SRC Orientation Course I made two field trips with the SRC staff and the Unit members. One was a three-day trip to Minya and Asyut in Upper Egypt, and the other was to Menoufia Project on household distribution. Other trips that the Unit will make as part of the orientation are to one of Dr. Aziz Bindary's (PFPB) project sites, to a number of organizations working in the metropolitan Cairo area and to Alexandria.

I also had the opportunity to visit an industrial family planning program at the MISR Spinning and Weaving Factory, Mehalla-Kubra. Unfortunately, very little of true interest in innovative factory-based family planning is going on presently. Dr. Sayed Etman is certainly interesting to talk to and someone that should be brought into the greater program as well as being a resource person to the Unit. His long experience in industrial family planning motivational and service delivery programs could definitely be put to use in other similar situations.

The last field trip I made was to one of Dr. Aziz Bindary's villages being covered by the UNFPA-sponsored Population Development Project.

7. Policy Advisory Committee:

This committee, one of the First Amendment Covenants, has yet to be named. It is extremely important that the Unit have such a guiding body. While the Unit is exposing itself to many public and private individuals and organizations, all the while promoting cooperation, there must be some kind of supervisory committee which provides advice, direction and occasional problem-solving services directly to the Unit.

A second function that this, or a similar type of committee could perform, is that of content analysis and approval. In lieu of truly qualified population professionals on the Unit, someone or group of experts from a variety of disciplines and experience, must be available for content consultation.

8. Materials Ordered:

One of the main sources of materials at present comes from the Orientation Course. (For more details on this refer to Appendix A). We have also ordered materials from abroad, but have yet to receive most of those. It is the intention, where possible, to provide each Unit member with a personal copy of each material. Other materials will form a reference library for the Unit at their office. (For details on these materials refer to Appendix E).

From our long association with Indonesia's family planning program we have ordered a wide range of materials which could be adapted to the Egyptian situation. Hopefully, several of these materials will serve as examples or prototypes. These should be coming to the Project Manager, USAID/Cairo, from USAID/Jakarta.

V. RECOMMENDATIONS

A. To the State Information Service

1. To Determine Appropriate Messages and Media:

- a. Carry on with the plan to produce radio work, one television serial and the three films which were planned in the first quarter.
- b. Analyze the effectiveness of the messages and the media after above procedures have been aired.
- c. Determine, through field research, which messages worked and combine them with the media that prove most effective for the rest of the productions which will be completed under this project.
- d. Base the next phase of materials on the results of the first media productions and the resultant field research.
- e. Continue to gather and systematically analyze media and messages that have been used in the past. Much of this work can be done by the Information Centers' staff where the materials have been used.
- f. Use persuasive messages set in everyday life situations since according to social science research done in Egypt, people are informed/knowledgeable about family planning.

2. For Specific Message Content:

- a. Rely first upon the IE&C Unit and then the Policy Advisory Committee. Possible personalities to include on the Committee or its substitute for guidance are:

Dr. Fathya Marsafawi, MOH
Dr. Saad Gadalla and SRC staff, SRC/AUC
Dr. Nabil Younis, Al-Azhar
Mdme. Aziza Hussein, CFPA
Mdme. Marzuk, AFPA
Dr. Gehan Rachty, Cairo University (Department of
Mass Communications)

- b. Use the SIS Information Center staffs for field comments and feedback.
- c. Learn from the materials used by successful private and public groups like Cairo Family Planning Association, the Misr Spinning and Weaving factory in Mehalla-Kubra, the Coptic Evangelical Social Service (Minya), the Family Planning Training Center (Alexandria), etc.

- d. Study community data available from the Ministry of Health, the Population Family Planning Board, the Social Research Center, and other universities and institutions doing community-based research.
3. Dissemination of Information Produced by SIS:
 - a. Utilize the services of Dr. Ali Rahmy, Director General of SIS Information Centers.
 - b. Use the Information Center staffs to systematically share all information and require feedback. Suggest how various types of materials should be used, to what groups, with what introduction or treatment and with what follow-up.
 - c. Share materials with public and private groups working in the field of population and family planning.
4. Evaluation:
 - a. Conduct first evaluation by the Information Center staffs with guidelines from the SIS IE&C Unit. Dr. Gadalla's SRC can provide good, yet simple, advice on how this can be accomplished.
 - b. Conduct further evaluation through a private research or marketing organization or by Al-Ahram's Advertising Department, or by the facilities of radio or television.
 - c. Conduct evaluation of any special media campaigns for select groups by the firm or institution contracted to produce the entire campaign.
5. General:
 - a. The SIS IE&C Unit should meet and cooperate with the responsible MOH parties for the World Bank project. A large portion of the project is going for home visitation workers and IE&C. A coordination of efforts and exchange of ideas would be valuable.
 - b. The IE&C Unit should contact Mr. Ahmed Abdel Fattah, PFPB, for information on what programs or approaches have already been tried by both radio and television. According to Mr. Fattah, he has such information in his files.
 - c. The IE&C Unit should ask Mr. Effat Ramadan, Community-Based Distribution Service, to share some of his base-line data on communication media and usage. These are the results of a survey he recently commissioned as part of his project.

B. To USAID/Egypt

1. USAID should take a flexible position on the SIS contracting procedures since the production of IE&C materials is a creative process first and only second a technical and semi-precise one. The SIS's response to PIL #3 presents a format for the selection of film producers and other media productions. These procedures should be accepted by USAID and the permission to use "lump sum" contracts for the First Quarter, especially for film production, be granted. SIS and USAID can then work out details on a bidding procedure for further productions.

If USAID maintains the position that cost-reimbursable contracts must be used, they will place an unacceptable straightjacket on the SIS. We have been told that no film producer will accept that kind of contract since they have neither the facilities nor the interest in keeping the necessary books and records.

To our thinking, the SIS has used a straightforward and sensible criterion for setting film prices. And, they have been able to interest some of the best producers in Egypt. It would be detrimental to the project to have to lose the talent and experience of these producers over bureaucratic forms.

2. SIS should evaluate each film.

They may rely too heavily on documentary films. USAID has a role here in reminding the SIS not to proceed with "more of the same" until they are sure they are on track.

Television is expensive and the same necessity for evaluation is apparent. SIS may want to shoot in color thinking it more attractive. However, this is an unnecessary expense when the majority of receivers in Egypt are black and white.

3. USAID needs to encourage the SIS to look for pertinent family planning information for radio. Past programming has focused on the socio-economic strategy and family planning has been so mild to be almost non-existent.
4. SIS should begin the productions of all media planned during the First Quarter but not engage in further production until careful evaluation has been done.
5. USAID should offer guidance to assist the SIS in selecting contractor with evaluation experience since they will need the most help in this area. The SIS has begun designing a Format for Evaluation.

6. The Project Manager should plan to spend a great deal of time with the Unit on the contracting procedure for the host country contact so that when proposals are received they will be prepared to deal with the tasks and get someone in place as expediently as possible. The SIS needs a tremendous amount of assistance to work out all their administrative procedures with USAID.
7. Some mechanism should be devised so that interested private groups could buy copies of SIS-produced materials and that money put back into the project. This could greatly increase the distribution and end-use possibilities of SIS productions. It has come to our attention that there are private groups in Egypt that could use the SIS-produced materials and are willing to pay for them. Since the SIS intends to produce a limited number of copies (e.g., films especially) there will not be the distribution that could be possible if some type of authorized sales system could be worked out. The SIS operates under the constraint that any money generated reverts to the State Treasury.

