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AN EVALUATION OF
THE POPULATION INFORMATION PROGRAM
OF THE JOHNS HOPKINS UNIVERSITY

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EXECUTIVE SUMMARY

The Population Information Program (PIP) is a relatively autonomous activity of the Hopkins Population Center of the Johns Hopkins University (JHU). It is funded by a grant from the United States Agency for International Development (USAID). Its principal concerns are the publication and worldwide distribution--in five languages--of Population Reports and the development and maintenance of a computerized literature-search service, POPLINE. Population Reports is a comprehensive and authoritative review of population issues; it is produced six times a year in an attractive and readable loose-leaf format. POPLINE services are provided in collaboration with the National Library of Medicine (NLM) and the Center for Population and Family Health (CPFH) of Columbia University.

Seventy-eight Reports have been published and distributed to a mailing list that now includes some 80,500 addresses in 125 countries. New addresses continue to be added to the list. PIP's goal is to expand the list to at least 100,000. Seventy percent of the addresses are in less developed countries (LDCs); slightly more than half are identified with health or medicine. Approximately 105,000 copies of each issue were distributed in mid-1981; 56 percent of the copies were in English.

The Reports series is comprehensive in its coverage. The articles are highly readable, timely, and scientifically sound. The series is highly regarded by professional people in population organizations and by readers in all regions of the world. Issues remain in print as long as there is a demand for them, and bulk copies are available to training institutions upon request.

The evaluation team could find little fault with either the topics selected for the periodical or the method of writing, editing, and publishing the articles. The mailing list needs attention, however. Moreover, production staff are concerned about the length of the issues, which now average approximately forty pages. Some readers, especially those of non-English editions, have expressed their dissatisfaction with the length of time it takes Reports to reach them.

The evaluation team offered several recommendations to improve production and publication of Population Reports. The recommendations are summarized below.

- Efforts to reduce the length of the Reports should be continued, but not to the extent that completeness of coverage or readability is impaired.

- More publicity should be given to the availability of back copies and multiple copies for teaching purposes.
- Attention should be given to the problem of reducing delivery time, perhaps by arranging for local distribution through LDC organizations.
- A special effort should be made to increase circulation to individuals and institutions in Africa.
- Consideration should be given to the distribution in Malaysia of the proposed Indonesian-language edition.
- Consideration should be given to the development of better ways to categorize the names and addresses on the mailing list.

The subcontracted POPINFORM has been transferred to the NLM as a collaborative effort of the PIP and the CPFH, and it has been renamed POPLINE. POPLINE now contains approximately 70,000 records; the entire file of Population Index will be put into the system during the next six months and will be kept up to date thereafter. Approximately 500 journals are being examined regularly, and nearly 700 items a month are being added. Requests for literature searches are running between 100 and 150 per month; 75 percent of the service is being provided to LDCs.

Although POPLINE is described regularly in Reports, a survey of readers indicates that many persons do not know about the service. The evaluation team, therefore, recommends that steps be taken to increase knowledge of POPLINE among readers of Reports. Perhaps this could be done by publishing a special issue of Reports that is devoted to information sources, including POPLINE, or a brochure that describes all aspects of the service, including its availability, and that is distributed periodically with the Reports. A new activity proposed by the PIP--the monthly distribution to carefully selected LDC addresses of 600 abstracts of important citations that have been added recently to POPLINE--should help to publicize the service, and it may lead to its increased use.

Briefings on the PIP and its services are given to the more than 200 trainees participating in the Johns Hopkins Program for International Education in Gynecology and Obstetrics (JHPIEGO) who come to Baltimore each year and to approximately 150 other visitors. Press releases issued through the Hopkins School of Hygiene and Public Health help also to increase awareness of the PIP's services and materials.

The management and administration of the PIP are excellent. The relatively small staff is remarkably productive, producing a large and comprehensive volume of Reports, maintaining a library and documentation service, keeping POPLINE up-to-date with current materials, and incorporating large backlogs of other materials such as Population Index.

As part of the evaluation, a questionnaire-survey of a random sample of readers of Reports, AID population officers, and professionals in other population organizations was undertaken. Incomplete returns indicate that the Reports series is read and valued widely, is highly rated by professionals in the field, and is serving the purposes for which it was intended. The returns also reveal a substantial regional difference in knowledge about and use of the PIP's services and a lack of knowledge about the POPLINE service among a considerable number of readers. A detailed account of the responses to the survey is attached as Appendix G.

ABBREVIATIONS

AID	Agency for International Development
AID/W	Agency for International Development/Washington
APHA	American Public Health Association
APLIC	Association for Population Libraries and Information Centers
BKKBN	Indonesian National Family Planning Program*
CPFH	Center for Population and Family Health
CPS	Contraceptive Prevalence Survey
FDA	Food and Drug Administration
FPIA	Family Planning International Assistance
GOI	Government of Indonesia
IEC	Information, Education, and Communication
IPPF	International Planned Parenthood Federation
IUD	Intrauterine Device
JHPIEGO	Johns Hopkins Program for International Education in Gynecology and Obstetrics
JHU	Johns Hopkins University
LDC	Less Developed Country
MCH	Maternal and Child Health
NLM	National Library of Medicine
OC	Oral Contraceptive
PAA	Population Association of America
PIP	Population Information Program

* Also known as National Family Planning Coordination Board

UNFPA United Nations Fund for Population Activities
USAID United States Agency for International Development
WHO World Health Organization
WFS World Fertility Survey

I. INTRODUCTION

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Background

The following evaluation of the Population Information Program (PIP), which is being conducted at the Johns Hopkins University (JHU) under contract AID/DSPE-C-005 of the United States Agency for International Development (USAID), was performed in September 1980 by Susan Robbins, head of the Publications and Information Office of the Population Council, and Lyle Saunders, a private consultant. One of the components of the evaluation, which was requested by the AID, was a questionnaire-survey of a sample of the recipients of Population Reports; the objectives of the survey were to ascertain how readers assess the publication and to solicit readers' suggestions to make Reports and the POPINFORM computerized data project more useful. For reasons beyond the control of the evaluation team, the return of completed questionnaires was delayed, and it was only in July 1981 that the team was authorized to move ahead with its report without waiting for further returns from the survey.

The AID contract with the PIP continues activities that were begun and carried on for several years at George Washington University. At Hopkins, the PIP operates under the aegis of the Hopkins Population Center and reports directly to the Department of Population Dynamics. The contract, originally negotiated for three years, beginning July 1, 1978, and extended an additional two years, supports three areas of activity: the production and worldwide distribution of Population Reports; the operation of a computerized literature-search service intended primarily to benefit professionals in less developed countries (LDCs); and a small training component for communications personnel in the LDCs.

Scope of Work

The scope of work for the evaluation called for:

- An assessment of the quality of Population Reports, with attention to such matters as accuracy, completeness, readability, topic selection, length, format, and relevance for LDC personnel;
- A review of the kind and frequency of requests for the computerized literature-search service, its utility to personnel in the LDCs, and its relationships with comparable services, especially the National Library of Medicine (NLM);

- An assessment of the mailing list for the Reports, including number of addresses, number of copies, categorical and geographical coverage, and provisions for maintaining, expanding, and updating the list;
- An assessment of project administration and staffing, and of the cost-effectiveness of the principal activities in relation to the overall objectives of the project;
- Help with the design of a survey questionnaire to elicit responses from readers of Reports and users of the literature search, in addition to the development of a mailing strategy to ensure reasonably prompt returns and the analysis and interpretation of returns; and
- Attention to other matters specified in the contract or designated by AID personnel.

Methodology

The survey was considered to be a major instrument for the evaluation which was to be supplemented by a study of PIP documents, personal discussions with PIP staff and others, and observation of the day-to-day operations of the PIP. Interviews were held, observations were made, and a design for the survey was developed (in conjunction with PIP staff) during a visit to Baltimore in September 1980. Survey plans and materials were reviewed and approved by AID/Washington (AID/W) personnel, and the AID handled the transmission of questionnaires to the field and received completed forms for transmittal to the PIP, where tabulations were made.

Purpose of the Evaluation

This evaluation was intended to provide information which might be useful to the AID as it considered the possible renewal of the PIP contract. But the contract period expired before this report could be written, and a new agreement was negotiated. The program will continue to operate for an additional two years, beginning July 1, 1981. Although it was decided that the team need not return to Baltimore to update its impressions, the report does reflect a consideration of the events that occurred after the 1980 visit, and it also contains new materials, including the recently completed tabulations of questionnaires.

II. ASSESSMENT OF POPULATION REPORTS

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Contractual Requirements

The contract stipulates that the principal output of the project will be a series of publications, Population Reports, covering contraceptive technology, law and public policy as they affect contraceptive availability, marriage and reproduction, the economic and social factors that affect fertility, and all aspects of family planning. Twelve subject areas are specified; topics are to be selected with the assistance of an Editorial Review (Advisory) Board, and the final decision on topics, organization, and content is to be made in collaboration with the AID Technical Office. With the approval of the AID Technical Office, several Reports are to be devoted to health or nutrition. A loose-leaf format is specified, the indexing of periodicals is required, and a high standard of scientific objectivity is called for. Each issue of Reports is to be reviewed by 10 to 15 experts before publication. The series is to be produced in five languages (English, French, Spanish, Portuguese, and Arabic) and in a specified number of copies, ranging from 7,000 in Arabic to 100,000 in English. (The contract calls for 14 issues a year in each language, except Arabic, for which only 7 are required; however, only 6 new titles have been appearing each year.*)

An international mailing list of as many as 100,000 names is to be developed and maintained. The emphasis is to be on policymakers, mass media outlets, physicians, researchers, and health professionals in developing countries, as well as major training and information centers elsewhere. The mailing list is to be stratified to allow selective distribution according to such categories as scientific or professional discipline, organizational affiliation, language, and occupation; a continuing, full-time effort is to be made to review, update, and expand addresses and categories.

Progress To Date

As of June 1981, the PIP had published 78 issues of Reports, including those completed when the project was based at George Washington University. Fifteen were produced during the period of the AID contract.

Broad topic areas are specified in the contract; an additional topic, "Issues in World Health," was added to accommodate the request in the contract that, from time to time and with prior approval of the AID, the PIP produce some issues devoted to health topics. (A list of topic areas and the number of Reports in each category are included in Appendix A.)

* Amendments to the contract made provision for fewer reports because of funding limitations and for other reasons.

Specific topics are selected with the advice and assistance of the Editorial Advisory Board (on which the AID is represented). The PIP is sensitive to timely issues and attempts to deal with them as rapidly as possible, but considerable time is required to research, write, and publish an issue. (A list of topics in preparation for the period September 1981 through November 1982, and a list of topics completed and distributed between July 1980 and June 1981, are attached as Appendix B.)

Although Reports is intended primarily for a professional audience (and is, therefore, of high technical quality), the PIP also hopes to appeal to a broad range of readers' interests, knowledge, and ability. There is no clear concept of an "average reader," but there is a tendency to conceptualize readers as "people administering or working in or deciding about family planning."

The issues are written by both PIP staff and others commissioned by the PIP. The program is not interested in receiving uncommissioned papers (although there is no hard and fast rule against considering such articles), and only one uncommissioned paper has been published: the issue on the World Fertility Survey (WFS). Considerable consultation and sharing of views occur during the writing, and the completed manuscript is reviewed by members of the Editorial Advisory Board and others knowledgeable about the topic.

Each Reports is issued in the specified loose-leaf format, letter-size, and in two colors. Occasionally, illustrations that are relevant to the text are used. Numerical data are presented in a variety of forms. Graphics are done by the editorial staff; there is some dissatisfaction with the drawings. Each issue contains an extensive, unannotated bibliography (drawn largely from the POPLINE file), a list of all publications in the series, and a statement about the POPLINE search service. A form to request a literature search is included also.

The contract stipulates that each issue may range from 8 to 32 pages, and average 16 pages, but the length usually is much longer.* For example, the first three issues in 1981 averaged 43 pages. The staff are concerned about length and would like to reduce the number of pages, but the comprehensiveness of coverage and the tendency of reviewers to add, rather than delete, materials work against their effort.

Most issues are available in French, Spanish, and Portuguese (see Appendix A). The number in Arabic is more limited, in part because of early difficulties in obtaining adequate translations. The policy, as it was explained to the evaluation team, is to translate all issues unless there is a reason not to do so. Foreign-language issues have been delayed from five to eight months after the English version has been distributed. This is cause for dissatisfaction among many readers in the LDCs who commented on the delay in their responses to survey questions. The PIP, through new arrangements for translations and publication of shorter

* This should be clarified. To avoid violating the contract, the contractor must get the project manager's approval to publish reports of more than 32 pages.

reports, hopes to reduce the lag time to six or fewer months, but it is inevitable that there will continue to be some delay.

Additional funds have been provided in the new contract to enable the PIP to begin making Reports available in the Indonesian language. The PIP has reached an understanding with the Indonesian national family planning program, the BKKBN, to produce an Indonesian edition which will be distributed internally by that organization.

The PIP's policy is to keep Reports in print as long as requests continue to come in and as long as the material remains timely. As of July 1980, some 24 issues had been reprinted. The publication and re-print schedule for the period July 1978 through July 1980 is outlined in Appendix C.

The press run has been increasing to keep pace with the steadily growing number of recipients. As of September 1980, between 65,000 and 70,000 copies were being produced in English; between 18,000 and 20,000 copies were being printed in Spanish; 15,000 to 20,000 issues were being distributed in French; 8,000 to 10,000 copies were being published in Portuguese; and between 5,000 and 7,000 issues were being printed in Arabic.

Distribution

The periodical can be distributed in three ways: (1) as a second-class mailing from the printer at time of publication; (2) as a response to specific requests; and (3) as a handout distributed by PIP and AID personnel at meetings, conferences, and training sessions.

