

**STRENGTHENING  
INTERNATIONAL  
POPULATION COMMUNICATION  
AND TRAINING**

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*ANNUAL REPORT FOR CALENDAR 1980*

of the Community and Family Study Center,

The University of Chicago,

to the

U.S. Agency for International Development

Washington, D.C.

April, 1981

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I

Introduction

This report covers the third year of a centrally funded four-year grant administered through the Information-Education-Communication Division of the Office of Population. The program is organized along five categories of activities, as follows:

- A. Technical assistance overseas
- B. Strengthening training capabilities of overseas training institutions
- C. Publications and services for improving effectiveness of I-E-C operations and organizations
- D. Development of closer cooperation and coordination of agencies engaged in population I-E-C activities
- E. Continued on-campus support activities in professional degree and short-term training and research.

This report describes the work accomplished during 1980 for each of these activities. A separate section is devoted to each component, and a

final section makes some overall comments and recommendations.

As in previous reports, we wish again to bring to the attention of AID the strong support, guidance, and careful attention to the needs of the program given us by Griffith Davis, our monitor.

Because of budget restrictions, the U.S. Agency for International Development was able to fund this project for 1980 at the same dollar amount as the preceding year, instead of giving it the \$100,000 increase that had been projected. This restriction, combined with inflation, placed some constrictions on the scope of activities that could be performed. In agreement with AID/Washington, we elected to continue the overseas activities unslackened and even expanded somewhat, while absorbing the restrictions in the on-campus and home-office activities of the program. Despite this restriction, the total volume of activities for the year equalled those of the preceding year, with equally positive results.

## II

### Technical Assistance Overseas

Our activities to contribute directly to strengthening population communication and training at overseas sites were of three types:

1. In-Country Training
2. Program Technical Assistance
3. Research and Evaluation.

Following is a brief description of each type of work accomplished.

#### 1. In-Country Training

Continuing the program of holding in-country workshops for "Communication for Population and Social Development," begun in 1976 and expanded in 1979,

we held three in-country workshops in 1980, as follows:

Morocco.....	May 19 to June 7, 1980	(45 participants)
Ghana.....	July 7 to August 2, 1980	(63 participants)
Kenya.....	November 10 to December 3, 1980	(58 participants)
Total.....		166 participants

A detailed report for each of these workshops, evaluating the performance of both faculty and students, has been prepared. The following brief description may be supplemented by referring to these workshop reports.

(a) Morocco Workshop

This workshop was held in Rabat at the Population and Health Education Center of the Ministry of Health, which was the chief sponsor. Four courses were offered, as follows:

- Communication 101. Communication Theory, Research, and Campaign Planning
- Communication 102. The Content of Messages for Social Development Programs
- Communication 103. Person-to-Person Communication for Social Development
- Communication 104. Use of Mass Media and Audiovisual Techniques for Social Development.

The teaching staff consisted of:

- Jean-Claude Burger, President, Burger and Langlois (communication consulting firm, Montreal, Canada)
- Philippe Langlois, Vice-President, Burger and Langlois (Montreal, Canada)
- Bjorn Berndtson, former Director of Development Support Communication, UNICEF (New York)
- Donald J. Bogue, Director, CFSC, The University of Chicago.

In addition to the above, many Moroccan experts and specialists were called upon to teach particular segments or to give special lectures. The participants were recruited and selected from Ministries of Health, Social Affairs, Family Planning, Public Health, Education, and Social Welfare, from the private Family Planning Association, and from private agencies engaged in social development work. Two observers were sent from Tunisia by the family planning program of that country. The sponsors of this workshop desired that all participants take all courses instead of specializing as in the other workshops.

A 'confidential' (anonymous) evaluation questionnaire completed by the participants in the closing days revealed that overall reaction was very positive.

<u>Response</u>	<u>Percent</u>
Total.....	100
Excellent.....	28
Good.....	72
Adequate.....	0
Poor.....	0
Very poor.....	0

Despite the generally favorable ratings, the participants were not uncritical. The workshop evaluation is a rich store of valid recommendations for improving future francophone workshops.

(b) Ghana Workshop

Sponsored by the Ministry of Information and the Ghana National Family Planning Secretariat, this workshop was held at the University of Ghana, Legon. The workshop had been scheduled for 1979, but was postponed because of political turmoil preceding the Ghana elections. Seven courses were offered, as follows:

Core Courses

- Communication 104. Person-to-Person Communication for Social Development
- Communication 105. Mass Media for Social Development
- Communication 106/107. Communication Research and Evaluation

Supplementary Courses

- Communication 101. Principles of Communication and Pretesting
- Communication 102. Population and the Social Development Process
- Communication 103. The Content of Social Development Programs in Ghana
- Communication 108. The Planning and Management of Communication Programs.

Each participants was allowed to take only one of the core courses (required to choose a specialty) and to take all of the supplementary courses.

The teaching staff consisted of:

- Dr. Sylvester Kwakye, Ministry of Information, Ghana
- Patrick Coleman, CFSC, The University of Chicago
- Donald J. Bogue, CFSC, The University of Chicago.