APPENDIX A
Program Outline

FAMILY PLANNING IE&C
14 Special Lectures

Every Monday from 3:00 to 6:00 p.m.
February 15 to May 31, 1979

1. Present Egyptian situation and problems:
 - a. Review of Egyptian population situation.
 - b. Population dynamics.
 - c. Explication and use of demographic terms.
2. Scientific knowledge about family planning:
 - a. Contraception (including sterilization) and abortion -- what they are, how they work, what segments of society each is best suited for, etc.
3. What has already been done in IE&C mass media and with success.
4. Public opinion:
 - a. Perceptions by the public.
 - b. Acceptor profile -- why they contracept, what led to decision, satisfied acceptance (positive side), rumors, etc.
 - c. Perceptions by the public of mass media presentations -- past and present.
 - d. Elite misconceptions about population/family planning.
5. Structure/organization of the GOE family planning program -- how organized, sectors of responsibility, service delivery, logistic support, problems, etc.
6. Media:
 - a. Media campaigns -- strengths and weaknesses of each method.
 - b. Commercial distribution -- advantages, how to organize, etc.
7. Types of communication/dissemination of information:
 - a. Audiences -- what and whose attitudes, knowledge and behavior are to be influenced or changed, how each activity fits into a total framework of endeavor, etc. How each audience segment is best reached.

- b. Message objectives -- awareness, contraceptive information, population information, legitimation, reassurance, etc.
- c. Commercial advertising.
- d. Non-media distribution systems (e.g., social gatherings, Mothers' Clubs, etc.).
- e. Special campaigns (e.g., promotion of India's red triangle).

8. Evaluation:

- a. Use of State Information Service Information Centers (Governorates) as basic research/feedback structure.
- b. Field testing (pre-testing).
- c. Contracting various services.
- d. Market research.

9. Final sessions:

- a. Brainstorming on possible themes and emphases for SIS project.
- b. Population communications strategy (conceptual framework for multi-media activities).

PROGRAM OUTLINE

Subj: Population/family planning orientation course for the Egyptian State Information Service's IE&C Unit

Days: Monday and Thursday

Time: Approximately 3:00-6:00 p.m.

Place: Social Research Center, American University in Cairo

Duration: February 15 to May 31, 1979 (30 sessions)

Purpose of Program

To provide the participants with:

1. Background knowledge - Egypt.
 - a) Population situation -- numbers, rates of growth, distribution, implications for the future, etc.
2. Knowledge of various contraceptive methods -- costs, effectiveness, side effects, other disadvantages, folklore, social attitudes about each, rumors, implications for programming and distribution, logistics, etc.
3. Awareness of what has been done in IE&C both in Egypt and in other countries and how to find additional information.
4. Formulation of a population communications strategy (conceptual framework) for the project.
5. Review of principles of demography and methods of population studies.
6. Field trips to family planning clinics and programs in Egypt.

Population (Demography)

Soc. 323

Course Outline

Textbook

Thompson, Warren S., Population Problems. New York; McGraw Hill, 1965.
Additional readings will be distributed.

Nature and Scope of the Course

This course provides the student with basic elements and issues in the field of demography. Demography may be defined as the systematized body of knowledge that has been derived through the application of the scientific method to the study of population material. This study includes the collection, organization, analysis, description, and interpretation of the data related to the following areas which constitute the subject matter of demography:

- 1) Number and geographic distribution of inhabitants.
- 2) Composition of characteristics of the population.
- 3) The vital processes (fertility and mortality).
- 4) Migration.
- 5) Population growth.

In addition to the study of these five areas, demographers may try to indicate certain population problems inherent in demographic situations and may also try to recommend specific population policies for solving these problems.

Course Contents

The major topics to be discussed include the following:

- 1) History and development of population theories and population policies.
- 2) Concepts and indexes of population distribution.
- 3) Concepts and indexes of population composition.
- 4) Measurements and dynamics of fertility, mortality, and migration.
- 5) Measurements and dynamics of population growth.
- 6) Population trends and their implications, with emphasis on developing countries and their population policies and family planning programs.

Grading

Class grades will be determined by performance on two examinations and a term paper. Special readings will be assigned according to the topic selected for the term paper.

PRINCIPLES OF DEMOGRAPHY
16 Class Sessions

Every Thursday from 3:00 to 6:00 p.m.
February 15 to May 31, 1979

I. Introduction to the Study of Demography:

- 1) Nature and scope of population study.
- 2) Factors contributing to the growing interest in population study.

Readings: Thompson, Population Problems, Chapter 1.

II. Population Theories:

- 1) Ancient, medieval, and early-modern writing on population.
- 2) Malthusian Theory.
- 3) Natural theories of population growth.
- 4) Social and socialist theories.
- 5) Population "types" and "stages" of demographic evolution.
- 6) Population policy models.

Readings: Thompson, Population Problems, Chapters 2 & 3.

III. Population Distribution:

- 1) Basic concepts and indexes.
- 2) Uses of data on distribution of inhabitants
- 3) Number and distribution of world inhabitants.
- 4) Factors affecting population distribution.

IV. Population Composition:

- 1) Sex composition.
- 2) Age composition.
- 3) Marital composition.
- 4) Occupational composition.
- 5) Rural-urban composition.
- 6) Nationality composition.
- 7) Religious composition.
- 8) Educational composition.
- 9) Economic composition.
- 10) Miscellaneous.

Readings: Thompson, Population Problems, Chapters 4, 5, 6, 7, & 8.

V. Fertility:

- 1) Fertility measurements and rates.
- 2) Fertility levels.
- 3) Differential fertility.
- 4) Fertility trends.
- 5) Factors affecting fertility.

Readings: Thompson, Population Problems, Chapters 9, 10, & 11.

VI. Mortality:

- 1) Mortality measurements and rates.
- 2) Mortality levels.
- 3) Differential mortality.
- 4) Mortality trends.
- 5) Factors affecting mortality.

Readings: Thompson, Population Problems, Chapters 12 & 13.

VII. Migration:

- 1) Definitions and types.
- 2) Motives for migration.
- 3) Factors affecting migration.
- 4) Effects of migration.

Readings: Thompson, Population Problems, Chapter 18.

VIII. Population Growth:

- 1) Measurement and rate.
- 2) Factors affecting population growth.
- 3) Dynamics of population growth.
- 4) Population estimates and projections.
- 5) World population growth.

Readings: Thompson, Population Problems, Chapter 16.

IX. Population Trends and Their Implications:

- 1) Future population trends.
- 2) Implications of population trends.
- 3) Population policies and family planning programs in developing countries .

Readings: Thompson, Population Problems, Chapters 19, 20, & 21.

C O P Y

THE AMERICAN UNIVERSITY IN CAIRO

March 19, 1979

Ms. Joyce Burton
USAID
American Embassy
Cairo, Egypt

Dear Joyce:

As requested, enclosed is the budget (revised) of the training program for the Egyptian State Information Services's IE & C Unit, as well as the basis of budget calculations.

If additional information is needed, please let me know.

Thank you for your cooperation.

Sincerely yours,

/s/Saad Gadalla
Saad Gadalla
Professor and Director

Encl.

