

EGYPT IEC NEEDS ASSESSMENT REPORT

Prepared by: James R. Echols

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Population Communication Services
Population Information Program
Johns Hopkins University
624 North Broadway
Baltimore, MD 21205
USA

TABLE OF CONTENTS

Executive Summary.....	1
Introduction.....	iii
I. Population/Family Planning IEC in Egypt	
A. Measures of Effectiveness.....	1
B. Population and Family Planning IEC.....	2
C. Population and Family Planning IEC Coordinat.....	2
II. Egyrtian Organizations Active in IEC	
A. The State Information Service (SIS).....	3
B. Family of the Future (FOF).....	5
C. Ministry of Health Second Population Project.....	5
D. Population and Development Projects (PDP).....	7
E. The Egyptian Fertility Care Society (EFCS).....	7
F. Ministry of Education (MOE).....	7
G. Other Population Projects.....	8
III. International Assistance	
A. AID.....	9
B. World Bank.....	11
C. UNFPA.....	11
D. Others.....	11
IV. Conclusions and Recommendations.....	12
V. Appendix	
IEC Country Profile.....	14
Attachments.....	34

EXECUTIVE SUMMARY

This assessment of the Egyptian population/family planning IEC program is based on a study of the numerous documents relative to population/family planning in Egypt during the past few years and a mission to Egypt in January and February 1983 to study this subject. Although it is difficult to measure the effectiveness of the IEC part of the numerous population/family planning programs in Egypt, it has been possible to measure the fact that almost 100 percent of the Egyptian population has some knowledge concerning the population problem in Egypt and the family planning programs which are available there. This is a fairly clear indication that various forms of communication are effective in bringing this information to the attention of almost everyone. To measure the effectiveness of IEC in terms of its role in the acceptance and practice of contraception is more difficult. However, a coordinated attempt is being made in Egypt through its Ministries of Information, Health, Education, and others to plan and develop population/family planning messages and utilize all media available within the country to bring this information to the potential users of contraceptive measures.

There are five IEC activities underway:

1. The State Information Service (SIS) of the Ministry of Information has had a central role in carrying out the general population/family planning IEC programs in the country as a whole. They have developed a highly sophisticated media program and have produced a large number of excellent publications and other materials, including audio-visual aids, to assist in this effort. Distribution has been more difficult, however. Although there is some indication that these materials are reaching the more remote regions of Egypt, this remains a serious problem. Media programs, especially radio, have had almost universal coverage.
2. The much smaller Family of the Future (FOF) project, a private organization funded by AID, is carrying out an IEC program in the urban areas of Egypt. It differs from the SIS program in that it primarily promotes FOF contraceptive products for sale by pharmacies and private physicians. Since it is a small and private organization, FOF has been able to move more quickly than the Ministry of Information, the SIS or the Ministry of Health. Its goals, however, and thus its effect on the potential users in Egypt, are limited.
3. The Ministry of Health Second Population Project and (4) Population and Development Projects (PDP) have the potential for establishing a large IEC effort to reach users through the health system. The Second Population Project is the larger of the two and its potential is great, since its funding from the World Bank is considerable. The effort continues, and it is hoped that once materials are developed in large numbers they may be able to reach potential contraceptive users through the health units, clinics, and other MOH facilities and personnel.

5. The Egyptian Fertility Care Society (EFCS) has a small education project reaching an elite audience.

The most important international assistance to the population/family planning IEC program in Egypt is from USAID, which funds the large program in the SIS, the FOF program and the PDP program. The World Bank funds the MOH Second Population project; one year of funds remains for this program and there is the possibility of a new program beginning in 1984. The UNFPA and others have population and family planning programs in Egypt, but their IEC component is negligible.

USAID is now making an intensive effort to give greater and more effective support to the IEC programs in the Ministry of Information, the SIS, the FOF and the PDP programs. The Johns Hopkins University Population Communication Services project (PCS) may be of considerable assistance to USAID in this effort. The recommendation of this report is that The Johns Hopkins University carry out specific technical assistance missions for USAID with regard to the Egyptian IEC program, but that it not become involved as a general manager at this time.