The mailing list has been growing steadily, rising from approximately 56,000 names in June 1979 to 74,000 names in mid-1980, and 80,500 names in June 1981. The figure for June 1981 is somewhat short of the goal of 85,000 which the PIP had intended to reach by that date. Because multiple copies were sent to a number of addresses on the mailing list, the number of copies distributed in mid-1981 was slightly more than 104,500. Of these, 56 percent were in English, 16 percent in Spanish, 14 percent in French, 10 percent in Portuguese, and 3 percent in Arabic.

Several staff have full-time responsibility for the mailing list, and efforts continue to be made both to increase the number of names on the list, especially those with LDC addresses, and to ensure that addresses are correct and that duplications are minimized. When they reviewed the list in September 1980, the evaluators found what they considered to be an excessive number of duplications. Since then, some 2,000 names have been culled and a policy has been adopted that no new names will be added

until item-by-item checking has been completed. The effort to add names is continuing; one likely source, women's organizations, will be explored soon.

A statistical report on the mailing list as of July 24, 1980 and June 5, 1981, is included as Appendix D. A comparison of the figures reveals some interesting trends. Currently, a slightly larger proportion of copies is going to LDCs; the proportion in English is down several percentage points; the proportion going to names or addresses classified as "medical" is up substantially.

A recent calculation by the PIP is that an average of 1.3 copies goes to each address on the mailing list. It is estimated that approximately 1.332 million copies will be mailed during the two-year extension of the contract (given a mailing list of approximately 100,000 addresses--the goal expected to be reached by the end of the period) and that 320,000 issues will be sent in response to special requests. This latter figure seems high in view of the fact that special requests tend to decline as new names are added to the mailing list. The decline was substantial--more than 50 percent--between mid-1979 and mid-1980. Part of the decline was attributable to the institution of a charge for all requests of more than one copy from developed-country sources.

The number of copies distributed directly at conferences and meetings is relatively small, averaging only several thousand a year.

Conclusions and Recommendations

By any standard, Population Reports has to be considered an outstanding success. Few, if any, other series-publications in the field can match the combination of comprehensive coverage of topics, timeliness, variety, readability, availability in multiple languages, and wide categorical and geographical distribution. This judgment is reinforced by the results of the survey (see Appendix G) which, although they are not defensible scientifically because they do not represent a wholly random sampling of reader opinion, show a remarkable consensus among random respondents, representatives of major population organizations, and AID population officers about the usefulness and effectiveness of Population Reports.

Officials at Johns Hopkins who relate most directly to the PIP are very pleased that the project is associated with their institution, and they are enthusiastic about Population Reports. Understandably, those in medicine or public health would like to see more issues devoted to health topics, but they do recognize that the coverage of population topics is of considerable value to doctors and medical students. Furthermore, they

would like to see distribution expanded, especially among health professionals in maternal and child health (MCH).

The process of selecting topics benefits from the informed advice of the Editorial Advisory Board, which includes not only the staff of Johns Hopkins and AID/Washington, but also a distinguished group of persons with experience in many areas of the population field. The Board advises, but final selections are made by PIP staff. The procedure enables the PIP to balance effectively the need for timely topics and the necessarily lengthy process of getting issues written, edited, reviewed, and published.

The writing process benefits from the availability of POPLINE, which gives writers easy access to abstracted information from a wide variety of materials on topics they are writing about.

PIP has had some difficulty finding qualified writers. Some topics are farmed out; others are written by in-house writers. In either case, the PIP's editorial and top administrative staff make significant contributions, as do the expert reviewers who critically read and comment on all manuscripts. The PIP aspires to have three staff writers. For the past year, there have been two. A new writer was added recently, but one of the other two writers on staff resigned, so the number remains two. One problem is that the PIP must adhere to the pay scales at Hopkins. At the time of the team's visit, the top salary for a writer was \$18,000, a figure which only in special circumstances would be attractive to the caliber of writer that is acceptable to the PIP.

The Reports series is deliberately--and, one should add, successfully--designed to appeal to a broad range of reader interests and knowledge. The articles are technical enough to meet the needs of professionals and, at the same time, readable enough to hold the interest of less informed and less committed readers. PIP staff recognize that although the graphics are adequate at this time and, on occasion, attractively enhanced by the use of color, they could be improved. The length of issues continues to be a problem. The staff want to reduce the length, and they are trying to do so, but not at the expense of completeness. Their problem may be illustrated by the receipt recently of a 200-page manuscript; it will be difficult to reduce the document to the current 40 to 50 pages and probably impossible to squeeze it into a smaller issue.

The evaluation team left Baltimore with an impression of cohesiveness and direction. The format of the Reports is set and no changes are anticipated. Nor do the evaluators believe that any significant changes are needed. The major requirements of the contract are being met. The topics for the remainder of the extended contract period have been selected, and those for the issues to be printed through 1982 are being planned and written. The deficiencies in the mailing list which were

noted in September 1980 have been or are being corrected. The size of the list is reasonably on target.

The evaluators believe that certain improvements can be made to Population Reports. They recommend:

- That efforts continue to be made to reduce the length of each issue of Reports, but not at the expense of completeness of coverage or at the risk of losing sight of the reference function.
- That the feasibility of producing and distributing visual teaching aids based on the reports be explored (this was suggested by a number of persons who responded to the survey questions).
- That Reports continue to be oriented primarily to population issues and that minimal attention be given to health or medical issues and to the social sciences.
- That readers be made more aware of the availability of back issues of the Reports and of multiple copies for teaching programs in LDCs.
- That continuing efforts be made to find ways to expedite the production of non-English-language editions of Population Reports.
- That attention be given to the difficult problem of late delivery. Second-class surface mail and delay in producing non-English versions of the Reports combine to make delivery very late in some LDCs. Late delivery is a source of dissatisfaction that has been noted in responses to the survey. Fifteen countries are receiving more than a thousand copies of each issue; Brazil and India each receive approximately 7,000 copies. Pre-addressed copies could be air-freighted to these countries, stamped there, and put into the mail for internal delivery. The evaluators suggest that, in some or all of these countries, but especially in the two with the largest volume of copies, the PIP seek to locate and work out an arrangement with a local agency, governmental or commercial, to receive bulk shipments and handle redistribution locally. (It is the team's understanding that such an arrangement is being made with the Government of Indonesia to distribute the proposed Indonesian-language version.)
- That the PIP explore the possibility of distributing the proposed Indonesian-language edition also to Malaysia.

- That a special effort be made to build circulation to individuals and institutions in Africa.
- That, if necessary, the emphasis be shifted from quantity of addresses on the mailing list to "quality," as defined by the AID's priorities for policymakers, family planning personnel, libraries, training institutions, and medical institutions, all in LDCs.
- That recipients of multiple copies be contacted periodically to ensure that the number of copies sent is still desired and needed.
- That serious consideration be given to developing better ways to categorize the names and addresses on the mailing list. The current interest code yields little or no information about who receives Reports, except for the categories "medical" and "non-medical." Fewer and broader categories of interests are needed, and they should be mutually exclusive (e.g., family planning service, family planning administration, law and policy, communications). With a revised code, selective mailing could be done (this is not being done now, except for language), and waste could, perhaps, be minimized.

III. POPLINE: THE COMPUTERIZED INFORMATION-RETRIEVAL SYSTEM

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Contractual Requirements

The contract requires that the PIP maintain a computerized information-retrieval system for scientific, legal, and technical data in the field of population. From a large number of sources--including journals, books, research monographs, conference papers, organizations, libraries, commercial establishments--information is to be gathered, classified, edited, abstracted, indexed, and stored in both a library and a computer. A thesaurus, to provide key terms for indexing, is to be developed and updated periodically. Efforts are to be made to minimize the lag time between publication and on-line accessibility; approximately 200 items are to be processed each week. Information from the PIP's POPINFORM system and data from Population Index and Population Sciences are to be incorporated into the National Library of Medicine's computerized system to develop a single, on-line data base that will give users access to the entire body of population-related information. A POPLINE Services Advisory Committee is to be formed, and POPLINE activities are to be coordinated closely with those of the Center for Population and Family Health (CPFH) at Columbia University.

Progress To Date

POPLINE was in transition when the evaluation team visited the PIP in September 1980. The PIP was making its own inputs into the system and, in addition, was preparing volumes of Population Index for inclusion and formulating plans to include data from the Carolina Population Center and Population Sciences. The team requested a demonstration and readily found a number of abstracts on the unlikely topic of contraceptive use by the Navajo Indians. D. A. Henderson, dean of the Hopkins School of Hygiene and Public Health and one of the leaders in the World Health Organization's (WHO) effort to eradicate smallpox, told the evaluators that he had found in POPLINE several items on smallpox of which he was unaware. To illustrate the scope of POPLINE, a printout was provided of 110 abstracts on the topic of male involvement in family planning.

The PIP's semiannual report to the AID for the period January 1, 1980 - July 31, 1980, provided a variety of information on the status of POPLINE. The POPLINE file became available to the PIP and the CPFH in January 1980. At that time, it contained 62,549 records. A testing period was required to resolve problems, so POPINFORM (on contract to Informatics) was continued through March to handle requests. POPLINE was updated to 66,880 records (with input from both the PIP and the CPFH), and plans were made to continue updating at a scheduled time each month. During the period of the report, the PIP processed for POPLINE an average

of 848 items per month. A procedure to eliminate duplicated inputs by the PIP and the CPFH was developed and being tested.

Requests for POPLINE searches totaled 615 in the period January 1980 to June 1980; 87 percent of the requests were from, or related to, developing countries. To help meet the costs of the system, a charge of U.S.\$25 per search was instituted in April for developed-country requests. A charge of U.S.\$5 was applied also for searches under the current "awareness service" requested by developed-country users.

Two books of abstracts--one on IUDs and one on oral contraceptives--were published during the period by a commercial firm under a subcontract that included the distribution by the PIP of 200 free copies to LDC addresses.

During the reporting period, requests for 1,045 documents cited in Population Reports or POPLINE were received--a 60 percent increase over the comparable period in 1979. Ninety-six percent of the requests were from LDCs. Because this also is an expensive service, the PIP levied a charge of U.S.\$5 per request and U.S.\$0.10 a page for developed-country requesters. The PIP is encouraging LDC users to try local sources before applying to the program.

The POPLINE Services Advisory Committee received early in January a request to obtain suggestions for priority services. It was recommended that special services, including searches for and the delivery of documents to LDCs, be expanded; that abstracts and publications be exchanged with other national and regional information-retrieval systems; and that consideration be given to including additional data bases in POPLINE.

At the end of the reporting period, the PIP and the CPFH thesauri were being updated, standardized, and merged; five volumes of Population Index (approximately 33,500 items) had been put into machine-readable form. The PIP, the CPFH, and the NLM were negotiating responsibilities for maintenance of POPLINE when the system becomes available to the public.

More recent information on the status of POPLINE is available in the minutes of a meeting of the Editorial Advisory Board, held July 9, 1981. Princeton University has become a collaborator on the thesaurus, which will be printed shortly. Citations from Population Index will be fed into POPLINE in the next six months and will be kept up-to-date thereafter. This change will greatly broaden POPLINE's coverage of social science and demography. A series of charts and graphs from the meeting (see Appendix E) shows that requests for POPLINE searches continue to increase (up 25 percent over the previous six months). Approximately 688 items are being inputted a month; 350 services are being provided to LDCs each month; 501 journals are being reviewed for input citations; a substantial number of citations is being culled from French, German, Spanish, and other non-English sources; the number of users each month is

steady, somewhere between 100 and 150; and 75 percent of the services are going to LDC regions.

Conclusions and Recommendations

POPLINE is an expensive undertaking, and it is difficult to assess its benefits in relation to its cost. It is certainly a valuable asset for Population Reports and is undoubtedly a factor in the thoroughness with which the periodical is prepared. It can be of immense value to scholars and researchers who have access to it; it is probably far less useful to program administrators, policymakers, and development planners. The proportion of LDC users is encouraging, but the numbers remain small, and the cost of each request from a LDC for a search or document must be high. The input costs are relatively fixed and do not vary with user demand. Thus, an increase in use directly affects the per-user cost (which, so far as the evaluation team knows, has not been calculated and which the team cannot calculate because it does not have the data), and increased use results in lower unit costs. The team recommends that high priority be given to the search for ways to increase the use of POPLINE among both LDC and developed-country users. A first step will be to make the availability of the POPLINE service better known. A third of the survey respondents from Asia and the Middle East indicated that they do not know about the POPLINE service; two-thirds of the African respondents indicated a similar lack of knowledge; only 14 percent of the Latin American respondents said they knew of the service. One mitigating factor is that POPLINE became available to the public and began to be promoted by the NLM only in December 1980, but promotion by the NLM is not likely to reach many of the prospective users in LDC regions.

A brief explanation of POPLINE and a form for its use are included in each issue of Reports. During its visit to Baltimore, the evaluation team participated in discussions about a brochure on POPLINE and an issue of Reports that covers information sources, including POPLINE. To increase awareness of POPLINE, the evaluators recommended that the PIP provide more complete information on POPLINE--what it is, what it does, and how its services can be developed and disseminated. The evaluators recommended writing a brochure on the subject, printing it in all appropriate languages, and distributing it periodically--say, once a year--in an issue of Reports.

Given the need to disseminate more widely information on POPLINE, the PIP will, under the extended contract, begin the monthly publication and distribution of a limited number (between 5 and 10 probably) of abstracts of what are considered to be among the most important citations that have been added recently to POPLINE. The PIP plans to issue these abstracts in a press run of approximately 600, with 500 copies to highly

selected LDC addresses. The purpose is to call attention to the kinds of material in POPLINE and to the existence and availability of the system itself.

The AID is interested in knowing how useful POPLINE is to people in the LDCs. Given POPLINE's status as an emerging system, as a system that only recently has become available to the public, it is probably too soon to try to answer this question. The question should be kept in mind, however, and in the last quarter of the two-year contract extension, a project should be undertaken to provide information (other than number of users) to answer the question. The concept of a shared system that covers all population subjects and that includes literature reviews in multiple languages and the careful preparation of abstracts is valid. It is an objective that, the evaluators believe, should be pursued.