Ghana experts presented numerous special lectures or assumed responsibility for segments of the courses. Despite some hardships created by the need to have the participants change residence during the midcourse of the workshop and by the shortage of some food commodities, the morale and productivity of this workshop was superb. It received strong positive ratings from the participants:

<u>Response</u>	<u>Percent</u>
Total.....	<u>100</u>
Truly outstanding.....	12
Very good.....	65
Good.....	22
Adequate.....	0
Poor.....	0
Very poor.....	1

Strong sentiment was expressed, both by the Ministry of Information and by the participants, that the workshop should be repeated during 1981 or as soon as possible. Ghana is a large country with numerous programs, and this one workshop satisfied only a part of the total need for training for social development communication.

(c) Kenya Workshop

The Ministry of Health and the Family Planning Association of Kenya jointly sponsored this workshop, which was held at Karen College, a training center of the Ministry of Health a few miles outside of Nairobi. The accommodations and training facilities were excellent.

The same courses and the same course organization as for the Ghana workshop was followed. Each participant was required to select one core course and take all four of the supplementary courses.

The participants came primarily from the Ministries of Health, Agriculture, Culture and Social Services, and Education, and from the Family

Planning Association of Kenya, the National Christian Council of Kenya, Kenya Institute of Education, National Insurance Corporation, UNICEF, YMCA, World Vision International, Kenya Freedom from Hunger Council, and Maendeleo Ya Wanawake (women's development-oriented organization). Two participants to this workshop came from the Family Planning Association of Uganda, under a special arrangement negotiated by AID/Washington's Population I-E-C Division.

The teaching staff consisted of:

- Dr. Sylvester Kwakye, Ministry of Information, Ghana
- Mr. Linus ETTYANG, doctoral student (Sociology) from Kenya, studying at The University of Chicago
- Mr. Terry Peigh, marketing executive, Foote, Cone, and Belding (Chicago)
- Prof. Donald J. Bogue, Director, CFSC, and Professor of Sociology, The University of Chicago.

About one-half of the teaching was done by Kenyan experts, who gave presentations on units of the courses in their respective areas of specialization.

A confidential and anonymous evaluation of the workshop by the participants on the last day gave a distribution of ratings as follows:

<u>Response</u>	<u>Percent</u>
Total.....	100
Excellent.....	20
Good.....	46
Adequate.....	30
Poor.....	4
Very poor.....	0

#### Summary of In-Country Training

All three of these in-country training efforts were welcomed as meeting an essential, unfulfilled need, and the participants gave overwhelmingly positive evaluations. The workshop in French conducted in Rabat was most highly rated, and the one in Kenya least outstanding. The reasons for these variations can be inferred from the respective evaluation reports. One im-

portant variable is the degree of commitment of the in-country sponsoring organizations and the amount of preparatory work they do. Another important factor is the "interpersonal chemistry" between the students and their instructors and the level of expectation each places on the other. A third all-important variable is the quality of the instruction--how well prepared the instructors are, their ability to present the materials, and the amount of enthusiasm and democracy they show. The fact that 149 participants out of 166 rated their Chicago-triggered training as "excellent" or "good," that only 16 rated it as "merely adequate" and one person rated it as "poor," can be interpreted as a superior performance--which we will try to surpass in our 1981 workshops.

It is our impression that in each country this training not only improved communication skills substantially, but dramatically "broke the ice" for family planning in government ministries that previously had opposed it or had been negligent about it. The interpersonal interaction between family planning participants employed in the population and family planning programs with the participants from the other ministries is an invaluable part of the teaching/learning experience. Although one of the consistent criticisms that the participants made in their evaluations was that "there was too much family planning," it is our belief that the majority of the students carried away a realization of the importance of the problem and a more positive attitude toward the program than when they entered. It is the CFSC opinion that the concept of the in-country workshop oriented toward population and family planning is a valuable innovation of AID that pays large dividends for a comparatively modest cost-per-participant and that has both immediate and long-term benefits of substantial magnitude.

## 2. Program Technical Assistance

In 1980, the CFSC made a major investment in providing I-E-C technical assistance to two countries: Guatemala and Egypt. Incidental technical assistance was provided to other countries in connection with field visits for training.

### (a) Guatemala

The cycle of technical assistance given to Guatemala, which began in 1977, was scheduled to end in 1979. However, the Population Officer of AID/Guatemala and APROFAM (the private family planning association) requested us to initiate a new cycle of technical assistance for their I-E-C program. This need arose because AID/Guatemala has funded APROFAM with an expanded I-E-C effort that anticipates carrying out new activities:

1. Decentralizing the diffusion of radio messages for family planning from the central networks to the local radio stations of the country, to which farm folks listen.
2. Mailing of population and family planning information to key national leaders
3. Regionalizing the family planning effort, with I-E-C inputs from regional committees and centers, organized for the purpose
4. Undertaking special efforts to reach indigeneous communities through integrated programs of health, community development, and population.

The CFSC was asked to lend some direct technical assistance to the first three of these activities and to follow closely the fourth in order to design an improved family planning program that would appeal to indigeneous persons. During the year, six visits were made to Guatemala (two each by Ricardo Vernon, Patrick Coleman, and Donald Bogue). The work accomplished was as follows:

1. Arranged for, helped organize, and conducted a three-day training program for local radio station producers, to prepare them for participating in the decentralization program
2. Prepared drafts of messages and spot announcements that the radio stations could use as models in preparing their local programming
3. Participated in the orientation and training of Mr. Jorge Cajas, a new employee who is supposed to carry out much of the field work for APROFAM
4. Visited (on three visits) individual radio stations and talked with the programmers individually about their progress on the project.