Social Research Center

113 Sharia Kasr El Aini, Cairo, Egypt

Training Program for the Egyptian State
Information Service's IE&C Unit
(Revised Budget)
(See Attached Basis of Calculations)

<u>Budget Items</u>	<u>Amount LE.</u>
1. Remuneration for lecturers and discussants	3,600
2. Mimeographing and Reproducing of Reading Material	750
3. Books and Other Publications	400
4. Field Trips to Visit Family Planning Programs	1,350
5. Program Administration and Final Reporting	1,400
	<hr/>
Total Budget	<u>LE 7,500 (\$10,715.00)</u>

Basis of Budget Calculations

1.	<u>Remuneration for Lecturers and Discussants (30 sessions)</u>	
	a. For 15 Lecture Sessions (3 hours each)	LE
	- 15 Guest Speakers @ average LE.35 each	525.000
	- 2 Senior Research Assistants @ LE.20 each per session	600.000
	- 2 Assistant Professors @ LE.30 each per session	900.000
	- 1 Professor @ LE.35 per session	525.000
	b. For 15 Course Sessions (3 hours each)	
	- 2 Professors @ LE.35 each per session	1,050.000
	Sub-Total Component (1)	<u>LE. 3,600.000</u>
2.	<u>Mimeographing and Reproducing Reading Material</u>	
	(2,500 pages x 6 copies x LE.050 per page)	750.000
	Sub-Total Component (2)	<u>LE. 750.000</u>
3.	Books and Other Publications (5 copies each)	
	- Thompson, Population Problems @ LE.10.500	LE 52.500
	- Sellitz. Research Methods @ LE.12.00	60.000
	- Shoemaker. Communication of Innovation @ LE.6.000	30.000
	- Tichenor. Mass Communication Research @ LE.4.500	22.500

Books and Other Publications (continued)

	LE.
- McQuail. Social Processes @ LE.2.500	12.500
- Hennessy. Public Opinion @ LE.6.500	32.500
- Sissors. Advertising Media Planning @ LE.10.000	50.000
- Sellers. Mass Media Issues @ LE.6.500	32.500
- Non Lin. Human Communication @ LE.2.500	12.500
- Other Publications and Books Related to Egypt's Population Problem (to be determined) @ approx. LE.19.00	95.000
Sub-Total Component (3)	LE.400.000
4. - <u>Field Trips to Visit Family Planning Programs</u> <u>Outside Cairo (each trip includes the cost</u> <u>for 5 trainees and 5 researchers)</u>	
a. Field Trip to Menia and Assuit (3 days)	LE.
- Round trip Train Transportation @ LE.11.000 x 10 persons	110.000
- Meals and Accommodation @ LE.15.000 x 3 days x 10 persons	450.000
- Taxies, porters, tips, etc.	40.000
b. Field Trip to Alexandria (3 days)	
- Round trip Train Transportation @ LE.6.000 x 10 persons	60.000
- Meals and Accommodation @ LE.15.000 x 3 days x 10 persons	450.000
- Taxies, porters, tips, etc.	40.000

Field Trips (continued)

c. Field Trip to Menoufia Villages (1 day)	LE.
- Rent of two cars with drivers @ LE.30 each	60.000
- Lunch and refreshments @ LE.4.000 x 10 persons	40.000
d. Field Trip to Shorqia Villages (1 day)	
- Rent of two cars with drivers @ LE.30 each	60.000
- Lunch and refreshments @ LE.4.000 x 10 persons	40.000
	<hr/>
Sub-Total Component (4)	LE.1,350.000
	<hr/>
5. <u>Program Administration and Final Reporting</u>	
(Includes costs of supporting staff, arrangements for lecturers and field trips, preparation and collection of reading materials, preparation and production of final report, and other administrative costs related to program planning and execution).	1,400.000
	<hr/>
Sub-Total Component (5)	LE.1,400.000
	<hr/>
Total Budget (Components 1 through 5)	LE.7,500.000 (\$10,715.00)
	<hr/> <hr/>

APPENDIX B

Conceptual Framework and First Quarter Budget

300089

A.R.E. STATE INFORMATION SERVICE

Office of the Chairman

Mr. D.F. Brown
Director
Agency for International Development
American Embassy - Cairo.

1EM 12C

ACTION TO	HSTD	DER/D
ACTION TAKEN		DATE 3/30
NAN Memo	3/19	INITIALS S.

Dear Sir,

14 March, 1979

This is to request funding for the first quarter of 1979, with respect to the IE & C activities of the Family Planning project (Project No. 263 - 0029).

Enclosed please find :

- 1- Conceptual framework
- 2- Preliminary framework for the project
- 3- First quarter work plan
- 4- Second quarter work plan
- 5- First quarter budget
- 6- Projection of expenditure for 1979

Kindly advise us of transfer of funds into our account
No. 6206 T. Al kahira Bank - Talaat Harb.

Encl: HSTD



Sincerely,

Safwat El Sherif

Safwat El Sherif
Chairman

State Information Service

CONCEPTUAL FRAMEWORK

The overall purpose of the State Information Service's Information, Education and Communication (IE&C) Activity, as part of the Family Planning Project (No. 263-0029), is to make people at all levels of Egyptian society aware of the ramifications of the population problem. In order to accomplish the task which is before us, a Preliminary Framework for the Project or population communications plan has been designed which fully outlines the purposes, audiences, objectives and tasks of this project activity. Specifically included in this presentation are:

- I. A cover letter from the State Information Service (SIS) requesting the advance of the First Quarter funds;
- II. The general purposes of the project;
- III. The target audiences which the project will attempt to reach;
- IV. A preliminary conceptual framework for the early life of the project under which each audience will be reached, various objectives, media to be used and frequency of message transmission for each audience;
- V. A Work Plan for the IE&C Unit for January-March and April-June, 1979 (First and Second Quarter respectively);
- VI. A specific budget for the First Quarter (January-March); and,
- VII. A general budget (Projection of Expenditures) for the total period.

* * * * *

The general purposes of the project are:

1. To make all levels of society aware of the social, economic and development implications of unplanned and unchecked population growth;
2. To inform all levels of society about the present family planning program including the benefits of family planning itself and reduced family size.
3. To include information about current service delivery, as well as the pros and cons of each contraceptive method offered by the Ministry of Health (MOH) program.

With these purposes in mind, the State Information Service's IE&C Unit has identified the following target audiences for the project:

1. Decision makers and opinion leaders of all types: These should be at national, Governorate and local levels and include political, religious, industrial, agricultural, traditional and secular leaders.
2. The general public: Generally this group can be divided into urban and rural categories, but there may be other sub-categories relevant to the project's aims.
3. Special groups: Industrial and labor organizations; the recently married; youth groups; school populations (all levels); women's organizations; indigenous agricultural or social groups; and any other groups that are visible, have known common interests, are relatively easy to reach, and by virtue of some known characteristics appear to be especially attractive targets for some form of population or family planning communication.
4. Staff personnel: Of the family planning or health program and other family planning agencies and organizations either government or private, whose work brings them into contact with a wide public under conditions relevant to the transmission of family planning information. These would include service agencies, social agencies/organizations, agricultural extension, education, etc. who want or need family planning information.
5. Relevant professions: This group includes, but is not limited to, medical, nursing, midwifery and other paramedical professions or sub-professions.

Understanding the "Framework for the Project":

The "Framework for the Project" consists of four columns: Target audience, Objectives of Media Program, Media to be used and Frequency/Duration.

1. Target Audience (column one): This column gives the specific audience or audiences to be reached and corresponds with page 2 of this presentation.
2. Objective of Media Program (column two): This column states a particular objective or objectives, from rather broad to more specific, for reaching each stated target audience.
3. Media to be Used (column three): This column reiterates the objective and goes on to detail each relevant media to be used in reaching that objective. In some cases several objectives will be covered by using a multimedia approach.
4. Frequency/Duration (column four): This column specifies, for each media listed in column three, how many copies are to be reproduced, how much air time will be allowed, how many films will be made, etc. This column also lists how the various materials or productions will be utilized.