IV. TRAINING AND OTHER ACTIVITIES

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Contractual Requirements

The contract specifies that, for LDC personnel in the United States-- JHPIEGO trainees, students in other university training programs, the U.S. and foreign press, and interested visitors from LDCs--the PIP should provide a one-day orientation on its organization and activities. In addition, a week-long program (the frequency was not specified) should be organized for key information, education, and communication (IEC) staff in LDC institutions to improve their capability for IEC operations. The formation of an International Advisory Committee is suggested, as is the development of network relationships with LDC institutions.

The regulations and studies of the U.S. Food and Drug Administration (FDA) on contraceptive drugs and devices are to be monitored and publicized in brief, special bulletins, and training materials, based on Reports, are to be prepared in appropriate languages and distributed to teaching and training centers.

Progress To Date

Regular, two-hour meetings are held with all JHPIEGO groups to acquaint them with Reports and POPLINE. More than 2,000 persons on the mailing list are from LDCs and have visited the PIP as part of their JHPIEGO experience. In the period January 1980 - June 1980, nine such meetings were held with JHPIEGO trainees and approximately 160 other visitors. In addition, the PIP gave a POPLINE demonstration at the APLIC-PAA* meetings in Denver in April, sponsored a top-level discussion of POPLINE and the proposed United Nations POPIN system, organized a one-day workshop for a group of information specialists who were touring the U.S., and convened a meeting of the Editorial Advisory Board. (The semi-annual report for the first half of 1981 had not been completed when this report was written; thus, information on activities during that period was not available. However, the evaluators have no reason to suppose that contractual obligations in these areas are not being met satisfactorily.)

* Association for Population Libraries and Information Centers and Population Association of America

The evaluators neither heard nor saw anything about special reports on the FDA's work with contraceptives, and they have assumed that this activity is not under way. Nor, so far as they know, are training materials being developed and distributed regularly as supplements to Population Reports.

In several places, the contract calls attention to the importance of the mass media in disseminating population information. Press releases that describe issues of Reports and other activities of the PIP are distributed through the Johns Hopkins School of Hygiene and Public Health which, because of its scientific reputation, receives attention from the press. The PIP's activities are well publicized. Two recent issues of Reports, "Oral Rehydration Therapy" and "Legal Status of Sterilization," received wide coverage in the national and international press.

Conclusions and Recommendations

The "training" which the PIP provides is described most appropriately as conveying information about the project and its products and services. This is as it should be. The occasional lectures to students in the School of Hygiene and Public Health and the sessions for the JHPIEGO trainees require much of the time of the staff, especially the project director, who already are under considerable pressure. It would be a mistake, the evaluators believe, for the PIP to assume additional responsibilities for training. The staff have a great deal to contribute, and they could, no doubt, operate an excellent training program if there were time and if such a program were needed. The knowledge, experience, and skills of the staff can be shared in other ways, too, and they are being shared now, through meetings, brief workshops, and professional contacts.

The preparation of training materials based on the Population Reports would be a useful activity for some training institutions, but production on a scale and of a quality to meet the needs of LDCs would be a major undertaking, especially if the target group of trainees were to be family planning workers. For training at a professional level, Population Reports is an excellent resource, and it is through this series that the PIP is making an important contribution to training.

The contract urges the systematic cultivation of the media, especially in LDCs. This would be a difficult undertaking for the PIP, given the limited number of staff, even if the contacts were limited to correspondence. It might be possible to review periodically the mailing list to ensure that mass media institutions--newspapers, radio, television, professional journals, magazines--in LDCs are receiving Population Reports regularly and in the appropriate languages. The mailing list, as of July 1980, included only 1,155 addresses in the category "Editors-Authors-

Press." This seems to be a small number for worldwide coverage of the media. It may be desirable to make a special effort to expand this category.

V. ADMINISTRATION AND STAFFING

V. ADMINISTRATION AND STAFFING

Staff Capability

Before July 1, 1978, the PIP was carried on at George Washington University. Thus, Population Reports and POPLINE (formerly, POPINFORM) have a longer history than the period covered by the AID contract. Dr. Phyllis Piotrow was the original project director at George Washington. After an absence of several years, she returned at the beginning of the AID contract with Hopkins to become the director of the program once again. Thus, there has been a continuity of leadership in this program, the concept and purpose of which are well understood by the project director.

The evaluation team was impressed with Dr. Piotrow's firm grasp of the purpose of the program, her strong commitment, her thorough knowledge of the subject, and her widespread contacts in the international population field. As impressive as her own contribution has been her ability to find and recruit a highly capable and talented staff.

The associate director since September 1980, Mr. Walter Stender, is a former archivist of the United States; he is responsible for POPLINE and documentation activity. The team did not interview him in September because he had just joined the staff, but recent progress in the development of POPLINE is an indication of his capability.

The team found the staff to be knowledgeable about their work, cooperative, and committed. The very capable editor of Reports, Mr. Ward Rinehart, seems to be overloaded with responsibilities. He must handle production contracts, oversee production, do forward-planning, find and assign writers, do some writing and rewriting, edit articles, and oversee the review process. With the small in-house writing staff of two persons (a chronic shortage of one because three are desired), Dr. Piotrow and Mr. Rinehart must find highly qualified outside writers or, more frequently, do some of the writing themselves.

The necessarily long lead time for the production of an issue of Reports requires that several issues be in the production process at the same time. For example, at this time, seven issues are in some stage of production, and consideration is being given to additional topics to carry on the series.

The recruitment of staff writers is difficult because the PIP is located in Baltimore and must adhere to Johns Hopkins' salary scales. For both in-house and external writers, the creative challenge poses problems because writing is a group process. A writer must be willing to defer sometimes to others' (not-always-consistent) opinions and be able to explain

highly technical subjects in clear and simple prose. Despite these difficulties and the high standards that the PIP maintains, the project consistently has been able to find qualified writers for its publication.

In contrast to the hectic pace of production, the library-and-documentation group seems to be relatively unpressured; it may, perhaps, have been overstaffed somewhat at the time of the team's visit, although this may be a mistaken impression. The professionalism and skill of these staff are unquestionable.

As is frequently the case for nonprofit periodicals, the distribution appears to be handled by relatively inexperienced people. (The staff supervisor was not available for an interview.) The stockroom and mailing functions seem to be well under control, but maintenance of the mailing list is not receiving the attention it needs. It is the evaluators' understanding that much work has been done on the mailing list since their visit, that many of the duplications have been eliminated, and that a new policy has been adopted that requires staff to check all new names on lists that are being added.

The staff roster, as of September 30, 1980, is attached as Appendix F.

Cost-Efficiency

One of the questions raised by AID staff at the briefing of the evaluation team was about cost-efficiency. Much more time and much more information about budgets and staff responsibilities than were available to the team would be required to prepare a defensible assessment of the efficiency of the PIP's operations. Still, the evaluators believe that this is a tightly-run operation and that, given the kinds of the activities the PIP conducts, the output is substantial in relation to costs.

The staff is small; as of July 1981, there were 27 full-time employees and several part-time staff. The number of staff assigned to any of the subactivities also is small. A substantial part of the budget goes for costs (e.g., printing and mailing) that are high and beyond the control of the staff. The output of Reports is large (1.65 million copies are expected to be distributed by the end of the extended contract). This is a positive factor in cost-efficiency. POPLINE is, undoubtedly, expensive to maintain, and although use remains low, it is not likely to be cost-efficient for the PIP. (It is probably highly cost-efficient for the average user, given even the \$25 charge to a developed-country requester, and it is certainly cost-efficient for the LDC user who pays nothing.) Both the periodical and the computerized search are expensive services, and it is likely that they will remain so.

There is no practical way to measure the value of the program's impact on population trends (the ultimate payoff). Yet, the evaluators believe that the PIP's services can and do have an effect. Lacking a practical measurement, the evaluators must ask this question: Given the funds it expends, does the PIP provide as much service as another organization might and as can be reasonably expected of this kind of operation? In the subjective judgment of the evaluation team, the PIP appears to be managed efficiently, and its output is impressive both absolutely and in terms of the size of its staff.

VI. RESULTS OF THE SURVEY OF READERS AND USERS

VI. RESULTS OF THE SURVEY OF READERS AND USERS

Development of the Questionnaire

To obtain information about what readers and users think of Population Reports and POPLINE, several forms of a simple questionnaire were designed and sent to a random sample of names from the mailing list and to a selected group of representatives from international population organizations. Opinions were solicited also from AID population officers, who assisted in the distribution and recovery of responses in their respective countries. All the language groups, except Arabic, that are on the mailing list were sampled. Questionnaires in the appropriate languages were distributed. A description of the development of the questionnaire and the survey procedures, and a tabulation of responses, prepared by Mr. Wayne Quillin and Ms. Jacqueline Sherris of the PIP, are attached as Appendix G

Response to the Survey

The number of forms returned is reasonably good for a mailed questionnaire and better than that of the earlier surveys in 1974 and 1978, but too few forms were returned to claim scientific accuracy. The returns suggest, however, that, especially among experienced persons in the field, there is a considerable appreciation of the value and usefulness of Population Reports and of the potential utility of POPLINE.

The survey population was asked to suggest how PIP's services could be improved. The respondents' detailed answers to these open-ended questions have been listed and are available to PIP staff, but they have not been included in this report. One question elicited a considerable number of names of LDC organizations that might benefit from receipt of copies of Population Reports.

A large proportion (82 percent) of the professionals who responded indicated that they read Reports and find the series useful (94 percent). Both the professionals and readers selected at random said that they would rate the publication as effective in conveying up-to-date news of developments in the field, providing background information for policy development, providing materials for research or reference, providing materials useful for training, and introducing new ideas for programs. A fair number (more than one-fifth of the professionals and one-third of the randomly-selected readers) reported that they did not know about the POPLINE service.

A majority of the readers (more than 70 percent in each instance) responded that they would find useful additional services, such as selection of abstracts of key articles from other publications, bibliographies with abstracts on topics of special interest, and wall charts, posters, and other visual aids based on issues of Reports.

With relatively few exceptions, copies are being received in the appropriate languages.

In response to an open-ended question, each of the following subjects was cited five to seven times as a useful topic for treatment in an issue of Reports: population and sex education, current research on contraception, population and economic development, population profiles of specific countries, and management aspects of family planning programs. Population education will be the topic of the July 1982 issue. Work has begun already. An update on oral contraceptives is scheduled for March 1982, and an issue on IUDs has been recommended as a priority by the AID, as has the subject of population and development. An issue on population in China will appear in January 1982.

Conclusions

The responses to the questionnaire, although subject to considerable sampling bias, seem to support the following conclusions.

- Issues of Reports are widely read and their value is appreciated.
- Copies generally are being received in the correct languages.
- Reports is rated highly by professionals in population and by AID population officers.
- Reports apparently fulfills the purposes for which it was intended.
- The availability of multiple copies is not as well known as it might be, nor are multiple copies used as often as they might be.
- A considerable number of readers of Reports still do not know that the POPLINE service is available; nor do they know how they might use the service.
- More people who know about POPLINE are likely to be using the service in the future.

- There are substantial regional differences in knowledge about and use of the PIP's services.
- On the whole, the PIP is providing valuable services that should be continued.

APPENDICES

Appendix A

TOPICS, NUMBER OF ISSUES PER TOPIC,
AND LANGUAGE DISTRIBUTION OF
POPULATION REPORTS THROUGH JUNE 1981

Appendix A

TOPICS, NUMBER OF ISSUES PER TOPIC AND LANGUAGE DISTRIBUTION OF POPULATION REPORTS THROUGH JUNE 1981

Production Through June 1981:

<u>Topic Area*</u>	<u>Number</u>
Oral Contraception	5
Intrauterine Devices	3
Female Sterilization	8
Male Sterilization	3
Law and Policy	6
Pregnancy Termination	7
Prostaglandins	8
Barrier Methods	5
Periodic Abstinence	2
Family Planning Programs	23
Injectables and Implants	1
Issues in World Health	2
Special Topics	<u>5</u>
Total	<u><u>78</u></u>

* These are the areas specified in the contract, with the exception of Issues in World Health, which has been added to accommodate AID's request for an occasional Report dealing with a health topic.