INTRODUCTION

This assessment of the Egyptian population/family planning IEC situation is based upon material developed at the Population Communication Services (PCS) and gathered during a World Bank mission to Egypt, January 16 - February 5, 1983. Since the World Bank mission was to monitor the IEC program in the Second Population Project of the Ministry of Health in Egypt, it almost totally coincided with the type of information collection one would carry out in analyzing the AID population/family planning IEC program. In fact, as will be seen in this report, the two are inextricably woven together and are generally supportive of one another. While the World Bank family planning IEC program deals exclusively with Ministry of Health (MOH) facilities - health units, health centers, clinics and health personnel dealing directly with the public - the AID-supported programs in the Ministry of Information and Family of the Future (FOF) carry population/ family planning information to the public as a whole.

As will be seen in this report, much remains to be done. Although the public is being reached with population/family planning messages, there have been difficulties in the final links of the "information" chain, that is, in fertile women and their spouses, to the point where they will seek help in family planning and contraception.

This report is based on visits to numerous clinics throughout Egypt, through work in the Ministries of Health and Information, through talks with public and private family planning officials in Egypt, and through study of the numerous excellent documents that are available on family planning and population programs in Egypt. The Country profile, which appears as Part V of this document, is based on materials collected by the Population Information Program and PCS staff at Johns Hopkins, the report of the USAID/Egypt population mission headed by Parker Mauldin in April 1982, and material collected in the on-site visits mentioned above. In addition, the PCS staff has been in close contact with the USAID/ Washington Near East Bureau staff, Triton Corporation, Porter, Novelli and Associates, the USAID/Cairo staff and a number of other groups and individuals who have been involved in evaluating and planning for a more effective population/family planning IEC program in Egypt.

I. POPULATION/FAMILY PLANNING IEC IN EGYPT

A. Measures of Effectiveness

The simplest way to ascertain the effectiveness of the Egyptian population/family planning IEC programs is to measure people's awareness of the population problem in Egypt and basic knowledge of contraceptive practices. Beyond this, there are so many intervening variables that indicators such as contraceptive use and fertility reduction give little information about the impact of an IEC program. For example, the crude birth rate of 34 births per thousand population in 1972 went up to 40 per thousand by 1981, and the annual growth rate went up from 2.1 percent in 1973 to 2.9 or 3.0 percent in 1981. These are confusing data. When an attempt is made to measure what impact IEC programs have had in this process, we find that it is an impossible task.

In the two areas first mentioned, however, we find that measurement of IEC effectiveness has been done by surveys on the awareness of family planning in Egypt and the percent of Egyptians who approve or disapprove of family planning. Perceptions of the reliability of modern contraceptive methods also give an idea of Egyptian attitudes about family planning.

In the 1980 SIS Baseline Survey, it was found that almost 100 percent of urban and 96 percent of rural Egyptians have heard of at least one method of contraception. They were most aware of the oral pill, followed by IUD, injections, condom, female sterilization, diaphragm and rhythm. Male sterilization, vaginal tablets, creams and jellies ranged below 20 percent each. More than 90 percent of the Egyptians approved of family planning either for spacing or for limiting family size (there was only a 2 or 3 percentage point difference between rural and urban Egyptians). Fifty to 75 percent of Egyptians feel that methods ranging from the pill down to creams and jellies to rhythm are either very reliable or moderately reliable. When it comes to their fears about side effects from contraceptives, a considerable number of people feel that they are a little unsafe or very unsafe depending upon the method. This study finds that the largest communication gap in the IEC program is at the clinic level and that if IEC materials were more available at that level there would be a considerable increase in the positive perceptions of contraceptive safety.