In addition, throughout the year the CFSC continued to supply the family planning program of Guatemala with leaflets on contraceptive methods, for distribution in clinics and by field workers (a printing of 150,000 leaflets). This was a program begun in the early cycle of technical help, which APROFAM requested be continued into 1980.

Despite these well-intentioned efforts, the program is still lagging. APROFAM's I-E-C unit appears to be incapable of carrying out the plans, step by step, which have been agreed upon, for which draft production plans have been made, and for which arrangements with local radio stations and other groups have been completed with CFSC help.

(b) Egypt: Technical Assistance to State Information Service

In October, 1979, the Social Development Center (SDC), an affiliate of the Community and Family Study Center that is especially organized to engage in overseas action programs for family planning in close collaboration with national organizations, began a two-year project as technical advisor to the State Information Service (SIS) of the Arab Republic of Egypt; the purpose of the project is to carry out a mass-media campaign for family planning and population for the entire nation. The national I-E-C mass media program is funded by AID/Cairo, and has a budget of two million dollars per year. With

the approval of AID/Washington and AID/Cairo, the CFSC devoted much of its staff time and energies to this program. All salaries for persons in residence in Egypt and costs for production work intended for direct and immediate use in Egypt are paid from the SDC grant. However, the CFSC lent substantial technical assistance, utilizing CFSC funds, in the following activities.

1. Organizing and cosponsoring a population symposium. An International Symposium on Population Problems of Egypt was held in Cairo in February, 1980. It was opened by Madame Sadat, wife of the President, and was attended by 300 prominent government and professional leaders in the field of health, administration, education, economic development, and social welfare. The CFSC drafted the first plans for the workshop and proposed the topics for individual papers. The SIS/SDC group in Cairo discussed these plans, revised them somewhat, and assumed financial responsibility for actually conducting the conference. Meanwhile, the CFSC recruited four international experts to travel to Cairo to serve as expert resource persons (Dr. Kim from Korea, Dr. Suyono from Indonesia, Dr. Viel from IPPF/London, and Dr. DeTray from the Rand Corporation). The conference was advertised and treated as a joint undertaking of the Arab Republic of Egypt and The University of Chicago, with local work having been carried out by the State Information Service and the Social Development Center. The conference received much favorable attention in the national media, and was locally given much credit for the vigorous take-off of the mass-media program of SIS/SDC, which began almost simultaneously with the conference. (This conference was patterned after the plans that we developed when we petitioned the Latin American Bureau to begin population conferences in Latin America; the Community and Family Study Center simply applied the plans in Egypt.)

2. Planning, administering, and analyzing the baseline survey. The SIS/SDC project called for the conduct of a 2,000-household "Family Planning Communication Baseline Survey" to provide a factual basis for planning the communication programs and campaigns. The questionnaire for this survey was developed at the CFSC, as a part of the CFSC technical assistance program, together with a sampling plan, instructions for field interviewing, and coding instructions. These were taken to Egypt and carried out by the Social Development Center, using Egyptian employees and staff of the State Information Service or interviewers hired for temporary work. The SDC/SIS research group completed the interviews, coded them, and returned them to the CFSC. During the latter part of 1980 (and continuing into 1981), a series of reports has been issued on the basis of this work. The costs of tabulation and some of the analytical time is being paid by SDC. However, the capacity to do this task quickly, skillfully, and thoroughly is made possible by the communication research unit of CFSC, and much of the writing of the reports has been done by the director, working in his regular on-campus capacity as a member of the CFSC.

This project is comparable to the projects of a similar type conducted in Guatemala (by Dr. Jane Bertrand) and in Northern Thailand (by Dr. Dennis Hogan). As outlined below, actions were taken to launch a similar study in Ghana in late 1981.

3. Preparing messages and program production plans. The staff of CFSC (Coleman, Barcelona, and Bogue) prepared drafts of radio spot announcements, posters, and leaflets that could be used in the Egypt communication program. These were written in English, taken to Cairo, and revised and translated into Arabic by the SIS/SDC program. In addition, the CFSC provided the SIS/SDC program with a "population data booklet" about the implications of population

growth for development in Egypt. (This was an application of the "white paper" proposal that we had made to the Latin American Bureau in the preceding year.) This data booklet was distributed to radio stations, newspapers, television stations, magazine writers, and a wide variety of leaders in the population I-E-C movement in Cairo. It gave them "ammunition" that is correct, readable, and already assembled, which they could use in their I-E-C efforts.

Delia Barcelona, who participated in these activities, spent three months in Cairo pretesting these materials (and others) and is helping to get them programmed for use.

The portions of the above activities that were performed in Cairo, and some of the actual final preparation of the scripts, were paid for by SDC. However, the developmental work and the capability for carrying out the program (including the physical equipment used) was provided by the CFSC.