Summary of the Above:

<u>Topic Area</u>	<u>Number</u>	<u>Percent</u>
Contraceptive Methods	24	31%
Sterilization	11	14%
Pregnancy Termination	7	9%
Family Planning Programs	25	29%
Law and Policy	6	8%
Other	<u>7</u>	<u>9%</u>
Total	<u><u>73</u></u>	<u><u>100%</u></u>

Language Distribution:

Arabic	8 Issues
French	68 Issues
Portuguese	54 Issues
Spanish	64 Issues

APPENDIX B

TOPICS COMPLETED AND IN PREPARATION OF POPULATION REPORTS
July 1980 - November 1982

Appendix B

TOPICS COMPLETED AND IN PREPARATION OF POPULATION REPORTS July 1980 - November 1982

<u>Series, Scheduled Mailing Date</u>	<u>Subject</u>	<u>Author</u>
F-7 July 1980	<u>Complications of Abortion</u> - including morbidity, mortality, risks of different techniques, trimesters and conditions and treatment of septic abortion.	Laurie Liskin
C-8 Sept 1980	<u>Reversibility of Female Sterilization</u> - Reversibility, microsurgery and new data or techniques relevant to reversibility of female sterilization, estimate of current prevalence and incidence of female sterilization.	Alice Henry
L-2 Nov - Dec 1980	<u>Oral Fluid Therapy</u> - A review of the scientific rationale; experience to date in community projects, relevance to family planning, current issues and controversies, including evaluation needs and program recommendations. This was an expanded version of the overview prepared by Robert Parker, International Health Department, Johns Hopkins University, under the AID Operations Research contract.	Robert Parker Louise Doucette Ward Rinehart
J-23 Jan - Feb 1981	<u>Audio Visual Materials on Family Planning</u> - A catalogue of films, film strips, and video tape appropriate for international use relevant to population/family planning policy, training, and procedures with relevant information on content, language, availability, etc.	Lois Bradshaw Gordon Fox
C-5, D-4 Mar - Apr 1981	<u>Legal Status of Sterilization</u> - UNFPA funded review of current legal status of sterilization, shift from prohibition under criminal laws to treatment as standard medical procedure, informed consent, etc.	Jan Stepan PIP staff
J-25 May - June 1981	<u>Contraceptive Prevalence Surveys</u> - A review of the purpose, value, methodology, and principal findings of CPS with emphasis on changing nature of surveys, family planning programs and recent findings on fertility and use of fertility regulating methods.	Gary Lewis Leo Morris Gregory Lawless
I-3 Sept 1981	<u>Natural Family Planning Overview</u> - An update on the 1974 report covering latest research on rhythm, natural family planning, by various techniques (calendar, symptothermal, cervical mucus, etc.) and experience in LDCs.	Laurie Liskin
J-24 Nov 1981	<u>Update on Lactation</u> - A revision and update on J-3 stressing role of breastfeeding in infant nutrition, contraception, female employment opportunities, role of women. Effect of contraceptives on lactation.	Margaret McCann
Index Nov 1981	<u>1978-1980 Index</u> to 10 issues of <u>Population Reports</u> (English only).	Judith Smith

<u>Series.</u>	<u>Subject</u>	<u>Author</u>
J-25 Jan 1982	<u>Family Planning in China</u> - Summary of monograph prepared for OTA and updated during summer 1981 by Pi-chao Chen in China.	Pi-chao Chen
A-6 Mar 1982	<u>OC Update</u> - A review of latest findings on oral contraceptives including use and research in US (Walnut Creek) and especially developing countries.	Louise Doucette
K-2 May 1982	<u>Injectables & Implants</u> - A survey of current status, research, controversies, and program issues involved in the use of the various injectable contraceptives and implants.	Gregory Lawless
J-26 July 1982	<u>Population Education</u> - An overview of national programs to include population, demography and/or sex education within formal educational systems.	Jacqueline Sherris Gordon Fox
M-6 Nov 1982	<u>Family Planning and Health</u> - A restatement of the relationship between family planning and health with reference to infant and perinatal mortality, maternal age, parity, mortality, family size, resources, child survival hypothesis disproven.	Ben Viel PIP Staff

Appendix C

PUBLICATION AND REPRINT SCHEDULE
FOR POPULATION REPORTS,
JULY 1978 - JULY 1980

Appendix C

PUBLICATION AND REPRINT SCHEDULE FOR POPULATION REPORTS, JULY 1978 - JULY 1980

<u>Series</u>	<u>English</u>	<u>French</u>	<u>Spanish</u>	<u>Portuguese</u>	<u>Arabic</u>
M-2	(GW: Mar 78)	Jan 79	Oct 78	Jan 79	(in press)
J-20	Sep 78	Feb 79	Mar 79	Apr 79	-
A-5	Jan 79	Jun 79	Jun 79	Jun 79	(in trans.)
L-1	Mar 79	Sep 79	Sep 79	Sep 79	(in press)
B-3	May 79	Nov 79	Jan 80	Jan 80	(in prep.)
M-3	Jul 79	Jun 80	Jun 80	Jun 80	(in trans.)
H-5	Sep 79	May 80	May 80	May 80	(in prep.)
M-4	Nov 79	(Sep 80)	(Sep 80)	(Sep 80)	-
J-21	Jan 80	(Sep 80)	(Sep 80)	(Sep 80)	-
G-8	Mar 80	(in trans.)	(in trans.)	(in trans.)	-
J-22	May 80	(in trans.)	(in trans.)	(in trans.)	-
J-16	(GW: Mar 77)	May 79	Mar 79	Apr 79	-
E-5	(GW: Jan 78)	Jan 79	Oct 78	Jan 79	-
J-19	(GW: Mar 78)	Jun 79	May 79	Jun 79	May 80
F-6	(GW: Sep 77)	Jun 79	Nov 79	Sep 79	-
J-11	(GW: Nov 76)	-	-	-	Nov 79
A-2	(GW: Mar 75)	-	-	-	Oct 78
M-1	(GW: Sep 77)	Mar 80	Mar 80	May 80	-

Appendix D

STATISTICS ON MAILING LIST FOR POPULATION REPORTS,
JULY 24, 1980 AND JUNE 5, 1981

Appendix D

STATISTICS ON MAILING LIST FOR POPULATION REPORTS, JULY 24, 1980 AND JUNE 5, 1981

Mailing List as of July 24, 1980:

<u>Category</u>	<u>Number</u>	<u>Percent</u>
Family Planning Organizations	2,509	3%
Other Population Organizations	2,977	4%
Commercial Organizations	1,231	2%
U.S. Government	849	1%
U.N. and World Bank	1,204	2%
Foreign Government	5,414	7%
Religious Organizations or Personnel	1,883	3%
Hospitals and Health Centers	11,531	16%
Interested Individuals, Miscellaneous	19,346	26%
Communications	1,084	1%
Academic and Research	20,457	28%
Libraries	3,724	5%
Editors, Authors, Press	1,155	2%
Students	<u>80</u>	<u>0%</u>
Total	<u>73,445</u>	<u>100%</u>

Regional Breakdown:

Sub-Sahara Africa	10.9%
West and North Africa	6.9%
Asia	25.5%
Latin America	25.3%
North America	20.7%
Europe	10.8%
Developed Countries	31.5%
Less Developed Countries	68.5%
Non-Medical	45%
Medical	54%

Note: These are reasonably accurate, but not precise, figures. Coding judgments and possibilities for duplication or omission introduce some inevitable error.

Language Distribution:

<u>Language</u>	<u>Number of Addresses</u>	<u>Percent Distribution</u>
Arabic	1,161	To LDCs 97.4% To Africa 95.1%
English	48,280	To LDCs 56.2% To Africa 17.7% To Asia 38.7% To L.A. 3.0%
French	6,613	To LDCs 34.3% To Africa 59.8%
Portuguese	7,604	To LDCs 99.1% To L.A. 97.1%
Spanish	10,279	To LDCs 97.0% To L.A. 94.2%

Number of Countries with Addresses on the Mailing List As of
July 24, 1980: 159

Countries with More than 1,000 Addresses on the Mailing List:

Bangladesh	1,287	Pakistan	1,181
Brazil	7,546	Philippines	1,729
Chile	1,166	Thailand	1,040
Egypt	1,518	Canada	1,581
India	6,868	France	2,001
Indonesia	1,731	U.K.	1,304
Mexico	2,322	U.S.	13,694
Nigeria	1,191		

Countries Receiving More than 1,000 Copies:

Bangladesh	1,433	Morocco	5,438
Brazil	7,903	Nigeria	1,267
Chile	1,438	Pakistan	4,298
Colombia	1,505	Philippines	2,837
Egypt	2,688	Thailand	1,450
Guatemala	1,739	Canada	1,687
India	7,106	France	2,118
Indonesia	2,220	U.K.	1,456
Malaysia	2,788	U.S.	16,276
Mexico	3,708		

Requests for Additional Copies:

During the period January 1, 1980 - June 30, 1980, requests for additional copies were received from 103 countries, and 62,202 copies were mailed in response.

Statistics as of June 5, 1981:

TOTALS
(By Language)

<u>Language</u>	<u>Number of Copies</u>	<u>Number of Addresses</u>
English	58,999	50,073
Spanish	16,694	10,848
French	15,003	6,533
Portuguese	10,277	9,752
Arabic	<u>3,533</u>	<u>1,560</u>
Total	<u>104,506*</u>	<u>78,766*</u>

<u>Country Groupings</u>	<u>Number of Addresses</u>	<u>Percent of Total</u>
Developed Countries	23,839	30.3
Less Developed Countries	54,926	69.7
Africa (South of Sahara)	8,260	10.5
Asia	20,396	25.9
Latin America	21,586	27.4
West and North Africa	5,932	7.5
North America	14,955	19.0
Europe	<u>7,636</u>	<u>9.7</u>
Total	<u>78,765*</u>	<u>100.0</u>

<u>Major Categories and Interests</u>	<u>Number of Addresses</u>
Academic and Research (K)	20,794
Interested Individuals (I)	18,368
Hospitals (H)	14,994
Foreign Governments (F)	6,550
Libraries (L)	4,261
Medical (B)	39,250
Non-Medical (A)	33,324
<u>Miscellaneous</u>	
Number Receiving Multiple Copies	1,899
Key Persons	12,614
Titles without Individual Names	15,620
JHPIEGO	3,375

Year Last Updated

<u>72-75</u>	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	
19,407	2,966	12,791	6,310	8,013	21,117	8,162	78,766

* Totals may not agree because of variations in coding.

Note: As of June 30, 1981, the list was estimated to be approximately 80,500.

Appendix E

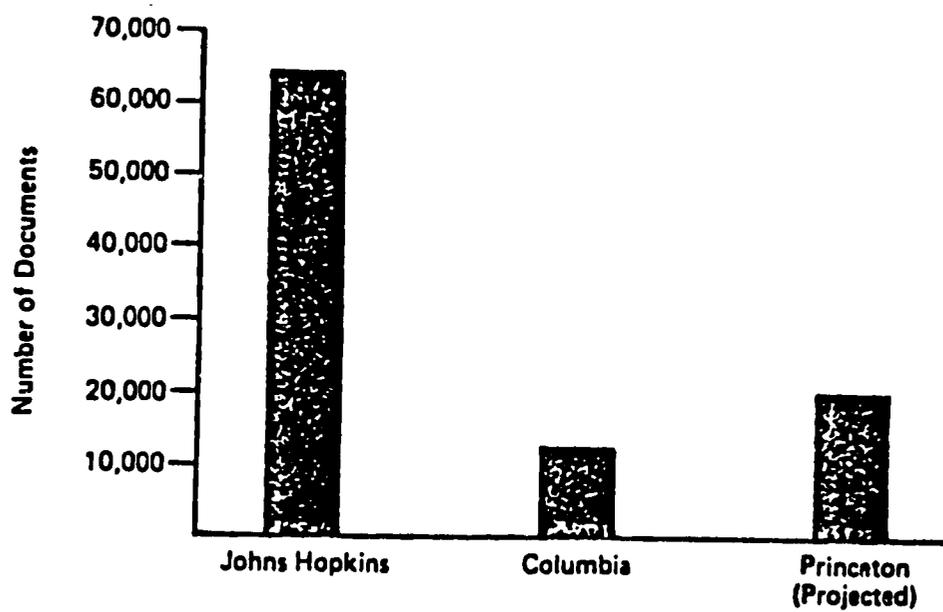
POPLINE STATISTICS THROUGH JUNE 1981

Appendix E
POPLINE STATISTICS THROUGH JUNE 1981

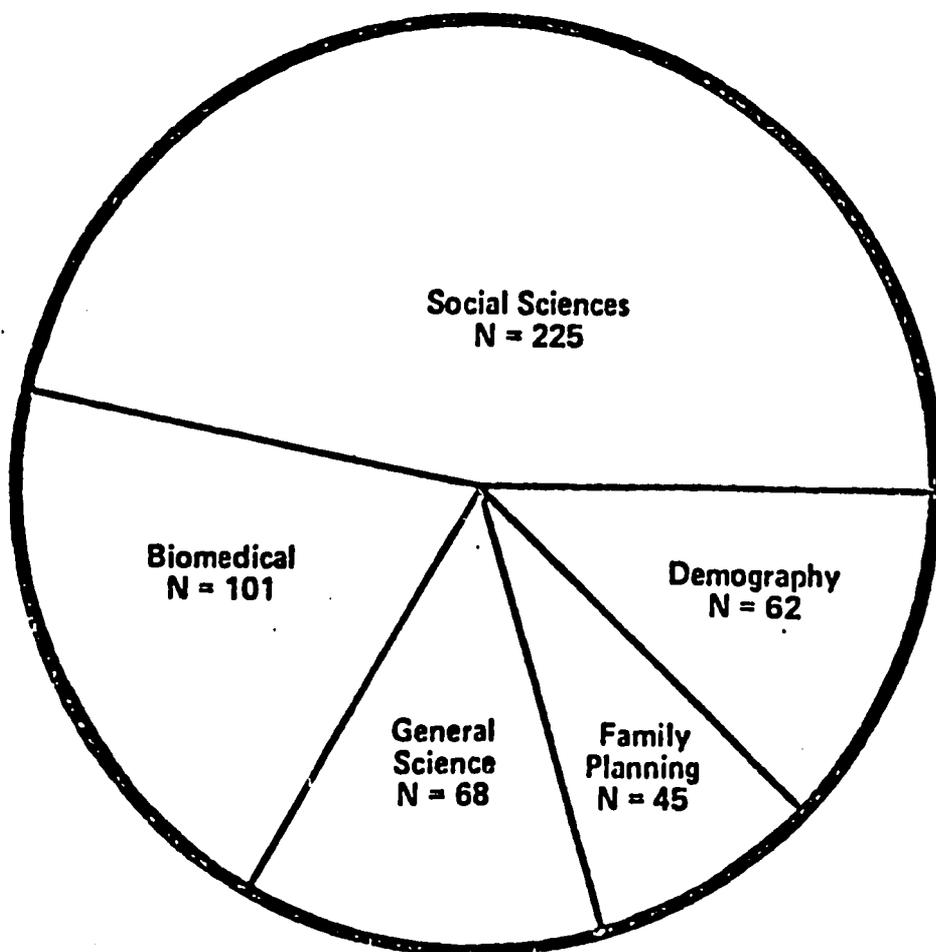
Summary of Activities January-June 1981

POPLINE Searches - Retrospective (26% increase over July-Dec 1980)	821
POPLINE Searches - Current Awareness (25% increase over July-Dec 1980)	1173
Document Delivery (19% increase over July-Dec 1980)	1692
POPLINE Input	4131
All Services to LDCs	2078
All Services to LDC Related Organizations	659