We find, therefore, that Egypt, although a society with 57 percent male and 20 percent female literacy, has a considerable knowledge about family planning and the use of contraceptives. This knowledge is, undoubtedly, due to the fact that radio reaches 100 percent of the country and television 56 percent, and that since 1978, the State Information Service has actively promoted family planning and population information in both media. Since 1980, this effort has been intensified

with the help of funds and personnel donated by USAID. In addition to this general knowledge and awareness campaign conducted by the SIS, with help from the World Bank and others, the Ministry of Health has attempted to work at the clinic level to create a more in-depth knowledge of contraceptives and family planning. As we will discuss later, this program has been much more difficult and much less effective.

B. Population and Family Planning IEC

For over 15 years the Egyptian government has had a population policy based on the "development approach to population problems" which has been aimed at reducing population growth. In addition, the Egyptian government, particularly through the Ministry of Health, has encouraged family planning and child-spacing as part of its primary health and MCH programs. IEC, in support of both this population policy and these family planning objectives, has been a part of the Egyptian government program since its inception.

In addition to government programs, the private family planning and other associations in Egypt have worked both in population IEC and in family planning IEC. These organizations, both governmental and private, will be discussed in Part II.

C. Population and Family Planning IEC Coordination

Under the Supreme Council for Population and Family Planning and the Population and Family Planning Board is the National IEC Coordinating Committee. The task of this committee is to ensure that the various ministries and, if possible, private family planning organizations give out information and conduct education and communication programs which are in keeping with national policy. On the population information side, the Ministry of Information and the State Information Service are the two organs which give guidance to statements concerning population growth as it relates to development and economic and political issues. On the family planning and contraception side, the Ministry of Health is empowered to give guidance to IEC materials and programs. Representatives from the Ministry of Social Affairs, the Ministry of Education, the Ministry of Agriculture, and other government and private organizations which have information or education programs in the population and family planning field are theoretically represented in this IEC governing body. This committee does not meet regularly, however; the last meeting was held approximately 18 months ago. Thus, policy input for population and family planning information and education is generally on an ad hoc basis and in relation to specific programs or materials that are produced by the action agencies.

II. EGYPTIAN ORGANIZATIONS ACTIVE IN IEC

Five government and private organizations are very active in the population/family planning IEC field: (1) the State Information Service, which is responsible for all government information; (2) the Ministry of Health, which is responsible for all health care and health education materials and programs; (3) the Population and Development Project (PDP), which is coordinated by the MOH and the Population and Family Planning Board (PFPB); (4) Family of the Future, which is a commercial retail sales program supervised by the Cairo Family Planning Association; and (5) the Egyptian Fertility Care Society (EFCS), which conducts family planning programs through physicians (private and public), pharmacists, community organizations and clinics.

A. The State Information Service (SIS)

The SIS is, by far, the largest, best financed, and probably most effective population family planning IEC project in Egypt. The population IEC unit is a very small part of the SIS whose overall responsibility is to conduct press, publication, and public relations functions for the Egyptian government. Radio and television are separate divisions of the Ministry of Information and collaborate closely with the SIS.

The AID-funded population project was begun in 1978 under a contract with the University of Chicago Social Development Center and headed by Donald Bogue. The programs became fully operational in January 1980 when a full-time consultant, Mr. Robert Higgins, was sponsored by the SIS to work in Cairo in the population project. His counterpart, Mr. Muhammad Sharaf also works as a full-time consultant in the population project. Originally housed in the main SIS building, the project is now in a building in Tahira Square; all production and distribution functions are directed from the Tahira Square building.

The SIS utilizes its 50 regional information centers for distribution and promotional campaigns throughout the country. Each of the 50 centers now has one staff member responsible for family planning. In addition, the radio and T.V. arms of the Ministry of Information carry out programs which are designed and produced under the SIS population project or with project collaboration.