(c) Egypt: Technical Assistance to Ministry of Health/SIS

In the process of lending technical assistance to the SIS/SDC program (described above), a major I-E-C weakness of the Egyptian program was uncovered: clinic workers in the Ministry of Health clinics (all of which offer family planning) are ill-prepared to give family planning information and counselling. Both the Ministry of Health and the Population Officer, AID/Cairo, expressed a desire to have a "clinic refresher" training project that would upgrade the person-to-person communication skills and the knowledge of the clinic workers. The CFSC wrote up the plans for the project and submitted them to the Ministry of Health and AID/Cairo. Mr. Bjorn Berndtson, an employee of SDC, negotiated refinements and detailed arrangements for carrying out the project, including preliminary budgetary figures. Using the facilities

of the CFSC (videotape equipment and studio), the entire proposed program was role-played, with Chicago-based family planning specialists as role-players. This videotape was shown in Egypt to illustrate how the training would go if it were conducted according to plan.

In late 1980, the Ministry of Health and AID/Cairo began making arrangements for a new grant to carry out this program. The SDC will be a technical advisor in the program and will make heavy use of the CFSC resources in 1981 to plan the details of the training program and to make possible the actual production and the launch of training.

(d) Incidental Technical Assistance in Other Countries

While holding in-country workshops and visiting countries to arrange for future workshops, the CFSC performed minor technical assistance services as follows.

1. Production plan for Tunisia. The family planning program of Tunisia has an outstanding physical plant for printing materials. These were almost unused for printing family planning posters and leaflets. While carrying out the Morocco Workshop, Donald Bogue and Bjorn Berndtson wrote up a plan for the use of these materials and left copies with the AID Population Officer and the Ministry of Health for possible consideration and implementation.

2. Review of the I-E-C situation in Kenya. While conducting the Kenyan Workshop on Communication for Population and Social Development, Donald Bogue visited the key persons engaged in family planning I-E-C for Kenya and interviewed them about their problems, their progress, and the prospects for an improved program in the immediate future. This activity included two field trips to outlying clinics.

3. Plans for I-E-C Survey of Ghana: In conjunction with the Ghana Workshop, the lack of information about the I-E-C situation of the country with respect to family planning was often mentioned. Dr. Sylvester Kwakye, a highly qualified Ghanaian researcher, expressed an interest in sponsoring such a survey. CFSC provided him with the draft of a questionnaire that we would propose to use, and he began work on designing a project. It is hoped that the survey can be carried out in 1981.

4. Promotion of interest in family planning I-E-C in Nigeria. During the Summer Workshop of 1980 (see Section VI below), a group of five participants from Nigeria expressed a desire to hold an in-country workshop for family planning in their country. This was followed up later in the year by a visit to Lagos to discuss the possibility. In connection with this visit, it became evident that Nigeria is much more interested in population now than formerly, and the CFSC was consulted in considerable detail about actions that might be taken, once a national population policy statement is issued. It is quite possible that the CFSC will be asked to provide more detailed help in that country in the future.

#### Summary of Direct Technical Assistance

In addition to providing the help needed and asked for by the countries concerned, the program of direct technical assistance during the past year was most beneficial to the Community and Family Study Center's own program. By being involved in a central role in two very unlike programs, which represent situations that occur in several places, we gained insights and experience that we believe can be incorporated into future programs--both of training and technical consulting. The experience of Guatemala taught us that it is easy to overestimate the degree of self-reliance of overseas I-E-C

organizations. Although we had spent four years trying to make APROFAM self-sufficient in the I-E-C area, their program has sagged sharply following the ending of the long-term support that had been provided by Jane Bertrand.

### III

#### Degree Training to Strengthen Overseas Universities

One of the goals of the four-year program in I-E-C is to help make key universities in developing countries self-sufficient in the training of population communicators. During 1980, steady progress toward completing the training of persons already in the program was made, but disappointing results were obtained in finding additional institutions willing to commit themselves to a long-term population I-E-C training program. Discussions were held that may produce results in 1981 or even later.

Bangladesh (Dacca University). Mr. Ashraf Ahmed, Department of Demography, and Mr. Sheikh M. Shahidullah, Department of Psychology, both made steady progress toward the completion of their doctoral degrees in population study. Mr. Ahmed (who has one year more residence than Mr. Shahidullah) took his preliminary doctoral examination in the autumn quarter of 1979 and passed it, but only after having to restudy and retake two major segments of the examination in 1980 (dealing with sociological theory). He lost approximately six months of progress in the process. Mr. Shahidullah took the preliminary doctoral examination in the autumn of 1980 and passed it nicely. Both students are proceeding to prepare for their special field examinations. Mr. Ahmed has completed all required coursework and needs only to pass examinations and write his thesis. Mr. Shahidullah will complete his

coursework in 1981. We are hoping that both will graduate and rejoin their faculties in late 1981.

Egypt (University of Cairo). Mr. Farag El-Kamel collected the data for his doctoral thesis (his data came from the baseline survey, described in the previous section) in the period January-June. He returned to the campus to tabulate his results and begin his draft. He had completed a first draft of several chapters by year's end. His progress is slowed somewhat by full-time employment. However, we expect him to have a completed thesis in 1981 and to graduate in 1981 and join the faculty of Cairo University.

Kenya (University of Nairobi). Mr. Linus Ettyang, scheduled to return to the Department of Sociology and the Population Center at the University of Nairobi, failed his doctoral preliminary examination on the first trial and was required to retake it. On his second trial, he also did poorly and was required to do additional coursework and write supplementary papers before being allowed to proceed. The entire year of 1980 was spent in this process (which was still continuing at the end of the year). Meanwhile, he spent the months of November and December in his home country in conjunction with the workshop there. This experience appears to have rejuvenated his morale, and we are hoping that during 1981 he can complete his examinations. It is doubtful whether he can complete his thesis during 1981 also. We do have confidence in his ultimate success.