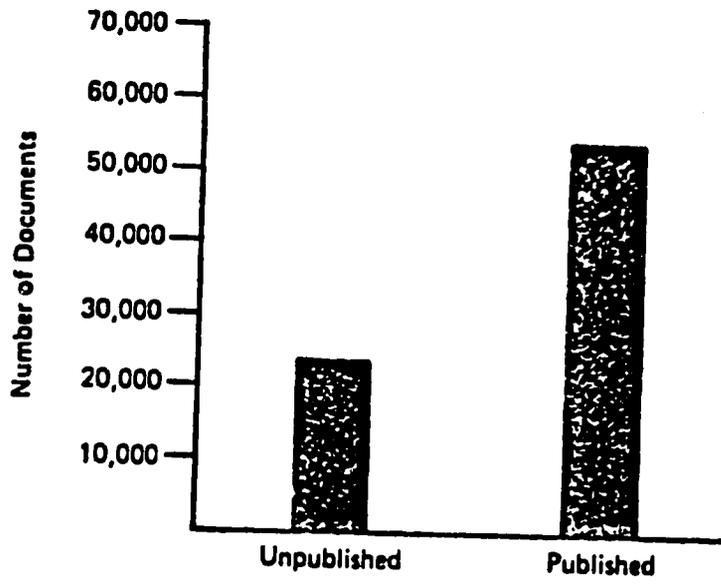
POPLINE Documents by Contributor



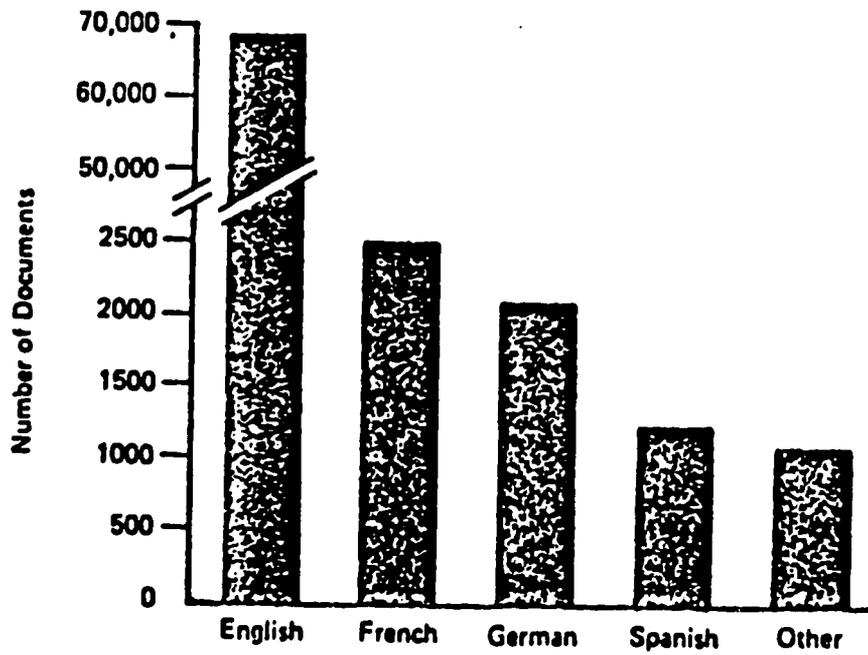
Journals Reviewed for Input to POPLINE



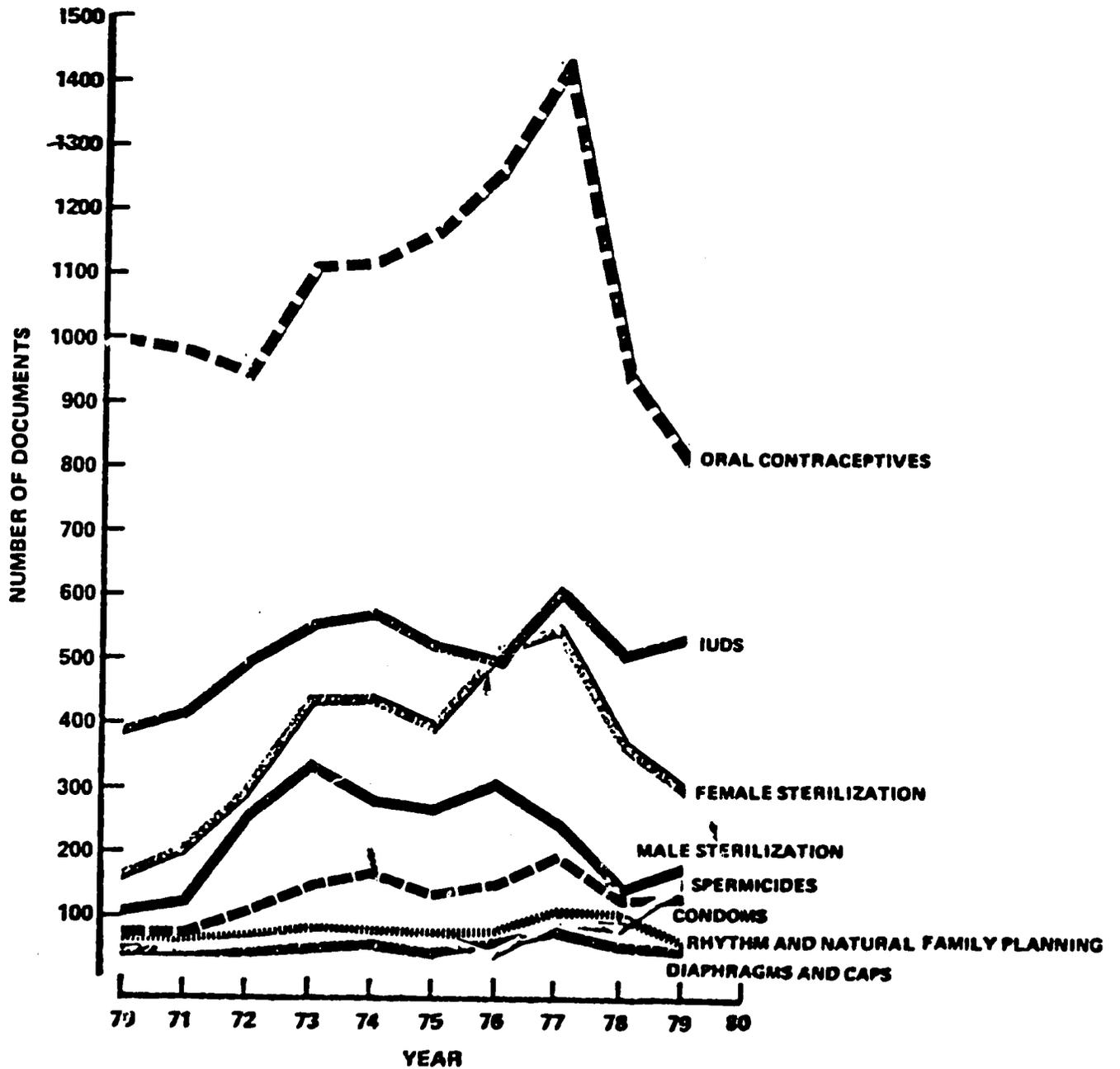
POPLINE Documents Published vs. Unpublished



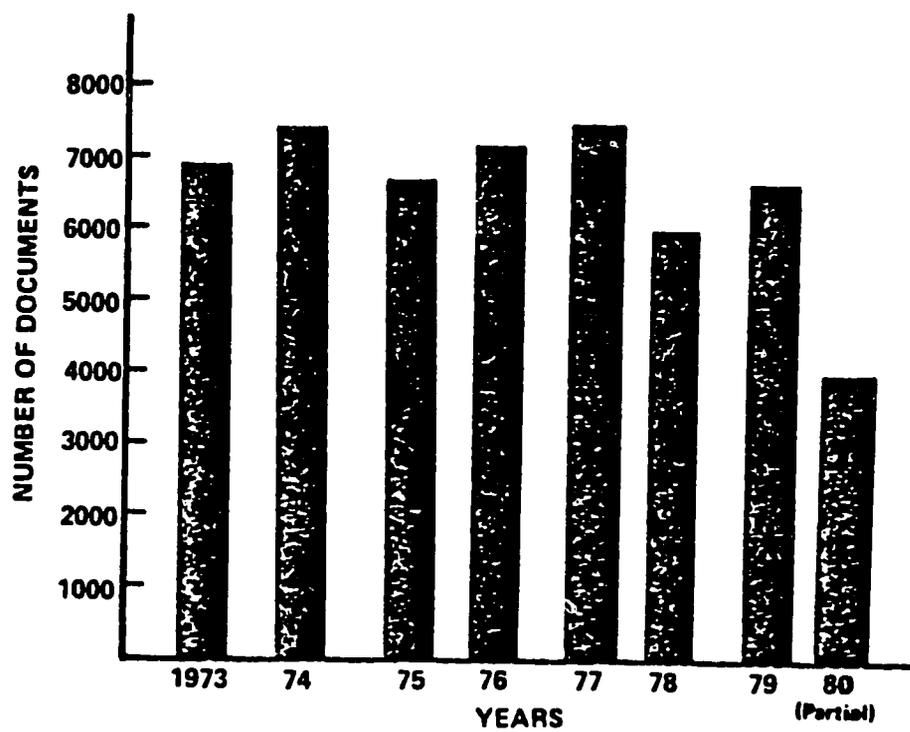
POPLINE Documents by Language

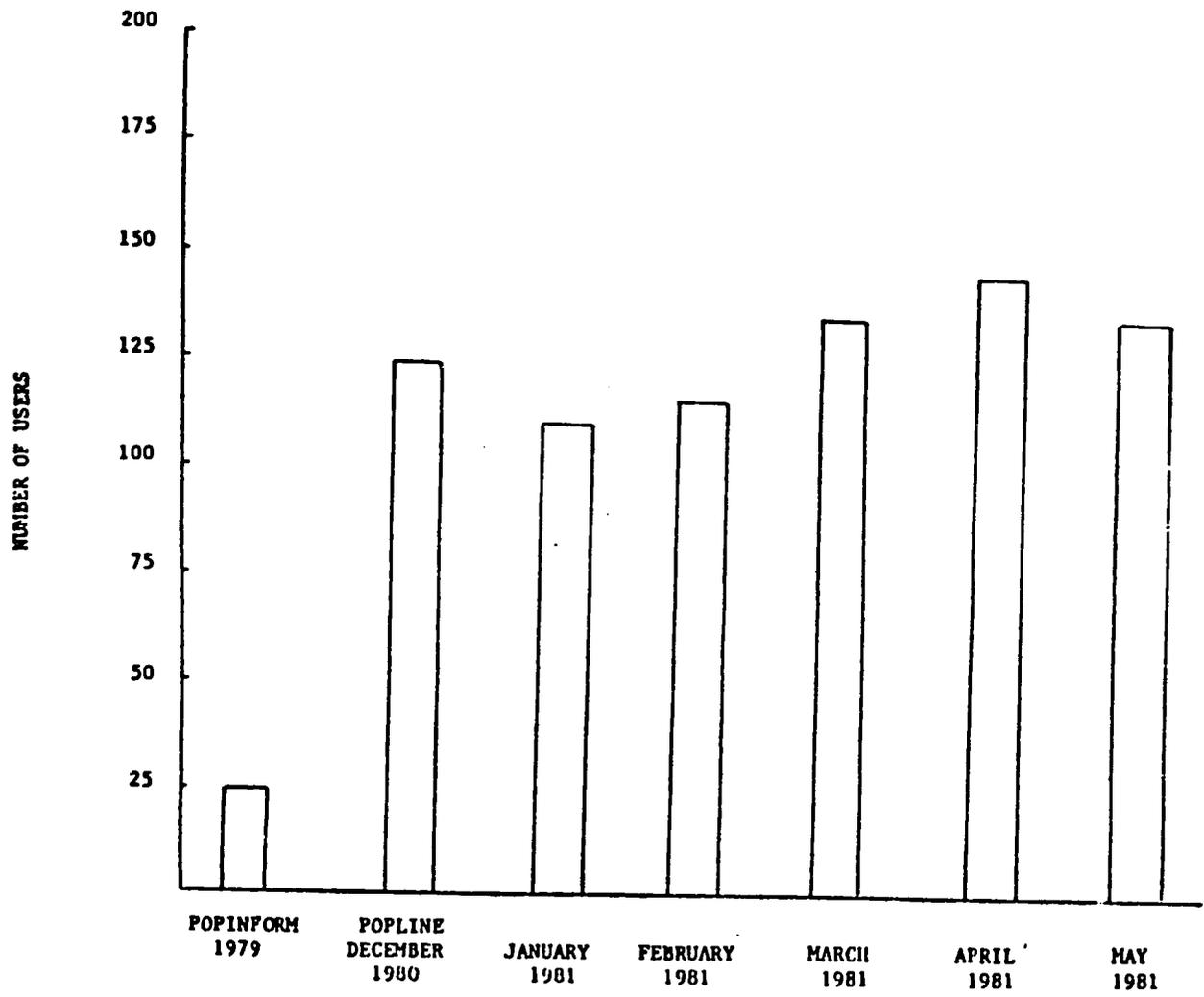


Number of Documents in POPLINE Indexed to Various Fertility Control Methods 1970-1979