Plans for the SIS population program, coordinated with the IEC coordinating committee and the Ministry of Health, include three major themes to be emphasized consecutively: (1) "look around you, we have a population problem"; (2) "small families live better"; and (3) "the choice is yours." The first two campaigns have been completed and the third as of late 1982 and early 1983 is still underway. Plans for the future include themes on: (1) "husbands and wives should talk about

family planning"; (2) improving the image of nurses; (3) promotion at pharmacists and pharmacies; and (4) motivation programs for the end users in distant regions of Egypt.

The first two themes are definitely population IEC themes and have been promoted by television and radio programs on general socioeconomic factors relating to rapid population growth, magazine articles on more sophisticated subjects, and simple posters and print materials which stress the socioeconomic impact of having too many children. Signs and billboards were designed, films were produced, traveling exhibits were put together, and local activities and training were carried out in the regional SIS centers.

The Ministry of Health was generally critical of the first two themes and the way they were carried out. A good part of this is undoubtedly because the Ministry itself was unable to mount such a massive and successful IEC program. The Ministry is far less critical of the third theme, "the choice is yours," and the general planning for the additional themes which stress family planning and contraceptive techniques and their relation to the health system and contraceptives.

There is no doubt that the SIS program has been almost miraculously well-done in the face of, at times, almost overwhelming obstacles. The facilities in which the project works are what might be called "urban primitive." This is also true of the regional centers. Telephones, transportation, and other infrastructures of the SIS system are stretched to and beyond the breaking point. Yet they have managed to turn out literally millions of copies of pamphlets, leaflets and other items and have distributed them to regional offices, which in turn, have distributed them into the regions themselves, at times to even the most remote villages.

In 1982, \$3.5 million supplied by USAID was budgeted for the IEC effort. Almost \$2 million of this was budgeted for mass media: T.V., radio, advertisements in kiosks, magazines, bulletin boards, production and distribution of films, print materials and special traveling exhibits. The rest was budgeted for regional center activities, training, research and evaluation, consultants and technical support, and administrative costs. None of the actual production of these media or print materials is performed by the SIS itself. It is done by the radio and T.V. services of the Ministry of Information or by contract to outside organizations. All of the planning, policy review and design, however, is carried out by SIS itself. Once the materials have been produced, except for radio, T.V., newspapers and magazines, distribution is carried out by SIS and its regional centers.

Other ministries and private and public organizations also utilize the print materials, films, and some tapes and slides which have been produced by SIS. These materials range from simple economic (population IEC) themes to specific contra-

ceptive (family planning IEC) themes. Some are very general and low key and others range from contraceptive information to specific medical procedures such as the insertion of an IUD.

The baseline survey which produced the material cited earlier and a follow-up survey which will begin in 1983 have been conducted by an outside research organization, which although considerably slower than the evaluations carried out by advertising agencies, are very useful in program evaluation and future design.

B. Family of the Future (FOF)

Although the Ministry of Health has a much larger system capable of carrying out IEC and has a much larger budgetary input from both national and international sources, the smaller Family of the Future organization conducts a better IEC program. It is a private organization which shows the impact of the funding received from USAID. To walk from the crowded and ill-equipped Ministries of Health and Information into the smoothly-functioning and well-equipped offices of the FOF is a striking example of the problems inherent in national development. Like first-class Egyptian hotels and airlines, the FOF can pay higher salaries than the government, hire and fire much more easily, and operate without the restrictions and delays which one finds in the government programs. Also, it is an urban program which makes it far easier to reach its target audiences. Its two-fold purpose, therefore, (1) to inform the general public about family planning and (2) to promote FOF products for sale by pharmacies and private physicians to the general public is far easier to attain. FOF carries out its work in two ways: (1) interpersonal communication to help the professionals and in turn the general public; and (2) mass media programs promoting its products: Tops condoms, Amman foaming tablets, Copper T and Copper 7 IUD's and, in the near future, oral contraceptives. Like the SIS, the FOF must get general policy guidance from the IEC Coordinating Committee and from the Ministry of Health. It has been able to move much more quickly, however, due to its small size and its limited objectives.