The Philippines (University of the Philippines). The Department of Communication has a faculty member, Ms. Delia Barcelona, in our program. She completed her M.A. degree in late 1980 and is staying on to complete her doctorate. Her progress to date has been superior, steady, and apparently without academic difficulty. During the summer quarter, we sent her to Egypt

to work on the SDC program (see Section II). She proved that she is an excellent communicator for social development. We believe she will be an important contribution to the University of the Philippines.

Efforts to recruit additional universities. In order to carry out this program, we require both a good candidate and an institution willing to make a commitment to an on-going program of population education or family planning I-E-C. During the year, we held discussions with the University of Ghana (in conjunction with the workshop there) and found that the University is interested but had no faculty member it could release; there is a possibility that this may be possible in a later year. We also held discussions with the University of Lagos, in Nigeria, which has had a population program. Due to a loss of funding from UNESCO, they are phasing out their population activities. During 1980, we had visitors from the University of Khartoum to continue talks of previous years, but as yet they have not nominated a candidate. We also contacted the University of Dakar, and it is possible that an English-speaking faculty member may spend a quarter here in 1981.

In summary, we believe that we have combed almost the entire developing world and have already identified the universities that might be interested in sending an English-speaking faculty member. (Possible exceptions are Pakistan, which we did not visit during the year; India, with which AID is having renewed contact; China; and Thailand.) During 1981, we are making another "sweep" to learn whether there is any interest in having a faculty member trained in population I-E-C.

In this section, the organization and conduct of the degree program is not discussed because it is described in detail in Section VI below.

IV

Publications and Services for Improving Effectiveness of

I-E-C Operations and Organizations

1. Publications Program

The program to support overseas I-E-C programs and CFSC training activities through our publications program operated steadily, but in a lower level of progress than in previous years. This was required by the fact that our budget for 1980 was the same as for 1979, in dollar value. Meanwhile, our personnel costs rose sharply for two reasons: inflation and unionization. During 1979, the campus employees voted in a union. Since then, there have been quarterly salary increases, always of a substantial magnitude. Although our student Manuscript Unit employees are not members of the union, their rates of pay have been increased much more than in our original budget. Because of this situation, we were able to employ fewer persons.

During 1980, we published the following:

Audience Research for Improving Family Planning Communication, by Jane Bertrand. This is an important addition to our media monograph series. It provides complete instructions for taking a baseline survey (of the type performed for Guatemala, Thailand, and Egypt) as a basis for an I-E-C program.

PSD Newsletter (two issues) in French, Spanish, and English.

Communications Pretesting (Spanish version of Bertrand's book).

\*Comparative Birth Interval Analysis, by Donald J. Bogue and Elizabeth J. Bogue.

\*Techniques for Making Functional Population Projections, by Donald J. Bogue with the assistance of Susan Biehler.

The two publications marked with an asterisk were manuscripts completed under a previous contract with AID for evaluation of family planning programs. They were in manuscript form and partially completed when that contract ended. They

were completed under the communications grant because both are key materials in our population education program.

## 2. Work on Publications in Process

A substantial amount of manuscript work was carried out during the year that will appear only in 1981. Among the projects are:

- (a) Production and Administration of Communication Programs for Social Development, by Terry Peigh, Robert Higgins, and Donald Bogue. Mr. Robert Higgins had written a draft of this monograph in 1979. After careful evaluation, we found that only two chapters were worthy of publication, and Terry Peigh and Donald Bogue drafted six additional chapters.
- (b) Contraception: A Guide to Birth Planning Methods, by Donald Bogue, Delia Barcelona, and Paulina Bautista. This book was thoroughly reviewed and criticized by three physicians, and then completely revised in the light of their recommendations. At the end of the year, work on a final typing was begun.
- (c) Baseline Reports of the Egypt Baseline Survey. As the analysis of the Egypt baseline survey was carried out, the first of the projected 15 reports began to appear. At year's end, the CFSC was processing these reports (English version); they are to be published or abstracted in Arabic.
- (d) Translation of previously published monographs into Spanish and French. During the year, translation was begun into French and Spanish of the following monographs:
  - Communications Pretesting (French only, already in Spanish)
  - The Use of Radio for Social Development (Peigh et al.)
  - Audience Research (Bertrand)

## 3. Services for Improving Effectiveness of

### I-E-C Operations and Organizations

(a) Field Support Service for Family Planning. In 1980, the CFSC began work on a Communication Support Service for Family Planning, which is to become active in 1981. At the time of this reporting, the service is already completed, and the attached brochure describes it. Ms. Delia Barcelona supervised the assembly of materials throughout the year, which will be required to

perform this service. She was assisted by three graduate research assistants.

(b) PSD Communication Documentation Service. Also, the PSD Communication Documentation Service (which we took over from the East-West Center) continued to function throughout the year. This service provides free copies of documents on Population and Family Planning I-E-C to family planning action programs around the world, at at-cost to other centers and organizations. About 5,000 copies of materials were sent out during the year. The number of requests for service continued to be few, but several of them are quite large. We continued to code and add new materials (about 1,500 items) to the collection throughout the year, and we plan to issue a new catalogue in 1981, which will update the system and announce more recent materials to the users.