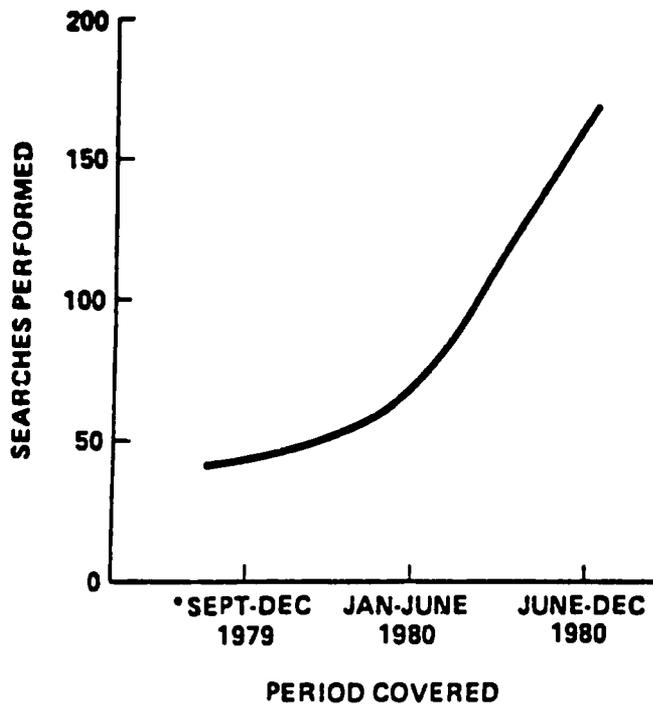
POPLINE Documents by Year of Publication





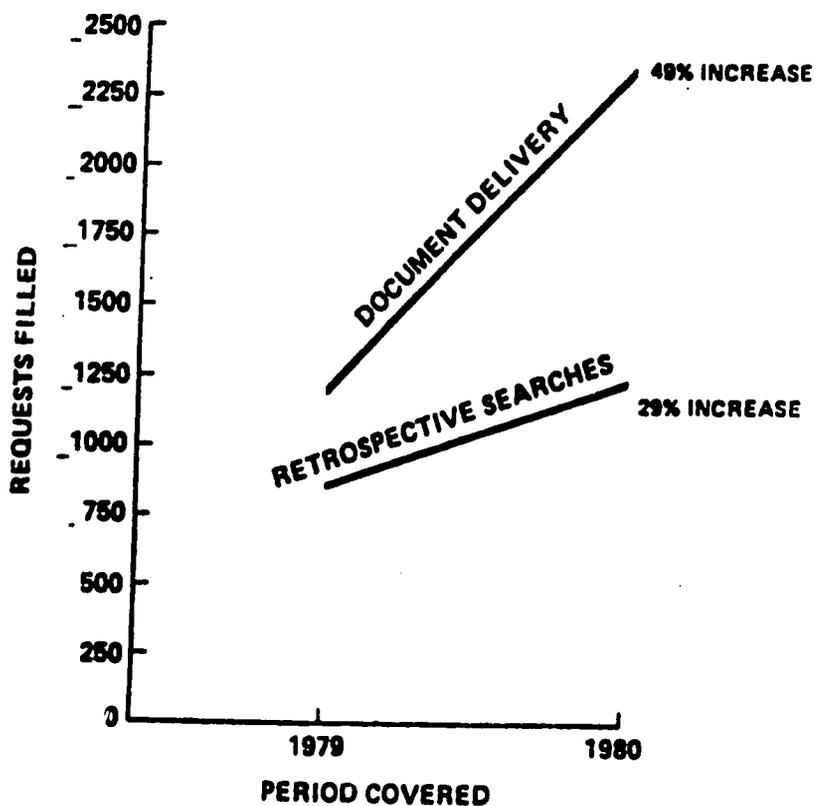
POPLINE (POPINFORM) Users 1979-May 1981

POPLINE Current Awareness Searches 1979-1980

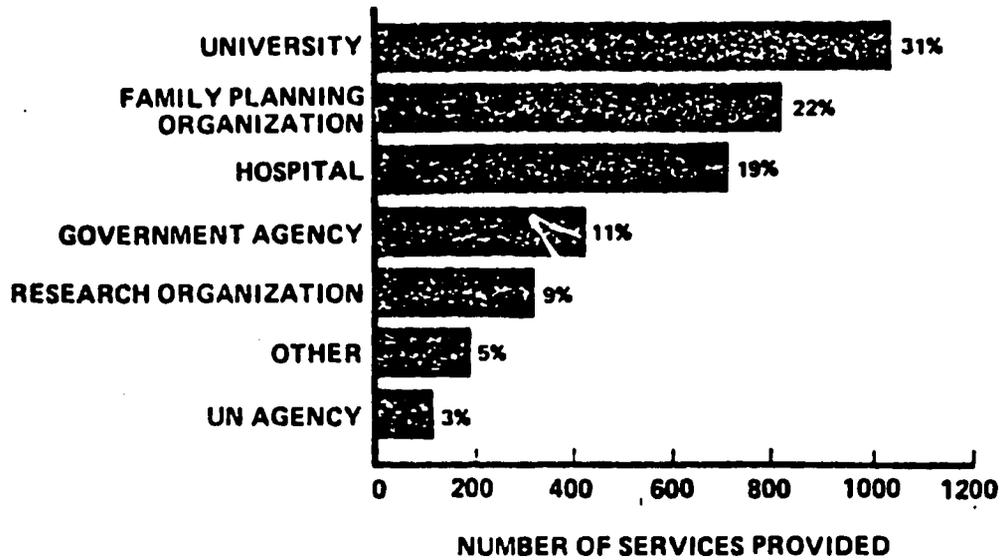


***SERVICE INSTITUTED SEPTEMBER 1979**

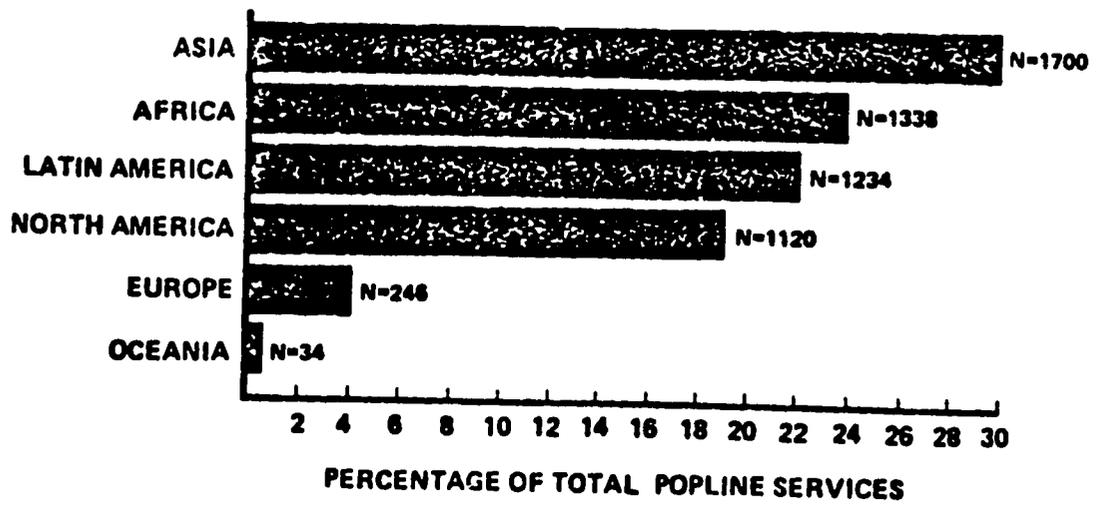
POPLINE Retrospective Searches and Document Delivery 1979-1980



**POPLINE Services by Type of Organization Served
1980**



POPLINE Services by Geographic Regions 1980



Appendix F

POPULATION INFORMATION PROGRAM PERSONNEL
(As of September 30, 1981)

Appendix F

POPULATION INFORMATION PROGRAM PERSONNEL (As of September 30, 1981)

<u>TITLE</u>	<u>NAME</u>	<u>PHONE#</u>	<u>ROOM#</u>
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Assistant Editor	Joseph Maier	8208	226
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Research Assistant	Gordon Fox	8205	206
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Associate Director's Secretary	Brenda Sisolak	8200	205
Editorial Staff Secretary	Kathy Crouch	8200	239
*Clerk Typist	Peter Standish	8200	239
Library Assistant	Debbie Novak	8216	244
Library Clerk	Linda Linz	8216	244
Library Clerk	Deneen Penny	8216	244
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Appendix G

RESULTS OF THE POPULATION INFORMATION PROGRAM
QUESTIONNAIRE-SURVEY

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RESULTS OF THE POPULATION INFORMATION PROGRAM
QUESTIONNAIRE-SURVEY

The following 34 pages are reproduced from the Population Information Program's report on the 1980-1981 Mail Survey, which was prepared by Jacqueline Sherris and distributed by Phyllis Piotrow to the evaluation team on July 30, 1981.

POPULATION INFORMATION PROGRAM
1980-81 MAIL SURVEY

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POPULATION INFORMATION PROGRAM

1980-81 MAIL SURVEY

I. INTRODUCTION

In November, 1980, the Population Information Program (PIP) initiated an evaluation by a mail survey of Population Reports and of POPLINE services. The evaluation process involved the development of questionnaires appropriate to respondents, the selection of specific respondents, mailing and collection of questionnaires, and then tabulation and summarization of questionnaire results. The questionnaires were in part based upon concerns identified during analysis of previous Population Reports evaluation activities. In addition, issues suggested by AID were targeted for evaluation. These concerns included the perceived usefulness of Population Reports and of POPLINE services, the relative effectiveness of various Population Reports functions, the degree of awareness of additional PIP services, the degree of utilization of POPLINE services, and suggestions for future Population Reports topics or of PIP services which should be expanded or improved.

An evaluation undertaken by mail in 1974 resulted in an 8% return of questionnaires. A 1978 survey resulted in an 11% return of questionnaires. One of the goals of the current evaluation activity was to elicit a higher questionnaire return rate. Some of the procedures which were designed to increase the return rate were asking fewer

and in some cases more carefully chosen people to complete a questionnaire, and utilizing local AID Population Officers to distribute and collect questionnaires.

II. PROCEDURES

Questionnaire Development

The questionnaires used in the current evaluation effort were developed by Susan Robbins and Lyle Saunders, APHA consultants serving as evaluators, James Heiby, Office of Population, USAID, and by Phyllis Piotrow, Population Information Program Director. The development took place between June and September, 1980. As discussed above, the questionnaire items were designed to address concerns isolated from previous evaluation activities and concerns voiced by AID. Two questionnaires were developed and they will hereafter be referred to as Questionnaire A and Questionnaire B.

Questionnaire A was written for an international group of population professionals including representatives of the United Nations Fund for Population Activities (UNFPA), The Population Council, The Center for Population and Family Health (CPFH) of Columbia University, the International Planned Parenthood Federation (IPPF), Family Planning International Assistance (FPIA), the Ford Foundation and the Pathfinder Fund, stationed in developing countries. Questionnaire A consisted of 8 forced choice items and 2 open-ended items. The first two items of Questionnaire A asked the questions:

1. Do you receive Population Reports?
2. Do you read Population Reports regularly?

Thus, it was assumed that, although most of the recipients of this questionnaire were Population Reports readers, some

may have been unfamiliar with the publication. Both questionnaires A & B are displayed in Appendix A.

Questionnaire B was written for an audience of individuals randomly selected from the PIP mailing list, then totalling about 70,000. The questionnaire consisted of 10 forced choice items and 3 open-ended items. As can be seen from the copy displayed in Appendix A, questionnaire B included questions such as

1. How much of Population Reports do you read?
2. Are the Reports useful to your work?

which assumed that the respondent received Population Reports regularly. Also questionnaire B included more questions regarding the use of POPLINE than did questionnaire A. Five forced choice questions and one open ended question were identical on the two questionnaires.

Questionnaire Distribution

Questionnaires A & B were distributed in different ways. Questionnaire A was sent directly to 95 chosen professionals from the population organizations listed earlier. The specific individuals who received questionnaire A were decided upon by Robbins, Saunders, and Piotrow.

Questionnaire B was distributed through AID Population Officers in 43 countries. Six of these countries were in Asia, 5 in the Middle East, 16 in Africa, and 16 in Latin America. Appendix B displays the specific countries which received questionnaires and the numbers of questionnaires sent to and returned by each country. The number of people

to receive questionnaires in a country was determined as a proportion of the number of people on the PIP mailing list for that country. It ranged from 10 to 30. Selection of individuals involved dividing the number of questionnaires to be sent into the number of names on the mailing list for a country. The resulting quotient was then used as a means of randomly choosing names from the mailing list. For instance, if the quotient was 500, every 500th name on the mailing list was selected to receive a questionnaire.

In November, 1980, each of the 43 AID Population Officers was sent an evaluation packet consisting of an explanatory letter, questionnaires with the name and address of each randomly selected reader for the specific country indicated, addressed forwarding return envelopes for each questionnaire, and a summary sheet for recording when questionnaires were sent and received. In addition, the AID Population Officers were supplied with five extra questionnaires to utilize if a few of the randomly selected readers were not available. The officers were instructed to send questionnaires to the selected readers with return postage included, complete a questionnaire themselves, and record the dates of questionnaire return. One month after local mailing of questionnaires, all returned questionnaires were to be sent to Dr. J. Speidel at AID. The importance of a high return rate of questionnaires was specifically stressed.

Questionnaire Tabulation

Questionnaires were returned to AID from January to July, 1981. Returned questionnaires were then analyzed by PIP staff members. The answers on each questionnaire were coded, placed on a data file, and then tabulated. Forced choice items were tabulated according to the numbers of individuals who selected each answer choice. Open ended items were tabulated according to the number of individuals who responded to the items. In addition, PIP staff members read all responses to open ended items and noted the types of responses which occurred more than once.

III. QUESTIONNAIRE RESPONSE RATE

The response rate for Questionnaire A was 48%.

Forty-six of the 95 population professionals to whom questionnaire A was sent returned the questionnaire to PIP. Because of the two stage process by which questionnaire B was sent to randomly selected readers (PIP/AID → AID Population Officers → readers), the response rate for Questionnaire B must be explained in two different ways.