Since the effectiveness of the FOF program is measured in terms of its sales and users per year, it is much more easier to evaluate than the other IEC programs in Egypt. Since its inception in 1979 as part of the Cairo Family Planning Association, it had developed 105,700 users by the end of 1981 and, although the figures are not in for 1982, it is anticipated that it will be more than double that amount.

C. Ministry of Health Second Population Project

The major portion of the several million dollar IEC program in the Second Population Project was designated for hardware: 32 IEC vans, 1 theatre van, equipment for 41 listener-viewer

clubs, a printing and audio-visual center to make the MOH Roda Center a more effective production unit, and audio-visual aids for health units, health centers and for several thousand home visitors who would be trained to contact the ultimate contraceptive users in the rural and urban areas of Egypt. The plan for this IEC program within the Second Population Project was a very ambitious one. It included the production of several 16 mm films, tape/slide shows, several thousand health personnel in health units, health clinics and in the field to use simple audio-visual materials in support of their health and family planning education program.

As of 1983, the last year of the Second Population Project, an IEC staff of three has been in place for only one year and little progress has been made in either the production of the planned materials or the training of personnel to use them. Hardware has been acquired, however. As of January 1983, one contraceptive methods leaflet and one card have been produced in quantities of 200,000 each. Some programs have been conducted by the vans and a number of programs in the listener-viewer clubs, utilizing 16 mm films rather than radio and T.V. are being carried out.

The Ministry of Health Second Population Project is a far more difficult program to carry out than either the FOF or the SIS program. The goal of the Ministry of Health in this program is to reach the end users, to inform them of the contraceptives available, instruct them in how to use them, and encourage them to maintain their continuance of contraceptive practice. To reach the village level with this kind of program is the hardest job of all. Thus, to criticize the MOH for having achieved little progress and to praise the FOF and SIS for having partially achieved their goals is unfair. However, it is fair to say that both the SIS and FOF have produced programs and materials, whereas the MOH in its four years of the Second Population Project has produced practically nothing. It is easy to see how the FOF with a small and better-paid staff and with better equipment and other resources could carry out its objectives. It is also easy to see why a Ministry devoted to the production of information programs and materials could succeed in a population IEC program better than a Ministry devoted to the delivery of health systems, even though they both had access to similar large amounts of outside funding.

One of the most important factors, however, in the productivity of the SIS program is the presence of two consultants - one American and one Egyptian - who had the experience and support to develop a large IEC program. The Ministry of Health Second Population Project is using a considerable amount of SIS material and will continue to do so until its own leaflets and pamphlets are in production. Neither the SIS nor the MOH

Second Population Project, however, have succeeded in distributing these materials to the end users in rural areas. An occasional poster may be seen in a very few of the most remote villages, but no leaflets or pamphlets in any significant numbers are available to women seeking information about family planning in these remote regions. Egypt, of course, is not alone in this situation; almost no family planning program worldwide has totally resolved this problem.

D. Population and Development Project (PDP)

Although the PDP program is primarily a contraceptive distribution effort in a limited number of governorates in Egypt, it still must utilize some IEC techniques to inform the mothers in the villages about family planning. This has been carried out basically through face-to-face communication by training local women to work in the villages to encourage their peers to come to the local MOH health facilities for family planning advice and assistance. A very few simple IEC materials have been developed to support this effort, and at the moment, a number of workers have been trained in the use of the MacMillan Visual Learning System (magnetic boards) which have been purchased by MOH Second Population Project. These boards are difficult to use in a household situation, however, and will probably end up being used in fixed installations of the MOH or not at all.

The PDP project has been in operation since 1977 and prevalence rates are more than double in the PDP areas than in the non-PDP area. (See Attachment II of the Appendix: IEC Country Profile) Most of this success is undoubtedly due to the fact that it is a village-oriented program rather than to any help which IEC materials or training may have given it.