TARGET AUDIENCE	OBJECTIVE OF MEDIA PROGRAM	MEDIA TO BE USED	FREQUENCY/DURATION
<p>Decision makers and opinion leaders of all types: political, religious, industrial, agricultural, traditional.</p> <ul style="list-style-type: none"> - National level - Governorate level - Local level 	<p>OBJECTIVE 1: To provide knowledge about the population problem: population trends in the nation and elsewhere; the relation of population growth to development goals; and the activities and accomplishments of the national family planning program.</p>	<p>FOR OBJECTIVE 1</p> <p>PRINT: Egypt-specific booklet modeled after the <u>Population Handbook</u> published by the <u>Population Reference Bureau</u>. This should include data which would meet the first objective.</p> <p>FILM: Documentary - shocker style showing Egyptian population situation.</p> <p>PRINT: Newspaper and magazine articles about the population issue. These articles could be similar to the two-part article recently (Feb, 1979) published in <u>Alharam</u>.</p> <p>FILMS: (From other countries): <u>George Washington University</u></p> <p>"Mexico - 2,000" (English) "A Family Planning Success Story" (Arabic) "To the People" (Arabic) "Social Marketing" (English)</p> <p>PRINT: Regular use (inclusions) to "Al Falaheen Cooperation News-paper" and the "Agricultural Review" ("Taawen") which has weekly distribution of one-quarter million copies.</p>	<p>One booklet in 1,000,000 copies.</p> <p>One film shown as often as possible at meetings & on television and cinema theatres. Also could be used in SIS Information Centers</p> <p>Continual</p> <p>Several films for SIS Information Center use, television and specific audience use. These will need proper introduction and treatment.</p> <p>Periodic inclusions.</p>

PRELIMINARY FRAMEWORK FOR THE PROJECT:

Family Planning
Project No. 263-0029

TARGET AUDIENCE	OBJECTIVE OF MEDIA PROGRAM	MEDIA TO BE USED	FREQUENCY/DURATION
Decision makers and opinion leaders of all types. (cont.)	<u>OBJECTIVE 1:</u> (cont.)	<u>FOR OBJECTIVE 1</u> (cont.) <u>SPECIAL MULTIMEDIA CAMPAIGN/S:</u> (Details to be worked out.)	Details to be worked out.

TARGET AUDIENCE	OBJECTIVE OF MEDIA PROGRAM	MEDIA TO BE USED	FREQUENCY/DURATION
<p>Decision makers and opinion leaders of all types: (cont.)</p>	<p><u>OBJECTIVE 3:</u> To provide practical information and suggestions to each group on ways to respond to the pollution situation.</p>	<p><u>FOR OBJECTIVE 3</u></p> <p><u>PRINT:</u> For example, production of a leaflet for industrial leaders or factory managers on how to set up a family planning clinic in their factory or place of work.</p> <p><u>PRINT:</u> For example, a leaflet for industrial leaders or factory managers on successful family planning programs in industries within Egypt.</p> <p><u>SPECIAL MULTIMEDIA CAMPAIGN/S:</u> (Details to be worked out. But suggested source is a local contract with <u>Al Ahram's Advertising Depart.</u>)</p>	<p>One leaflet to be distributed to all Egyptian factories/ industrial areas with emphasis on Helwan. <u>10,000 copies.</u></p> <p>10,000 copies.</p> <p>Details to be worked out.</p>

TARGET AUDIENCE	OBJECTIVE OF MEDIA PROGRAM	MEDIA TO BE USED	FREQUENCY/DURATION
<p>General Public:</p> <ul style="list-style-type: none"> - Urban - Rural 	<p><u>OBJECTIVE 1:</u> To promote knowledge of positive motivation for small family size.</p> <p><u>OBJECTIVE 2:</u> To remove prejudice or bias against the practice of family planning.</p> <p><u>OBJECTIVE 3:</u> To advertise the availability and location of services.</p> <p><u>OBJECTIVE 4:</u> To increase the effective knowledge of family planning which may lead to an increased demand for services.</p>	<p><u>FOR OBJECTIVE 1</u></p> <p><u>FILM:</u> Documentary -- shocker style (described on previous page)</p> <p><u>FILM:</u> Documentary on Egyptian traditions and beliefs regarding family planning.</p> <p><u>FILMS:</u> (From other countries): <u>George Washington University</u> "To the People" (Arabic) "A Family Planning Success Story" (Arabic) "Mexico - 2,000" (English)</p> <p><u>FOR OBJECTIVES 1, 3 and 4</u></p> <p><u>RADIO:</u> Programs like: "To the Housewife" and "With the Ladies" will be used to give specific family planning, contraceptive and clinic information.</p> <p><u>FOR OBJECTIVES 1, 2 and 4</u></p> <p><u>RADIO:</u> Use of radio serials: - One on the Home Program - One on the People's Broadcast</p> <p><u>MAGAZINES/NEWSPAPERS:</u> Articles, cartoons, editorials, features, etc.</p>	<p>Television, cinema theatres, discussion groups, etc.</p> <p>Television, cinema theatres, discussion groups, etc.</p> <p>Television showing, specific audiences and groups, etc. These will need proper <u>introduction and treatment.</u></p> <p>Regular basis. (Incorporated in regular time slots once/twice per month.</p> <p>30 episodes/ 15 min. 30 episodes/ 10 min.</p> <p>Regular basis. (Incorporated in regular editions and publications.)</p>

TARGET AUDIENCE	OBJECTIVE OF MEDIA PROGRAM	MEDIA TO BE USED	FREQUENCY/DURATION
<p>General Public (cont.)</p>	<p><u>OBJECTIVE 1:</u> (cont.)</p> <p><u>OBJECTIVE 2:</u> (cont.)</p> <p><u>OBJECTIVE 3:</u> (cont.)</p> <p><u>OBJECTIVE 4:</u> (cont.)</p>	<p><u>FOR OBJECTIVES 1 and 2</u></p> <p><u>RADIO:</u> Special programs (i.e. speech, panel discussions, special interest, etc.)</p> <p><u>FOR OBJECTIVES 1 and 4</u></p> <p><u>PRINT:</u> Cassells Ltd. publication of a colored comparison/contrast (big family/small family) booklet for illiterates.</p> <p><u>FOR OBJECTIVES 1, 2 and 4</u></p> <p><u>TELEVISION:</u> One drama serial</p> <p><u>FOR OBJECTIVE 3</u></p> <p><u>TELEVISION:</u> Commercial spots for commercial contraceptive distribution program. In cooperation with Calro Family Planning Association's Community-Based Family Planning Service.</p> <p><u>MAGAZINES:</u> Special features or advertisements could be published in selected magazines (i.e. "Good Morning", etc.)</p>	<p>Occasional basis.</p> <p>Number of copies to be determined. But probable run will be about 10,000 for testing purposes.</p> <p>15 consecutive episodes</p> <p>Several spots to supplement the Service's regular spots. Goal is to have spots on each day of the week.</p> <p>Regular basis. (Incorporated in regular editions.)</p>

PRELIMINARY FRAMEWORK FOR THE PROJECT:

Family Planning
Project No. 263-0029

TARGET AUDIENCE	OBJECTIVE OF MEDIA PROGRAM	MEDIA TO BE USED	FREQUENCY/DURATION
General Public (cont.)	<u>OBJECTIVE 1:</u> (cont.) <u>OBJECTIVE 2:</u> (cont.) <u>OBJECTIVE 3:</u> (cont.) <u>OBJECTIVE 4:</u> (cont.)	<u>FOR OBJECTIVE 1, 2 and 4</u> <u>FILM:</u> Cartoon shorts	Three cartoon shorts of 3-minutes each for use on television cinema theatres, SIS Information Centers, etc.