A total of 796 B questionnaires were sent to randomly selected readers. Of these 796, 138 returned questionnaires. Thus the overall response rate for randomly selected readers was 17%. However, only 26 of the 43 AID Population Officers to whom evaluation packets were sent returned evaluation materials to the AID/PIP team. In the 17 countries in which AID Population Officers did not respond, it is unknown whether the randomly selected readers received questionnaires and/or whether completed questionnaires were returned to the U.S. Within countries from which AID Population Officers did respond, 131* of 522 randomly selected readers completed questionnaire B. Thus the response rate within these countries was 25%. Even though 26 of the 43 AID Population Officers returned evaluation packets, only 14 of the 43 completed questionnaires. Thus the questionnaire B response rate for AID Population Officers was only 33%. Table 1 summarizes the response rate data.

*Seven questionnaires were received directly from readers.

Table 1. Questionnaire Response Rates

Questionnaire	Type of Respondent	Response Rate	
A	Population Professionals	(46/95)	48%
B	Randomly-selected readers	(138/796)	17%
B	Randomly-selected readers from countries with responding AID-Population Officer	(131/522)	25%
B	AID-Population Officers	(14/43)	33%

IV. RESULTS

The results of this evaluation survey will be described according to items relating the various PIP services, (Population Reports, other publications, POPLINE, etc.) and a special section will discuss responses to open-ended questions. When items appeared on both questionnaires A & B, results will be discussed together. Results from the 14 B questionnaires received from AID Population Officers will be discussed only briefly. In general, responses from the officers were similar to responses from the randomly selected readers. Only a few exceptions to this statement were noted. These exceptions will be discussed in the appropriate section. The few regional differences in responses will be discussed in a separate section.

Utilization and Perceptions of Population Reports.

The following tabulations were made from the responses of the 46 population professionals relating to utilization of Population Reports.

	Yes	No	No Answer
A1*. Do you receive <u>Population Reports</u> ?	78%	20%	2%
A2. Do you read <u>Population Reports</u> regularly?	82%	9%	9%

The following tabulations were made from the responses of the 131 randomly selected readers relation to their use and perception of Population Reports.

*A1 refers to questionnaire A, item 1.

	All	Part	Summary Only	No Answer
B1. How much of each <u>Population Reports</u> do you read?	41%	50%	5%	4%
	Useful	Not Useful		No Answer
B2. Are the Reports useful to your work?	94%		2%	4%

These two sets of percentages indicate that Population
Reports is a widely read and appreciated publication among
individuals in population and related fields.

Effectiveness of Population Reports Functions The

following tabulations were made from the combined responses of both population professionals and randomly selected readers (n=177) in relation to their perception of the effectiveness of the five Population Reports functions listed (item A3 & B3).

	Very Effective	Moderately Effective	Not Effective	No Answer
a) conveying up-to-date news of important developments				
population professionals	53%	29%	2%	16%
randomly selected readers	72%	26%	0%	2%
b) providing background information for policy formulation				
population professionals	38%	47%	2%	13%
randomly selected readers	43.5%	40.5%	6%	10%
c) providing information & materials useful for research or reference				
population professionals	65%	22%	2%	11%
randomly selected readers	66%	27%	3%	4%
d) providing information and materials useful for research and training				
population professionals	53%	29%	2%	16%
randomly selected readers	54%	35%	4%	7%
e) introducing new project or program ideas				
population professionals	22%	58%	2%	18%
randomly selected readers	49%	42%	5%	4%

These data suggest that population professionals and randomly selected readers feel that Population Reports is very effective or moderately effective in performing each of the five major functions. The randomly selected readers appear to perceive a higher degree of effectiveness than the population professionals, especially with respect to news of

important developments and introducing new ideas. For no function is Population Reports seen as not effective by more than 6% of the respondents.

Awareness and Utilization of PIP Services other than
Population Reports

The following tabulations were made from the responses of population professionals and randomly selected readers in relation to their awareness of the scope of PIP services.

	Yes	No	No Answer
A5, B6 Have you known of the availability of multiple copies of <u>Population Reports</u> ?			
population professionals	53%	38%	9%
randomly selected readers	44%	54%	2%
A7, B8 Have you known that we operate a POPLINE computer service?			
population professionals	60%	27%	13%
randomly selected readers	38%	34%	28%
AID Population Officers*	71%	7%	22%

*included because of differences from randomly selected reader response

The following tabulations were made from the responses of population professionals and randomly selected readers in relation to their degree of utilization or anticipation of utilization of PIP services other than Population Reports:

	Yes	No	No Answer
A6, B7 Have you in the past two years requested additional copies of <u>Reports</u> [for teaching or distribution at meetings]?			
population professionals	33%	56%	11%
randomly selected readers	20%	76%	4%
A9, B11 Have you ever requested copies of articles, documents, or other printed materials from us?			
population professionals	33%	54%	13%
randomly selected readers	16%	79%	5%
B8a* Have you ever requested or received a POPLINE search?			
randomly selected readers	9%	86%	5%
B8c* Do you anticipate using the POPLINE service in the future?			
	72%	10%	18%

*items not included on questionnaire A

The tabulations displayed in this section indicate that, in general, one third to one half of the individuals in population and related fields are not aware of the scope of PIP services and 56 to 80 percent have not utilized available services. Population professionals appear to be more aware of and to utilize the services more often than do the randomly selected readers. However, the response to item B8c may indicate that, once responding Population Reports readers become aware of a service, i.e. POPLINE, they plan to use it during future activities.

Usefulness of Possible PIP Services

The following tabulations were made from the responses of population professionals and randomly selected readers to specific possibilities related to the following question:

A8, B10 Would it be useful to you for us to prepare and distribute other publications or provide other

	Useful	Not Useful	No Answer
a) an up-to-date selection of abstracts of key articles from other publications?			
population professionals	60%	22%	18%
randomly selected readers	86%	2%	12%
b) bibliographies on subjects of special interest?			
population professionals	51%	29%	20%
randomly selected readers	71%	9%	20%
*AID Population Officers	36%	50%	14%
c) bibliographies plus abstracts on subjects of special interest?			
population professionals	60%	20%	20%
randomly selected readers	75%	7%	18%
d) an index to items in POPLINE, the computerized data base?			
population professionals	62%	18%	20%
randomly selected readers	59.5%	13%	27.5%
e) wall charts or posters, or other visual aids based on materials appearing in <u>Population Reports</u> ?			
population professionals	56%	29%	11%
randomly selected readers	82%	7%	11%

*included because of difference from randomly selected reader response.

These data show that at least 50% of the questionnaire respondents perceived each of the five services listed as useful. As compared to the population professionals, a higher percentage of the randomly selected readers perceived each service as potentially useful. The difference in perceived usefulness between the two groups of respondents was particularly marked for items 'a' (86% vs. 60%) and 'e' (82% vs. 56%).

Effectiveness of PIP Services

The following tabulations were made from the responses of questionnaire respondents in relation to their experience with specific PIP services. Half of the items were present on questionnaire A only, thus half of the items were answered only by randomly selected readers.

	Yes	No	No Answer
B5a Population Reports are published in English, French, Spanish, Portuguese, and Arabic. Are you getting copies in the right language? randomly selected readers	90%	5%	5%
B8b If you have received a POPLINE search, were the materials useful to you? randomly selected readers (n=12)	100%	0%	0%
A9a, B11a If you have requested copies of articles, documents or other printed materials from us, did you receive them? population professionals (n=15) randomly selected readers (n=21)	100% 76%	0% 19%	0% 5%
A9b, B11b Were the requested materials useful to you? population professionals randomly selected readers	93% 81%	0% 5%	7% 14%

Responses to these four items indicate that, in general, the PIP services requested by individuals are being received and are useful to almost all recipients. The low numbers of people who responded to the 3 items relating to specific services must be considered before conclusions are made from

these data. Also, it should be noted that even though most appear to be satisfied with PIP services, 83% of the randomly selected readers felt that it would be useful if PIP developed links with one or more local institutions to improve distribution of PIP services (item B12).

Regional Differences

For the majority of questionnaire items, regional differences in answer choice frequencies were very slight. However, two important exceptions to this general finding were noted. The first group of exceptions relate to awareness and use of PIP services. The tabulations by region shown below reflect responding randomly selected readers only.

	Yes	No	No Answer
B6 Have you known that multiple copies of <u>Population Reports</u> can be provided for teaching purposes or distribution at meetings or conferences?			
Asia (n=29)	59%	34%	7%
Mid East (n=19)	63%	37%	0%
Africa (n=34)	35%	65%	0%
Latin America (n=49)	35%	63%	2%
B7 Have you in the past two years requested or used additional copies of <u>Population Reports</u> in this way?			
Asia	28%	69%	3%
Mid East	42%	58%	2%
Africa	18%	79%	3%
Latin America	8%	86%	6%
B8 Have you known that we operate a POPLINE computer service?			
Asia	66%	28%	6%
Mid East	63%	37%	0%
Africa	35%	62%	3%
Latin America	14%	16%	70%
B11 Have you ever requested copies of articles, documents, or other printed materials from us?			
Asia	28%	69%	3%
Mid East	21%	79%	0%
Africa	21%	73%	6%
Latin America	4%	88%	8%

These data indicate that respondents from Asia and the Mid East are better informed on PIP services and utilize PIP services more than do respondents from Africa and Latin America. Latin American Population Reports readers appear to be particularly uninformed about additional PIP services. This may be because the additional services, such as POPLINE and documents cited are in English rather than Spanish. The difference between Asia/Mid East and Africa/Latin America is especially noticeable on item B8 concerning awareness of POPLINE. However, in response to item B8a, which asks: Have you ever received a POPLINE search?, the yes answer percentages were: Asia - 17%, Mid East - 5%, Africa - 9%, and Latin America - 6%. Thus the marked difference in awareness of POPLINE services between Asia/MidEast and Africa/Latin America were not maintained in terms of actual POPLINE usage.

Regional differences also were observed in perceptions of effectiveness of various Population Reports functions. The tabulations shown below display regional differences in response to question B3 which asked readers to indicate the degree to which Population Reports has been effective in each of the functions listed.

	Very Effective	Moderately Effective	Not Effective	No Answer
a) conveying up-to-date news of important developments				
Asia	65%	35%	0%	0%
Mid East	68%	32%	0%	0%
Africa	71%	27%	0%	2%
Latin America	78%	18%	0%	4%
b) providing background information for policy formulation				
Asia	35%	55%	3%	7%
Mid East	48%	42%	5%	5%
Africa	38%	41%	9%	12%
Latin America	51%	31%	6%	12%
c) providing information and materials useful for research or reference				
Asia	62%	38%	0%	0%
Mid East	53%	32%	10%	5%
Africa	65%	27%	6%	2%
Latin America	74%	18%	0%	8%
d) providing information and materials useful for research and training				
Asia	62%	35%	0%	3%
Mid East	37%	47%	5%	11%
Africa	59%	29%	3%	9%
Latin America	53%	35%	6%	6%
e) introducing new project or program ideas				
Asia	52%	45%	0%	3%
Mid East	42%	42%	11%	5%
Africa	56%	35%	3%	6%
Latin America	45%	45%	6%	4%

As can be seen from these data, more randomly selected readers from Latin America appear to feel that Population Reports is very effective in regards to the first three

categories than do readers from other countries. This may reflect the fact that Population Reports is distributed throughout Latin America in Spanish (or Portuguese). On the other hand, fewer randomly selected readers from the Middle East appear to feel that Population Reports is very effective in the listed functions with the exception of function b (providing background information for policy formation).

Response to Open Ended Questions

Both questionnaires included a question which solicited suggestions of areas or topics which Population Reports could include to make them more useful to the field (item A and B4). Thirty-eight percent of the population professionals (17 individuals) and 49% of the randomly selected readers (64 individuals) responded to the question. The following topics or issues were mentioned five to seven times as suitable for inclusion in a Population Reports issue:

- Population and/or sex education;
- Current research on contraception;
- Economic development vs. population problems;
- Population profiles of specific countries;
- Management aspects of family planning programs.

An item which requested additional comments on Population Reports was worded differently on each questionnaire. Item A10 simply asked for "additional comments" whereas item B13 asked respondents to comment on the value of Population Reports - including specific issues that were or were not useful - and make suggestions for improving the series.

Thirty-three percent of the population professionals (15 individuals) and 71% of the randomly selected readers (93 individuals) responded to the items.

Nine of the A questionnaire respondents and 53 of the B questionnaire respondents commented on the usefulness and/or high quality of Population Reports. Representative comments are listed below.

Randomly selected reader - Asia

"Excellent as an authoritative review, overview and summary of current topics of importance in family planning circles."

Randomly selected reader - Middle East

"Population Reports are of great value and importance to the practicing gynecologist especially to those running family planning centers, they provide up-to-date informations from nearly every part in the world"

Randomly selected reader - Latin America

"all these publications have seemed very important to me... and have been very useful to me."

Population professionals

"We always look forward to receiving copies of your Population Reports, they are the most practical and convenient reference source."

"an important service to the scientific community as well as to pop. programs"

"Publications of consistently high quality comprehensive, reasonably balanced, well written, good format, well illustrated, an invaluable service to the field"

Nine of the additional responses on B questionnaires

related to delivery problems of Population Reports and/or to the delay in receiving foreign language editions.

Two other open-ended questions were included in questionnaire B only. One (B9) asked for suggestions to improve the POPLINE services. Thirty-four individuals (26%) responded to this item. Three people suggested that sample POPLINE searches should be included in issues of Population Reports. Five people suggested that POPLINE services should be locally available and five people stated that more practical examples and information concerning POPLINE was needed in order for it to be utilized. The second open ended B item was B12a which asked for suggestions of institutions with which PIP could develop links to improve distribution. Seventy-nine percent of the randomly selected readers responded to this question.