V

Development of Closer Cooperation and Coordination of

Agencies Engaged in Population I-E-C Activities

The CFSC continued to work for coordination of I-E-C activities during 1980. We saw no opportunities for a major closer coordination of activities at the international level in the form of a general meeting. We maintained close working ties with the following organizations, and visited them all at least once during the year to exchange ideas:

IPPF/London--primarily to report on our activities in Africa and to request their participation

IPPF/Africa (regional office)--to request their participation in our workshops, and to select candidates for training

UNESCO/Paris--to discuss in-country training in francophone countries

UNESCO/Nairobi (regional office)--to exchange ideas on in-country training

UNICEF/Abidjan--to discuss the francophone workshop in Chicago and request their assistance in recruiting and funding candidates

IPPF/New York--to discuss the possibilities of joint programs on I-E-C in Latin America

Ford Foundation/New York--to discuss their population program

Population Reference Bureau/Washington, D.C.

Development Associates/Washington, D.C.--to discuss training funds for Latin America.

During this year, we did not get to visit FPPIA nor UNFPA in New York, which we will do during 1981.

It is our observation that I-E-C activities for population are being pursued less vigorously now than previously by all of the agencies listed above except by the Population Reference Bureau. During 1980, the Ford Foundation discontinued its activity in this area altogether. The AID programs for population I-E-C are by far more active and "alive" than all of these others combined. The greatest integration, therefore, can come from closer integration and co-action among the AID contractors and grantees. In 1981, we propose to have closer contact with those organizations with contracts for policy, which has a strong I-E-C component for top national leaders.

Coordination of I-E-C activities is most needed at the in-country level, where we have found that coordination can actually take place. In each country where we held workshops in 1980, we worked closely and smoothly with regional and/or in-country representatives of the above agencies. The local family planning association cosponsored our workshops, and the local United Nations officers helped in the planning, recruitment of participants, and facilitation of our workshops. Local AID Population Officers usually have close ties with these offices, and it seems that further coordination will be done primarily at this working level.

VI

Continued On-Campus Support Activities in Professional Degree  
and Short-Term I-E-C Training and Research

1. Reorganization of the Program

In response to criticism received in our mid-term evaluation that we were de-emphasizing our on-campus training program in favor of in-country training, we spend considerable effort in 1980 trying to revitalize and re-plan our on-campus program. This coincided with a move by the Department of Sociology to try to revitalize the demography training program, which had fallen into comparatively low enrollment. Out of these acts came a two-pronged program of Population Studies:

- (a) Population Education, offered jointly through the Department of Education
- (b) Demography study, offered through the Department of Sociology.

The Community and Family Study Center is a cosponsor of each of these programs. (In the demography program, the Population Research Center and the Community and Family Study Center jointly sponsor the program with the Department of Sociology.)

A brochure describing this new program was drafted in late 1980, and it was printed and mailed out in 1981 in a drive to recruit trainees. A copy is enclosed.

The key persons in the new degree program for Population Studies at the University of Chicago are Dr. Amy Tsui, assisted by Dr. Michael White. Dr. Tsui is a demographer with very excellent preparation in family planning programming and its evaluation. She has been analyzing the World Fertility Survey data for their implications for family planning programs. Hence, she is able to bring to the on-campus degree program a broad perspective on population studies, rather than the narrow demographic focus. Her presence

on the campus enables Prof. Bogue to spend about one-half of his time overseas arranging for workshops, teaching in workshops, or giving direct technical assistance. She is a superior administrator and directs the entire program during periods of Prof. Bogue's travel.

Dr. Michael White is a superb social researcher. He is skilled both in survey research and demographic techniques. He is assigned the duty of teaching research techniques to students and advising them on their thesis work.

Both Dr. Tsui and Dr. White played important roles in bringing about the new program of population studies. Dr. Tsui prepared drafts of the brochure, negotiated changes in wording, and prepared final copy for publication.

Meanwhile, the long-established program of degree training in Communication for Social Development continues to be offered through the Divisional M.A. program. That program is supervised jointly by Prof. Bogue and Dr. White. During 1980, we had a number of applicants from developing countries and have accepted two for entrance in 1981 if funding can be arranged for them.

## 2. Students in Residence and Degrees Sought

Following is a list of all students who were in residence for one quarter or more working toward a degree in population studies at the University of Chicago during 1980 under the sponsorship of the CFSC:

<u>Name</u>	<u>Country</u>	<u>Degree</u>	<u>Status on 12/31/80</u>
Ahmed, Ashraf	Bangladesh	Ph.D.	Completed preliminary exams
Barcelona, Delia	Philippines	Ph.D.	Course work, preparing for preliminary exams
Brambila, Carlos	Mexico	Ph.D.	Completed preliminary exams, preparing for special fields

(continued)