PRELIMINARY FRAMEWORK FOR THE PROJECT:

TARGET AUDIENCE	OBJECTIVE OF MEDIA PROGRAM	MEDIA TO BE USED	FREQUENCY/DURATION
<p><u>Special Groups</u></p> <ul style="list-style-type: none"> - Industrial & labor organizations - Recently married - Youth groups - Women's organizations - School populations 	<p><u>OBJECTIVE 1:</u> To provide specialized information to these groups about population problems in Egypt and the world, with guidance on an appropriate response to the problem (e.g. stress small family norm; acceptability of contraception; etc.)</p>	<p><u>FOR OBJECTIVE 1</u></p> <p><u>PRINT:</u> Information for Youth on Family Planning booklet first produced by Cairo Family Planning Association. Reprint.</p> <p><u>PRINT:</u> Statements by famous people for various interest groups about population and family planning.</p> <p><u>PRINT:</u> Specific clinic information for local women's groups (e.g. hours, address, services available, etc.)</p> <p><u>RADIO:</u> Serial on the Youth Service</p> <p><u>RADIO:</u> Specialized programs like: "Strictly for Women" "To the Housewives" "With the Ladies"</p> <p><u>FILM:</u> Something for youth/students on problems of crowding, their future, etc.</p> <p><u>FILMS:</u> Walt Disney health films (Arabic</p>	<p>1,000,000 copies for distribution to CFPA clinics, MOH clinics/health centers, SIS Information Centers, etc.</p> <p>Occasional.</p> <p>1,000,000 copies.</p> <p>30 episodes/5 min.</p> <p>Regular basis. (Incorporated in regular time slots once/twice per month.)</p> <p>One film to be used for youth groups, tele-school showings, television, Governorate level meetings, etc.</p> <p>Films can be used on TV, in schools, factories,</p>

PRELIMINARY FRAMEWORK FOR THE PROJECT:

TARGET AUDIENCE	OBJECTIVE OF MEDIA PROGRAM	MEDIA TO BE USED	FREQUENCY/DURATION
<p><u>Staff Personnel</u></p> <ul style="list-style-type: none"> - Family Planning organizations - Social service groups <p><u>Public & private</u></p>	<p><u>OBJECTIVE 1:</u> To provide materials which will give the audience specific information about population and family planning which can be used in their jobs. This information should be in the form which can easily be passed on to others.</p>	<p><u>FOR OBJECTIVE 1</u></p> <p><u>PRINT:</u> Flipcharts or flashcards about population/family planning in relation to agriculture (land & water use); health and nutrition; Mother-Child Health (MCH). <u>This should be for field use.</u></p> <p><u>RADIO:</u> Make use of specific programs for health or agriculture extension workers to discuss family planning.</p> <p><u>FILMS:</u> (From other countries): George Washington University "A Question of Choice" (English) "Understanding the Pill" "We Go Where They Are" "To the People" (Arabic) "Social Marketing" (English) "A Family Planning Success Story" (Arabic) "Health training film" (Arabic)</p> <p>* These films can provide background information or a look at an alternative method of reaching constituents.</p> <p><u>FILMS:</u> Walt Disney health films (Arabic) (Specifics later -- AID/W).</p>	<p>One chart or set of flashcards in 10,000 copies.</p> <p>Occasional.</p> <p>As many free copies as possible from EMU. These will need proper introduction and treatment.</p> <p>As many free copies as possible. Showing to organizations, groups, meetings,</p>

TARGET AUDIENCE	OBJECTIVE OF MEDIA PROGRAM	MEDIA TO BE USED	FREQUENCY/DURATION
<p><u>Relevant Professions</u></p> <ul style="list-style-type: none"> - Medical - Nursing - Midwifery - Paramedical - Clinic/Health Unit personnel - Training institutions for relevant professions 	<p><u>OBJECTIVE 1:</u> To provide specific information for these professional groups about available contraceptives, the use of these, side effects & benefits and the general set-up and administration of a family planning service and program.</p>	<p><u>FOR OBJECTIVE 1</u></p> <p><u>PRINT:</u> Reprint of Cairo Family Planning Association's manual for clinic workers on how to service/manage a family planning clinic.</p> <p><u>PRINT:</u> Flipchart or flashcards on contraceptive methods.</p> <p><u>FILM:</u> (From other countries): <u>George Washington University</u> Make available to these groups technical films about various methods/approaches in other countries: e.g. film on IUD insertion, fertility, sterilization, etc.</p> <p>Slide/tape set: "Choosing a Contraceptive Method" "Female Sterilization" (Arabic) (filmed in Tunisia) "Minilaparatomy Techniques" "Understanding the Pill" "We Go Where They Are" "Joyful Day" "Health training film" (Arabic)</p>	<p>10,000 copies.</p> <p>10,000 copies.</p> <p>As needed in training courses, university settings, seminars, medical meetings, etc.</p> <p>As many free copies as possible.</p>

FIRST QUARTER WORK PLAN (January - March, 1979):

TARGET AUDIENCE	ACTIVITY	TASK	MEDIA TO USE	PRODUCED BY	DISTRIBUTION FREQUENCY	DATE OF COMPL.	DATE FINAL PRODUCTION	BUDGET
1. SIS IE&C Unit (Pop. Project)	Orientation course	To attend course, prepare materials, complete readings, go on field trips.	Lectures, field trips, discussion readings, etc.	Social Research Center, Am. Univ. Cairo. Dr. Saad Gadalla Director	30 sessions 2 x week 3 hrs. per session	May-31		LE. 7,500
2. Decision makers/opinion leaders: all types	Production of Egypt-specific Population Handbook (like that of Pop. Reference Bureau)	Gather materials, begin to compile in logical & attractive framework, contact printer for cost estimates.	Print	State Information Service	Ministries, Depts., University, etc.	March 31	June	
3. Decision makers/opinion leaders: all types	Documentary film (shocker style) -- 30 minutes	Meet film producer, complete design of film, request treatment, complete contract details.	35mm/16 mm film	Telmissany Bros.	TV, SIS Centers, conferences, etc.	March 31	July 31	
4. General public	Documentary film on traditions/beliefs toward family planning	Meet film producer, complete design of film, request treatment, complete contract details.	35mm/16mm film		TV, cinema theatres, discussion groups, etc.	March 31	July 31	LE. 15,000
5. General public	Cartoon shorts on population problem	Meet film producer, complete design of film, request treatment complete contract details.	35mm/16mm film	Anaan Nadeem & colleagues	TV, cinema theatres, SIS Info. Centers, etc.	March 31	July 31	LE. 6,000
6. General public	Specialized radio programs (e.g. "To the Housewives")	Find out what programs/content have been aired, to complete a one	Radio	Egyptian Radio Corporation	Daily & weekly programs			LE. 10,000

FIRST QUARTER WORK PLAN (January - March, 1979):

TARGET AUDIENCE	ACTIVITY	TASK	MEDIA TO USE	PRODUCED BY	DISTRIBUIT. FREQUENCY	DATE OF COMPLETION	DATE FINAL PRODUCTION	BUDGET
7. General public	Print Cassells Ltd. (Macmillan) colored booklet for rural audience (comparison/contrast)	Receive price quotation, get AID waiver, place purchase order, deal with logistics, etc.	Print (four color seperation)	Cassells Ltd. (London)	10,000 copies	March 31		
8. Special groups	Reprint Cairo F. P. Association (CFPA) booklet on contraceptives <u>Information for Youth on Fam. Planning.</u>	Secure permission from CFPA, check editing/designs, update contents, get AID waiver, place purchase order, deal with logistics, etc.	Print	Cassells Ltd. (London)	1,000,000 copies	March 31	July 31	\$65,000
9. Relevant professions	Reprint Cairo Fam. Planning Assoc. manual for clinic workers on how to manage a clinic	Secure permission from CFPA, check editing/designs, update contents, get cost estimates from printer..	Print	Not determined	10,000 copies	March 31	June	
10. Relevant professions	Ordering of Geo. Washington Univ. 16mm. films & contraceptive slide sets	Selection of relevant films for distribution, contacting GWU w/ order.	16mm. film/ 35mm. slide/tape sets	George Washington University	As many free copies as possible	March 31		Free (?)
11. SIS IE&C Unit	Purchase of office equipment	Decide on equipment, obtain bids, purchase equipment.	Tyewriters (English & Arabic)			March 31	April	I.E. 1,012

OTHER TASKS TO BE COMPLETED BY THE IE&C UNIT DURING THE FIRST QUARTER:

1. To meet with individuals/organizations involved in population and family planning, learn what they are doing, and work on a coordination of efforts.
2. Particularly, to coordinate the work of the IE&C segment with the Ministry of Health's World Bank project for IE&C and those of the Population Family Planning Board's UNFPA project.