V. CONCLUSIONS

Population Reports: Current Status

Among the individuals who responded to the evaluation questionnaire, Population Reports is a widely read and appreciated publication. More than 50% of the respondents see it as very effective in conveying up-to-date news, in providing research and reference material and in providing research and training material. Eighty percent or more of the respondents felt that the Reports are moderately or very effective in providing information for policy formulation and for introducing new projects or program ideas. Regional differences in terms of these perceptions of effectiveness were not great. However, there was a tendency for more Latin American respondents to perceive Population Reports as a very effective publication, especially in comparison to Mid Eastern respondents.

A clear majority of the additional comments by respondents indicated that the Reports were very valuable to population, health, and community workers in less developed countries. Other comments addressed two basic areas, suggestions for future topics and improvement of distribution procedures. The suggestions for future Reports topics include some (i.e. Population Education) which are already scheduled for publication. Other suggestions which conform with PIP policies are being considered. A few respondents complained of delays in receiving Population Reports copies and in receiving foreign language editions. These problems are generally unavoidable due to postage

systems and to the time involved in accurate translating of manuscripts. However, the PIP distribution department is working to keep the Reports mailing list current and accurate so as to assure that readers receive issues promptly.

Additional PIP Services: Current Status and Future Possibilities

The evaluation questionnaire results indicated that, in general, the Population Reports reprint service, additional publications services, and the POPLINE services are underutilized by all Population Reports readers. Less than 50% of respondents were aware of the Population Reports reprint service and only 38% of the randomly selected readers were familiar with the POPLINE services. Even lower percentages of both population professionals and of randomly selected readers had ever utilized one of the services. This lack of knowledge and utilization of additional PIP services was particularly marked for respondents from Mid Eastern and Latin American countries. It should be noted, however, that POPLINE only became publicly available and widely promoted through the National Library of Medicine in December 1980. Before 1980, these services were available under the name POPINFORM but were not widely promoted or disseminated.

Those individuals who had utilized a specific PIP service were satisfied with the service and perceived it as useful to them. Most respondents indicated an interest in utilizing the services, although it would appear that more

information about the services would increase the chances of additional utilization.

In response to the list of five possible services which PIP could provide, over 90% of the respondents indicated that each of the five would be useful. Over 80% of the randomly selected readers indicated that two particular services, providing an up-to-date selection of key abstracts and providing wall charts or other Population Reports-related visual material, would be useful.

The apparent enthusiasm with which PIP services other than Population Reports are viewed contrasts with the current underutilization of these services. Many comments in response to question B9 (which asked how POPLINE could be made more useful) indicated that the underuse of POPLINE is mainly due to ignorance about the service. It seems probable that ignorance also contributes to underuse of other PIP services. The PIP staff is working to develop a means by which POPLINE and other services can be better described and promoted.

Future PIP Evaluation Efforts

The problem of inadequate questionnaire return rate in this evaluation activity was an important one. The current return rates were significantly greater than the rates of the 1974 and 1978 surveys. Nevertheless, even the relatively high questionnaire A return rate (48%) is low enough to pose serious threats to the validity of the evaluation results. The logistic problems which plague a survey of this type make commonly accepted return rates of

90% or greater nearly impossible. Inefficient postal systems, long mailing times, uncertain addresses, and domestic instability are just some of the problems which may prevent communication between PIP and selected readers. To illustrate the magnitude of this communication problem, on July 8, 1981, PIP received a completed 1978 evaluation questionnaire which had been mailed from Togo, West Africa, in December of 1980. A 6-month or one-year delay is hardly rare, but a four year communication delay seems noteworthy.

The use of AID Population officers as intermediaries in the mailing and return of questionnaires is not recommended for future use. In defense of the officers, many of them received the evaluation materials in December, and thus holiday leaves were undoubtedly a factor in their low response rate. Nevertheless, Population Officers are extremely overburdened. Asking them to mail questionnaires, record mailing and return dates, and forward evaluation packets to the United States was not successful in this evaluation activity and it is doubtful that it would be successful in another, similar activity. It is probable that the only way to obtain return rates greater than 50% is through repeated mailings to each evaluation participant. Even then, according to the Population Officers, there are some countries where a return rate of 50% would be extremely unusual.

Repeated mailings have been effective in increasing the reader response rate in other communications between PIP and Population Reports readers. When the PIP distribution

department contacted the Tanzanian AID Population Officer concerning the current status of the PIP mailing list for Tanzania, the officer, on his own initiative, wrote to the 262 names on the mailing list. He obtained a 37% return to his initial mailing. By sending a second letter in which readers were told that non-response would result in removal of their names from the PIP mailing list, PIP was able to prompt an additional 32% return which resulted in a total response rate of 57%. A third mailing might have increased this total response even more, with the result being a respectable response rate for the type of mailing situation encountered in less developed countries. It is suggested that future evaluation activities include at least two and preferably three mailings to questionnaire recipients. If possible, an incentive of some kind (an interesting publication or visual aid) should be offered to respondents. In addition, the time of year should be carefully considered so that holidays do not lessen the chances of successfully communicating with Population Reports readers.

Results tabulated by Wayne
Quillin and written up by
Jacqueline Sherris, Ph.D.
July 28, 1981.

THE JOHNS HOPKINS UNIVERSITY

HOPKINS POPULATION CENTER

POPULATION INFORMATION PROGRAM
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November 20, 1980

The Population Information Program, which publishes and distributes POPULATION REPORTS and, in cooperation with Columbia University Center for Population and Family Health offers the POPLINE information retrieval service, wants to learn how it can better serve its clientele. An AID-appointed evaluation team has been reviewing the program and a questionnaire has been mailed to a random sample of readers of REPORTS.

We specifically need comments from population agency representatives on the usefulness of POPULATION REPORTS to the field. We will appreciate it if you can take the time to complete the few questions below and return this form to us as soon as possible.

Sincerely yours,

Phyllis T. Piotrow (handwritten signature)

Phyllis T. Piotrow, Ph.D.
Director
Population Information Program

- 1. Do you receive POPULATION REPORTS? Yes No
If you are not receiving POPULATION REPORTS and would like to, check here
2. Do you read POPULATION REPORTS regularly? Yes No
3. POPULATION REPORTS tries to serve the following functions. Please indicate the degree to which they have been effective in each:
a) conveying up-to-date news of important developments; very eff. mod. eff. not e
b) providing background information for policy formulation; very eff. mod. eff. not e
c) providing information & materials useful for research or reference; very eff. mod. eff. not e
d) providing information and materials useful for research and training very eff. mod. eff. not e
e) introducing new project or program ideas very eff. mod. eff. not e

PLEASE CIRCLE THE LETTER BEFORE THE FUNCTION YOU CONSIDER MOST USEFUL TO THE FIELD.

PLEASE CHECK BEFORE THE LETTER OF THE FUNCTION YOU CONSIDER MOST USEFUL TO YOU.

4. What other areas or topics could POPULATION REPORTS include to make them more useful to the field?

5. Have you known that multiple copies of POPULATION REPORTS can be provided for teaching purposes or distribution at meetings or conferences?

Yes _____ No _____

6. Have you in the past two years requested or used additional copies of REPORTS in this way?

Yes _____ No _____

7. Have you known that we operate a POPLINE (formerly POPINFORM) computer service that can provide, to those who request them, bibliographies with abstracts on population topics?

Yes _____ No _____

8. Would it be useful to you for us to prepare and distribute other publications or provide other services such as:

a) an up-to-date selection of abstracts of key articles from other publications?

Useful ___ Not useful ___

b) bibliographies on subjects of special interest?

Useful ___ Not useful ___

c) bibliographies plus abstracts on subjects of special interest?

Useful ___ Not useful ___

d) an index to items in POPLINE, the computerized data base?

Useful ___ Not useful ___

e) wall charts or posters, or other visual aids

based on materials appearing in POPULATION REPORTS? Useful ___ Not useful ___

* (Please write in number "1" next to the service you would find most useful, a number "2" for the second ranking service, and so on.)

9. Have you ever requested copies of articles, documents, or other printed materials from us?

Yes _____ No _____

a) If yes, did you receive the requested materials?

Yes _____ No _____

b) Were they useful to you?

Useful ___ Not useful ___

10. Additional comments. _____

THE JOHNS HOPKINS UNIVERSITY

HOPKINS POPULATION CENTER

POPULATION INFORMATION PROGRAM
624 North Broadway, Baltimore, Maryland 21201
301/955-8200 • Cable POPINFORM

QUESTIONNAIRE B

Dear

The Population Information Program, which publishes and distributes POPULATION REPORTS and, in cooperation with Columbia University Center for Population and Family Health, offers the POPLINE information retrieval service, wants to learn how it can better serve its clientele. Information is being sought from a sample of those who receive POPULATION REPORTS. Your name has been selected. We will be most grateful if you will help us determine your needs and preferences, and those of others who receive the Reports, by providing the information requested below and returning this form in the envelope provided as soon as possible. Any additional comments you may wish to make will be most welcome.

Your name and responses will be kept confidential. You will not be identified in a report, and after the questionnaires have been analyzed, they will be destroyed.

For your convenience in responding, the office of the U.S. Agency for International Development has agreed to receive replies and forward them to us. Please return the form in the enclosed envelope.

Sincerely yours,

Phyllis T. Piotrow, Ph.D.
Director
Population Information Program

-
1. How much of each POPULATION REPORTS do you read? _____
all of it part of it summary
 2. Are the Reports useful for your work? Useful _____ Not useful _____
 3. POPULATION REPORTS tries to serve the following functions. Please indicate the degree to which they have been effective in each:
 - a) conveying up-to-date news of important developments _____
 - b) providing background information for policy formulation _____
very eff. mod. eff. no
 - _____
very eff. mod. eff. no
 - c) providing information & materials useful for research or reference _____

very eff. mod. eff. no

d) providing information and materials useful for research and training

very eff. mod. eff. not eff.

e) introducing new project or program ideas

very eff. mod. eff. not eff.

* (Please circle the letter before the function you consider most useful to you.)

4. What other areas or topics could POPULATION REPORTS include to make them more useful to you? _____

5. POPULATION REPORTS are published in English, French, Spanish, Portuguese and Arabic.

a) Are you getting copies in the right language Yes _____ No _____

b) If not, which language would you prefer? _____

6. Have you known that multiple copies of POPULATION REPORTS can be provided for teaching purposes or distribution at meetings or conferences? Yes ___ No ___

7. Have you in the past two years requested or used additional copies of POPULATION REPORTS in this way? Yes ___ No ___

8. Have you known that we operate a POPLINE (formerly POPINFORM) computer service that can provide, to those who request them, bibliographies with abstracts on population topics? Yes ___ No ___
(A form for requesting this service will normally be found inside the back page of issues of POPULATION REPORTS)

a) Have you ever requested or received a POPLINE search? Yes ___ No ___

b) If yes, were the materials you received useful to you? Yes ___ No ___

c) Do you anticipate using the POPLINE service in the future? Yes ___ No ___

9. Can you suggest ways through which our POPLINE search and retrieval service could be made more useful to you and others? _____

10. Would it be useful to you for us to prepare and distribute other publications or provide other services such as:

___ a) an up-to-date selection of abstracts of key articles from other publications? Useful ___ Not useful ___

___ b) bibliographies on subjects of special interest? Useful ___ Not useful ___

___ c) bibliographies plus abstracts on subjects of special interest? Useful ___ Not useful ___

___ d) an index to items in POPLINE, the computerized data base? Useful ___ Not useful ___

___ e) wall charts or posters, or other visual aids based on materials appearing in POPULATION REPORTS? Useful ___ Not useful ___

* (Please write in number "1" next to the service you would find most useful.)

11. Have you ever requested copies of articles, documents, or other printed materials from us? Yes ___ No ___
a) If yes, did you receive the requested materials? Yes ___ No ___
b) Were they useful to you? Useful ___ Not useful ___

12. Would it be useful to you and others in your country for us to try to develop links with one or more institutions in your country to improve the distribution of POPULATION REPORTS and other materials and to improve the quality of our service? Yes ___ No ___
a) If so, what institutions or organizations would you suggest? _____

13. Please comment on the value of POPULATION REPORTS - including specific issues that were or were not useful -- and make suggestions for improving the series.

APPENDIX B

Questionnaire Distribution

<u>Region</u>	<u>Country</u>	<u>No. Sent</u>	<u>No. Returned</u>	<u>% Returned</u>
Asia	Bangladesh	25	11	44%
	India	30	0*	0%
	Indonesia	25	5	20%
	Nepal	20	6	30%
	Philippines	25	0*	0%
	Thailand	25	8	32%
	TOTAL	150	30	20%
Middle East	Egypt	25	5	20%
	Jordan	15	5	33%
	Monocco	20	6	30%
	Syria	10	0*	0%
	Tunisia	20	5	25%
	TOTAL	90	21	23%
Africa	Botswana	15	2	13%
	Cameroon	15	2	13%
	Gambia	10	0*	0%
	Ghana	25	8	32%
	Ivory Coast	15	0	0%
	Kenya	21	3	14%
	Liberia	14	0*	0%
	Mali	10	4	40%
	Niger	10	0*	0%
	Nigeria	25	0*	0%
	Rwanda	15	4	27%
	Somalia	10	0*	0%
	Swaziland	10	2**	20%
	Tanzania	20	6	30%
	Upper Volta	10	1	10%
	Zaire	15	3	20%
TOTAL	240	35	15%	
Latin America	Barbados	10	0	0%
	Bolivia	20	5	25%
	Brazil	30	4	13%
	Columbia	25	1**	4%
	Costa Rica	20	7	35%
	Dominican Republic	20	0*	0%
	Ecuador	20	0*	0%
	El Salvador	20	4	20%
	Guatemala	20	0*	0%
	Guyana	10	8	80%
	Haiti	16	2**	13%
	Honduras	20	6	30%
	Jamaica	20	2**	10%
	Mexico	30	8	27%
	Panama	15	5	33%
	Peru	20	0*	0%
	TOTAL	316	52	16%

* No response from AID Population Officer

** No response from AID Population Officer. Questionnaires