<u>Name</u>	<u>Country</u>	<u>Degree</u>	<u>Status on 12/31/80</u>
Cho, David	Korea	Ph.D.	Entered program
Coleman, Patrick	USA	M.A.	Taking basic coursework
D'Allesandro, Felix	USA	Ph.D.	Preparing special field exams
El-Kamel, Farag	Egypt	Ph.D.	Writing dissertation
Ettyang, Linus	Kenya	Ph.D.	Studying for preliminary exams
Evans, Mariah	USA	Ph.D.	Completed special field exams
Haaland, Anne	Norway	M.A.	Taking basic coursework
Olshansky, Jay	USA	Ph.D.	Completed special field exams
Pazul, Michele	USA	Ph.D.	Passed dissertation hearing
Shahidullah, Sheikh	Bangladesh	Ph.D.	Studying for preliminary exams
Solt, Martha	USA	Ph.D.	Entered program
Suharto, Bar	Indonesia	Ph.D.	Writing thesis
Vernon, Ricardo	Mexico	Ph.D.	Preparing for special field exams
Woolbright, Albert	USA	Ph.D.	Entered program

All of the students from LDCs were discussed in Section III, above. Patrick Coleman is an American, and Anne Haaland is a Norwegian student undergoing M.A. training in social development communication in preparation for a career of overseas service. Ms. Haaland is an employee of UNICEF.

### 3. Recruitment Activities

Recruitment activities during 1980 were not very vigorous for two reasons: financial and organizational.

(a) Financial. In order to balance our budget (given the cut-back in funding to a projected increase to a constant-dollar amount), we were forced to choose between maintaining full pressure on our overseas in-country training or reducing our fellowship funds for on-campus training. We chose to emphasize the overseas training and to reduce the fellowship funds for on-campus support.

(b) Organizational. The organization and reorganization of the population program (described above) took the form of periodic meetings that were carried out over a major portion of the year. We did not do aggressive recruiting while the program was being revised.

In 1981, the recruiting for the new programs is underway briskly.

4. Short-Term Training: Summer Workshop

The 18th consecutive Summer Workshop for Graduate Study on Population Communication, Education, and Research was held from June 23 to August 22. A total of 42 persons from 16 countries participated. The total enrollment was smaller than preceding workshops because we did not offer Track C, Research and Evaluation for Population Programs. (This had been funded from a contract with AID's Evaluation Division, which expired.) The I-E-C enrollment, however, was as large as ever.

Six courses were offered, as follows:

Social Science 311. THE CONTENT OF POPULATION EDUCATION  
AND FAMILY LIFE EDUCATION COURSES  
(Instructors: Amy Tsui and Michael White)

This was a new course, arranged for the new population education program. It was designed to teach I-E-C persons the basic facts of population study that they need to know in order to arouse national awareness of the population problem. Population education was discussed both from the viewpoint of the person and the nation. It included physiology of reproduction, human sexuality, and sex education.

\* \* \* \* \*

Social Science 312. PLANNING, BUDGETING, ADMINISTRATION,  
AND PERSONNEL MANAGEMENT FOR FAMILY PLANNING PROGRAMS  
(Instructors: Terry Peigh and Guest Speakers)

This course, taught in previous years, was made more technical and more professional in 1980. Whereas we had followed the David Korton text (using case materials from family planning programs) in preceding years, we gave a much heavier dose of management theory, as taught in schools of business administration, public administration, and health administration. The case materials were kept, but participants were required to do much more studying of texts.

\* \* \* \* \*

Social Science 313. MASS MEDIA PRODUCTION FOR  
POPULATION AND SOCIAL DEVELOPMENT  
(Instructors: Donald J. Bogue, Ricardo Vernon,  
Patrick Coleman, and Media Experts)

This course, developed by trial and error over many years, gave a rigorous work-out in media production for social development. It required actual "hands-on" use of radio, television, print, and photography equipment. Each student was asked to work on a communication campaign that he or she could carry out upon returning home. The instructors were media experts in the various fields,

who are employed in Chicago as professionals in their respective fields. Since the students get the latest techniques of production taught by persons highly skilled in their application, this course has long been one of the most popular of the workshop.

\* \* \* \* \*

Social Science 314. PERSON-TO-PERSON COMMUNICATION FOR  
EDUCATION AND BEHAVIOR CHANGE  
(Instructors: Donald J. Bogue, Delia Barcelona,  
Linus ETTYANG, and Experts)

Like the mass media course, this course has been offered for several years, and seeks to do for person-to-person communication what Course 313 does for mass media. It included a great deal of rehearsal and practical work as well as reading of theoretical and text materials. One of the surprising elements of the 1980 workshop was that enrollment in this course was far heavier than in the mass media course. In fact, it had more participants than we regard as ideal, while the mass media course could have handled more without difficulty.

\* \* \* \* \*

Social Science 315. COMMUNICATION THEORY, RESEARCH,  
AND CAMPAIGN PLANNING  
(Instructors: Donald J. Bogue, Ricardo Vernon,  
and Guest Speakers)

This was a revision of a course which has long been offered. Because we were not offering the Track C unit on research, we added a unit on research and expanded the administration unit. Our participants had long complained that this course was too "egghead" (theoretical); this arrangement reduced the amount of abstract theory taught and added two large units of practical work.

\* \* \* \* \*

Social Science 316. MESSAGES FOR SOCIAL  
DEVELOPMENT COMMUNICATION  
(Instructors: Michael Wolff and Donald J. Bogue)

This course discussed the content of social development programs. Of course, family planning was the primary area, but the course also discussed maternal and child health, nutrition, agricultural innovations, and women's status. The course was a new course in 1980, offered as a part of the "integration" approach to family planning. We believe that health educators and many other persons who come to our workshops want and need to know more about the content of other social development I-E-C programs. This course attempts to provide it. Dr. Wolff is a German technical expert physician, who knows a great deal about tropical medicine and health problems in developing countries.