Contact with the Min. Of Health: Dr. Kamal Attia, Project Director
Mr. Medhat Zaky, IE&C
Dr. Hasan Beial, IE&C

Contact at the Pop. Family Planning Board: Mr. Ahmed Abdel Fattah, IE&C Director
3. To locate mass media materials used in the past for study and possible use.
4. To explore second-country sources of IE&C materials and review for possible use/adaptation in Egypt.
5. To finalize the Policy Advisory Committee for the project and inform AID of their names. Also, to work out a working policy for the Committee.
6. To prepare the content approval mechanism for the various media.
7. To work out sectors/responsibilities of work for the Unit members.
8. To develop contracting procedures for use with film producers and others who will be doing contract work for the Unit.

TARGET AUDIENCE	ACTIVITY	TASK	MEDIA TO USE	PRODUCED BY	DISTRIB./ FREQUENCY	DATE OF COMPLET.	DATE FINAL PRODUCTION	BUDGET
I. CARRY-OVER OF PREVIOUS QUARTER TASKS:								
1. SIS IE&C Unit	Orientation course	To complete course	See: 1st. QT Work Plan	Social Research Center, AUC	30 sessions	May 31		
2. Decision makers	<u>Population Hand-book</u>	Final format, print, distribute	Print	SIS				
3. Decision makers	Documentary film	Shooting, rush copy, processing, editing, copies	Film	Telmissany Bros.	1 film in 20 copies	June 30	July 31	
4. General public	Documentary film	Shooting, rush copy, processing, editing, copies	Film		1 film in 20 copies	June 30	July 31	
5. General public	Cartoon shorts	Shooting, rush copy, processing, editing, copies	Film	Anaan Madeem	3 films in 20 copies	June 30	July 31	
6. General audiences	Radio	Content approval, production	Radio	Egyptian Radio Corporation	Daily/ weekly	On-going	Length of project	
7. General audience	Cassells Ltd. comparison/con- trast booklet	Customs clearance, distribution	Print	Cassells, Ltd. (London)	Test run	June		
8. Special groups	<u>Information for Youth on Family Planning booklet</u>	Customs clearance, distribution	Print	Cassells Ltd. (London)	1,000,000 copies	March 31	July 31	
9. Relevant professions	Manual for clinic workers	Printing, distribution, evaluation	Print	Not yet determined	10,000 copies	June		
10. Relevant professions	George Washington Univ. films	Ordering, distribution, work on format for introduction/handling of shows	Film	GMU	Free no. of copies			

TARGET AUDIENCE	ACTIVITY	TASK	MEDIA TO USE	PRODUCED BY	DISTRIBUT./ FREQUENCY	DATE OF COMPLETION	DATE FINAL PRODUCTION	BUDGET
II. NEW TASKS:								
1. Decision makers	Booklet "Islam & Family Planning"	Prepare material	Print	SIS	10,000 copies	June	August	
2. General audience	Special awareness campaign	Begin preparations, contract services	Multimedia	Contractor to be determined				
3. Special groups	Film for youth	Meet producer, decide content, etc.	Film					
4. Relevant professions	Flipchart on contraceptive use	Decide content	Print	SIS		June	September	
5. Decision makers/ opinion leaders	Special campaign	Begin preparations, contract services	Multimedia	Contractor to be determined				

FIRST QUARTER BUDGET
(January - March, 1979)

The State Information Service has decided that the fiscal planning and budgeting for the Information, Education and Communication (IE&C (Project No. 263-0029) shall adhere to the GOE fiscal year. Since the first quarter is almost over, this budget includes only those line-items which are ready for funding or need partial funding to initiate.

Since specific contracting procedures are still being worked out for local productions and services, this First Quarter budget is requested as an advance. It is understood that no line-item can be expended until the individual contract has been finalized or sufficient documentation has been provided to the Project Manager, AID. In the Project Amendment under "Covenants and Conditions" (VII, A.2) it states:

"...Also, prior to any disbursement, or the issuance by AID of any commitment documents under the Project to finance a media campaign activity or program contemplated in this activity, the Ministry of Information and Culture shall obtain the prior written approval of AID."

Therefore, the following items have been selected for First Quarter attention:

- I. Training/Orientation: (Social Research Center, American University in Cairo. Dr. Saad Gadalla, Director) LE. 7,500.000
- II. Film:
 1. 30-minute color documentary (shocker style) "Explosion" LE. 15,000.000
 2. 30-minute color documentary on traditions/beliefs regarding family planning LE. 15,000.000
 3. 3 cartoon shorts on population problem (3 minutes each) LE. 6,000.000
- III. Print:
 1. Reprint of Cairo Family Planning Association's manual for family planning clinic personnel LE. 10,000.000
- IV. Television:
 1. 1 Serial of 15 consecutive episodes LE. 30,000.000
 2. 2 Spot announcements for commercial sale of contraceptives, (In cooperation with Cairo Family Planning Association's Community-Based Family Planning Service) LE. 4,000.000

First Quarter Budget (cont'd)

V. <u>Radio:</u>		
1. Initial programming and planning		LE. 10,000.000
VI. <u>Office equipment:</u>		
1. 1 Olivetti standard carriage (English)	LE.	300.000
2. 1 Olivetti long carriage (English)	LE.	375.000
3. 1 Olivetti standard carriage (Arabic)	LE.	350.000
		<hr/>
TOTAL		Le. 98,525.000

PROJECTION OF EXPENDITURES

1979

Family Planning
Project No. 267-002

21

AID INPUT BY LINE-ITEM	TOTAL \$(LC)	1st. QT.	2nd. QT.	3rd. QT.	4th. QT.	SUB-TOTAL
<u>I. Technical Assistance:</u>						
1. Local contractors	\$63,000 (LE. 14,100)		\$21,000 (LE. 14,700)	\$21,000 (LE. 14,700)	\$21,000 (LE. 14,700)	
<u>II. Commodities:</u> *(Some LE can be made available from F.P. Project - Jordan)						
1. Office equipment/furniture						
<u>III. Training:</u>	\$25,000 (LE. 17,500)	\$10,715 (LE. 7,500)	\$5,000 (LE. 3,500)	\$5,000 (LE. 3,500) \$4,285 (LE. 3,000)		\$25,000 (LE. 17,500)
1. Orientation by Social Research Center, AUC.						
2. Other in-country training						
3. Training of SIS Information Center Staff						
<u>IV. Other:</u> (production, media campaigns, distribution & evaluation)	\$1,401,000 (LE. 980,700)		\$128,600 (LE. 90,000)	\$171,430 (LE. 120,000)	\$171,430 (LE. 120,000)	
A. Mass media:						
1. Television		\$42,857 (LE. 30,000)				
2. Radio		\$14,285 (LE. 10,000)	\$14,285 (LE. 10,000)	\$57,145 (LE. 40,000)	\$57,145 (LE. 40,000)	
3. Film						
a. Documentary shocker		\$21,430 (LE. 15,000)	\$21,430 (LE. 15,000)			
b. Documentary "beliefs"		\$21,430 (LE. 15,000)	\$21,430 (LE. 15,000)			

PROJECTION OF EXPENDITURES (cont.)

1979

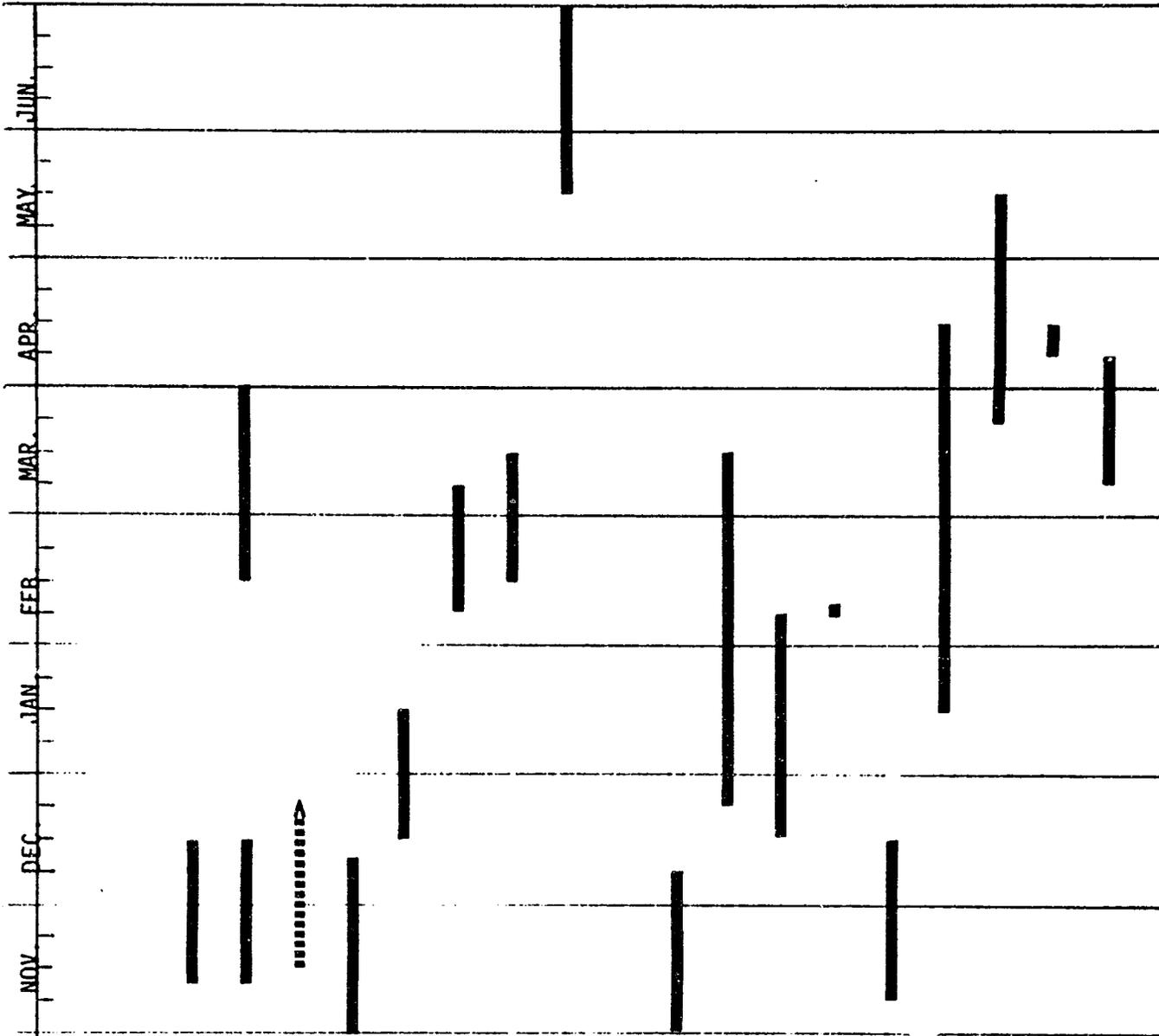
RAID INPUT BY LINE-ITEM	TOTAL \$(LC)	1st. QT	2nd. QT	3rd. QT	4th. QT	SUB-TOTAL
c. Cartoons		\$8,570 (LE. 6,000)	\$8,570 (LE. 6,000)	\$107,140 (LE. 75,000)	\$107,140 (LE. 75,000)	
d. 5 other films			\$35,715 (LE. 25,000)	\$78,570 (LE. 55,000)	\$78,570 (LE. 55,000)	
4. Print (including booklets, leaflets, newspaper & mags.)					\$142,860 (LE. 100,000)	
B. Special media campaigns:						
C. Distribution of materials:			\$7,140 (LE. 5,000)	\$7,140 (LE. 5,000)	\$7,140 (LE. 5,000)	
D. Evaluation:				\$71,430 (LE. 50,000)	\$71,430 (LE. 50,000)	\$1,474,312 (LE. 1,032,018)

APPENDIX C

Bar Chart of Project Activities

BAR CHART OF ACTIVITIES 1979

1978



ACTIVITIES

I. PLANNING

Administrative Details-S.I.S.

IE&C Unit

Office Space

Policy Advisory Committee

Conditions Precedent

Bank Account

Approved RFP

Financial Procedures (1st Qtr. Bud., etc.)

RFP Proposal Evaluation

Administrative Details-USAID

Conditions Precedent (PIL #1)

Financial Procedures (PIL #2)

RFP Drafting

RFP to SIS

Technical Consultant (Phase I)

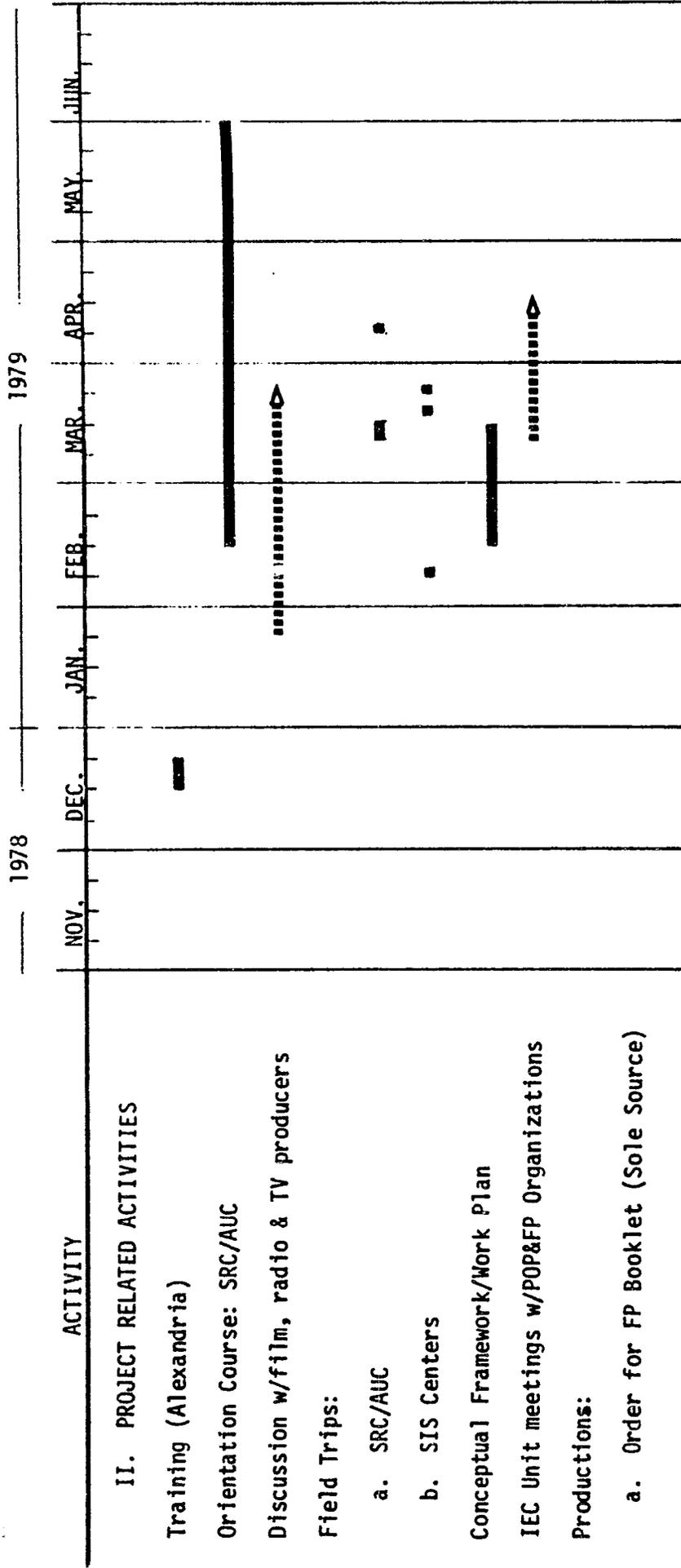
Technical Consultant (Phase II)