\* \* \* \* \*

Evaluation. The participants were asked to fill out a confidential (anonymous) evaluation of the workshop. They rated each course individually, as well as each speaker and several aspects of each course (reading materials, laboratory work, organization, etc.). Their overall evaluation of the workshop was as follows:

<u>Response</u>	<u>Percent</u>
Total.....	<u>100</u>
Excellent.....	41
Good.....	49
Adequate.....	8
Poor.....	2
Very poor.....	0

If one compares these statistics with those for the overseas workshops (cited in Section II of this report), it will be noted that the Chicago Summer Workshop is more highly rated than the in-country workshops. It is our aspiration in 1981 to bring the in-country ratings up to the level of the Chicago performance.

A comprehensive report on the 1980 Summer Workshop, with full details of the evaluation, has been provided to AID.

## VII

### Other Activities

During 1980, the Community and Family Study Center performed activities that are not acknowledged in the above reporting.

#### 1. Population and Family Planning Research

Under a grant from the World Fertility Survey, Dr. Amy Tsui has been completing a series of studies of very considerable significance for popu-

lation I-E-C work. (Her salary for this portion of her work and the research expenses for these activities are paid from the WFS grant. We distribute her publications to interested family planning agencies.) Her research assistants are persons in the program, and they get excellent training from their work with her. During the year 1980, she produced the following reports:

"Effects of Social Development and Contraceptive Availability on Recent Fertility" (presented at the 1981 annual meeting of the Population Association of America as "Contraceptive Availability Differentials in Use and Fertility")

"Community Availability of Contraceptives and Family Limitation" (under journal review and a revised version to be presented at the 1981 annual meeting of the American Sociological Association)

"Perceived Availability of Contraceptives and Family Limitation"

"Contraceptive Availability and Family Limitation: Objective Versus Perceived Levels in Rural Korea and Mexico" (to appear in International Family Planning Perspectives)

"The Family Formation Process Among U.S. Marriage Cohorts."

Meanwhile, Prof. Bogue maintains a stream of research activities at a much slower pace. Most of his research has direct relevance for family planning I-E-C, and provide training to the students in residence. His work on the Egyptian Baseline Study is one activity of this type. He has underway a monograph summarizing the experiments at the Cook County Hospital. He is also doing population research on Latin America and African countries for use in population education courses in overseas workshops. Finally, he and Dr. Amy Tsui are jointly conducting a review of the literature to compile a comprehensive digest of findings about the influence of family size upon mothers, fathers, and children.

## 2. Travel and Correspondence to Arrange New Workshops

Each new workshop is accomplished only after extensive negotiation,

planning, and advance preparation. The workshops reported as having been conducted in one year were negotiated in the preceding year. During 1980, we began negotiations for workshops to be held in three possible places:

Cairo, Egypt  
Lesotho/Botswana/Swaziland  
Nigeria.

In addition, Ghana requested that a second workshop be held there. Invitations had been received from Uganda, Rwanda, and Zaire. During the year, visits were made to Cairo, Lesotho; Nigeria, Dakar, and Ivory Coast in connection with 1981 workshops. A workshop for francophone countries has been planned for 1981, and much work on its planning was done during 1980.

### 3. Reception of Visitors and Short-Term Observers

During the year, we receive numerous visitors (usually sponsored by AID) who come for a few days to observe our work, discuss their problems, and ask advice about their programs. Because we are the recipients of great consideration and courtesy in this activity from agencies overseas, we try to give all such visitors full and understanding attention so that they may depart feeling that their objectives had been fully achieved.

### 4. Distribution of Monographs

Our media monographs and other I-E-C materials are very often requested by family planning organizations throughout the world. Our budget permits us to distribute these without charge to agencies that are actively at work on population programs. (We sell them at cost to other agencies.) A student publications secretary is occupied about 15 hours per week answering correspondence about our publications, mailing out free copies, and sending out announcements of new publications. Also each year we publish a catalogue

of new publications. During 1980, we distributed without charge about 3,800 copies of our I-E-C books and monographs, in addition to the PSD Newsletter.

## VIII

### Conclusion and Comments

Overall, 1980 was a year of very heavy emphasis on in-country workshops and short-term (Summer Workshop) training in Chicago. It was also a year of very focussed support for the Egyptian family planning program.

Because of budgetary restrictions (and lack of a suitable candidate), we did not replace Jane Bertrand, who had worked overseas about four months of each year. This loss was made up in large part by the additional travel of Donald J. Bogue, the director, and by the stronger emphasis on population education and the work of Dr. Amy Tsui.

During 1980, much progress was made for establishing an even stronger program in the future. The reorganization with the Department of Sociology and the Department of Education can lead to a revival of our on-campus degree training, if fellowship funds can be located. Our preparations for the Field Support Service should put us in a position to enter into a whole new dimension of overseas technical assistance. We also made important progress in completing the writing of manuscripts that will not be formally published until 1981. Finally, we began to expand and rationalize our translation program, to prepare ourselves to work routinely in French and Spanish, as well as in English.

Realizing that 1981 will be the last year of the present grant, our plans for the coming year will be to carry forward with what is already "on our

plate; and to bring the international I-E-C program of AID allocated to us to a high degree of activity, in the hope that we or some other organization will carry it forward.