CBD Publication

Funding in Bank (SIS)

Contract Procedures (PIL #3)

BAR CHART OF ACTIVITIES (Cont.)



APPENDIX D
Visitation Schedule
to
SIS Information Centers

COPY

MEMORANDUM

To: Mr. Muhammad Sharaf
From: Mr. David Piet
Subj: Visitation schedule to SIS Information Center
Date: February 7, 1979

Dear Mr. Sharaf,

At your suggestion I have prepared this proposed visitation schedule to some of the SIS's Information Centers. These geographical areas seem to make sense in that the Centers provide a good cross-section for an on-the-spot analysis of how the IE&C project can be institutionalized in the field. As you are well aware, it is these Centers which are close to the people and which can provide valuable feedback to the IE&C Unit on population and family planning matters. I believe that such visitation is necessary for the following reasons:

1. To provide the IE&C Unit with the necessary background to assist the individual Centers in carrying out the project.
2. To allow the Unit to personally assess the potential effectiveness of individual Centers to carry out this project.
3. To assist each Center in specific ways to reach their own commitments.
4. To provide the Piets (and the Unit) with background understanding of the Egyptian people and situation.

At the far right of the proposed schedule you will notice the names of the people who would be visiting each of the Centers. As you know, Ms. Joyce Burton is AID's Project Manager for this project and is researching the larger DIS project and Dr. Applegate has instructed her to visit as many of the Centers as possible. If AID wishes others to accompany the IEC Unit on any of these visits Dr. Applegate will seek approval directly. On nearby visits both Mrs. Piet and myself would like the opportunity to visit the Centers. However, on longer or overnight visits, we will share the load by alternating.

I hope that this method and schedule meet with your and Mr. Safwat's approval.

Sincerely,

/s/ D
David L. Piet

cc: Mrs. Joyce Burton, AID

Proposed visitation schedule to SIS Information Centers:

- | | | | |
|----|--------------------|---|--|
| 1. | Feb. 14 and 15 | Cairo Centers (3) | Nancy Piet, SIS/AID
David Piet, SIS/AID
Joyce Burton, AID
Doug Larsen, GWU (film
producer) |
| 2. | Feb. 18-23 | Upper Egypt
(Aswan, Qena,
Schag, Asyut) | David Piet, SIS/AID
Joyce Burton, AID |
| 3. | Feb. 26-March 1 | Alexandria Centers | Nancy Piet, SIS/AID
David Piet, SIS/AID
Joyce Burton, AID |
| 4. | March 6-7 | El Qantara,
Ismailiya, Suez | Nancy Piet, SIS/AID
Joyce Burton, AID |
| 5. | March 13 | Zagazig | David Piet, SIS/AID
Joyce Burton, AID |
| 6. | March 15 (morning) | Giza | Nancy Piet, SIS/AID
David Piet, SIS/AID
Joyce Burton, AID |
| 7. | March 21 | Shibin El Kom | Nancy Piet, SIS/AID
Joyce Burton, AID |
| 8. | March 27-28 | El Fayum, Beni
Suef | Nancy Piet, SIS/AID
Joyce Burton |

APPENDIX E

Request for Materials

March 2, 1979

East-West Center
East-West Communication Institute
1777 East-West Road
Honolulu, Hawaii 69322

Dear Sir:

I would like the material listed below forwarded free of charge (per AID contract) to:

Ms. Joyce Burton
American Embassy
Box 10
FPO New York, 09527

Wilder, Frank & D.K. Tyagi. "Four Faces and the Red Triangle"
No. 2625 10 copies

Webster, Lyle. ed/ Integrated Communication: Bringing People and Rural Development Together
No. 2611 2 copies

Using Commercial Resources in Family Planning Communication Programs: The International Experience
No. 1509 2 copies

Sources of Information on Population/Family Planning: for Asia
No. 1326 2 copies

Communication and Non-Formal Education in Population/Family Planning: An Index ...
No. 2 copies

EWCI Modules:

- Fundamental Human Communication (Kincaid & Schramm)
- Planning Communication for Family Planning (Middleton)
- People and Population (Echols)
- Organizational Communication & Coordination in Family Planning Programs (Beal & Middleton)
- Using the Media for Family Planning (Snyder, Clark, etc. al.)
- Pretesting Communication for Family Planning Programs (Qureshi & Kincaid)
- Clinic Education (Danziger, et al)
- Communication and Education for Rural Development (Kline, et al)

Rogers, Everett M.:

- "Family Planning Message Symbols: Semantic Problems in Diffusion"
No. 2042 10 copies
- "Management of Family Planning IEC Activities"
No. 2047 10 copies
- "Taboo Communication and Social Change"
No. 2054 10 copies
- "Traditional Midwives and Family Planning in Asia."
No. 2055 10 copies

Saunders, Lyle, ed IEC Strategies: Their Role in Promoting Behavior Change in Family and Population Planning
No. 2 copies

Glattback, Jack. Public Information and Mass Media in Population Communication Programs.

No. EWCI Synthesis of Population Communication Experience, Paper 10
1977 10 copies

Tsai, Jeff & Yvonne Hsu "IEC in Taiwan's Family Planning Program"
No. 2393 10 copies

Bogue, Donald:

- "A 5-Year IE&C Perspective to Meet the Population-Health-Food Crisis: 1975-1980"
No. 0240 10 copies
- "Stages of Adoption in Family Planning and Recommended Media Techniques to Use."
No. 0254 10 copies

Rogers, Everett M. Communication Strategies for Family Planning 1973
2 copies

Sincerely,

Lea Dunston
Public Health Analyst - Population
Bureau of the Near East

cc: Joyce Burton/David Piet,
USAID/Cairo

March 6, 1979

Dr. Donald Bogue
Community and Family Study Center
University of Chicago
Chicago, Illinois 60537

Dear Dr. Bogue:

I would like the material listed below forwarded free of charge (per AID contract) to:

Ms. Joyce Burton
American Embassy
Box 10
FPO New York 09527

IE&C in Population and Family Planning: A Guide for National Planning,
W. Bert Johnson and others, 1973. 10 copies

Mass Communication and Motivation for Birth Control, 1967 2 copies

Twenty-five Communication Obstacles to the Success of Family
Planning Programs. 10 copies

Bogue's book on posters.

Sincerely

Lea Dunston
Public Health Analyst - Population
Bureau of the Near East

cc: Joyce Burton/David Piet
USAID/Cairo