E. The Egyptian Fertility Care Society (EFCS)

The EFCS was established in 1974 to support a university-based voluntary sterilization program in eight medical schools. Since 1979 it has been carrying out wider training programs and has produced a bi-monthly bulletin for doctors and pharmacists. It now holds regular day-long seminars for physicians and other leaders in various governorates in what it calls its health education program. It also does a series of T.V. programs on the health hazards of multi-parity. It is a small organization and does not pretend to have what can be called an IEC program even though it does work in the adult education field and, in the case of the T.V. programs, the mass media area.

F. Ministry of Education (MOE)

A small population education program has been conducted by the MOE since 1974. Since in-school education is generally not a part of national IEC programs, this small project which

includes summer workshops, education bulletins on family planning, and booklets and curriculum guides for school classes, will not be covered in this report.

G. Other Population Projects

The Ministry of Health conducts a number of training and other programs in population as do the following groups: the Ministry of Agriculture and Information, the Ministry of Manpower and Vocational Training, the Ministry of Social Affairs, the Egyptian Family Planning Association, the Cairo Family Planning Association, and in the research and evaluation field, a number of Egyptian research organizations. In addition, a number of foreign donors work in the family planning field, including the Germans, the British, Church World Services, Family Planning International Assistance, Ford Foundation, Pathfinder Fund, the Rockefeller Foundation, and others. In none of these family planning or population programs, however, is there an IEC component.

III. INTERNATIONAL ASSISTANCE

The three largest donors in the population/family planning field are AID, the World Bank, and UNFPA.

A. AID-funded Activities and Proposals

By far, the largest program funded by international or bilateral funds is the SIS program. As was mentioned before, the budget for 1982 was \$3.3 million. This was not fully expended because of the sheer inability of the SIS and Ministry of Information systems to reach their goals in production and programming. This may well be true of future years, even though similar or larger amounts of funding could be made available to the Ministry of Information and SIS.

Due to differences between and among SIS, AID, and the University of Chicago, the two consultants to SIS are now hired directly by SIS with AID funds. This is not totally satisfactory to all concerned, and plans are underway to change or add to this system by the use of local advertising agencies working for the SIS using AID funds or for another Egyptian institution, such as the SIS or the Cairo Family Planning Association, to carry out media programs with funding from USAID channelled through an American or Egyptian supervising agency.

An approach was made to the Johns Hopkins University Population Communication Services project, recently funded under an agreement with USAID/Washington. A number of proposals have been discussed regarding the PCS relationship within the IEC program in Egypt. None of these seems appropriate to PCS at this time due to the distance, problems of fielding personnel, rivalries between a number of Egyptian organizations, problems which would arise with the Ministry of Health programs, and problems relating to the American organizations and personnel already working in the IEC field or in programs related to it. Some of these problems were instrumental in causing the University of Chicago to terminate its relationship with the Egyptian IEC program.

Regardless of the criticisms which may be leveled against it, the SIS program and its consultants have worked exceedingly well and have produced materials in the face of obstacles which have caused other government bureaucracies to fail. To eliminate the two consultant positions in the SIS prior to putting into place a plan which would work equally well and personnel who could carry out that plan as well as has been carried out by the two consultants to SIS would be a great mistake in the opinion of this consultant.

Several plans have been proposed by USAID/Cairo and by organizations which have been working in the IEC field in Egypt.

The Porter, Novelli and Associates advertising agency has proposed that it take over the technical assistance to the IEC programs, utilizing the existing subagreement with Triton Corporation. Triton Corporation staff are not pleased with this arrangement since they could themselves conduct technical assistance for this program, and were Porter Novelli to do it, they would receive nothing for their role in this "pass-through" arrangement. Porter Novelli does not wish to use its subcontract with Johns Hopkins because it would be unable to receive any profit for this effort.

AID has a number of possible options, some of which might be used in combination to solve the problem: (1) continue the two IEC consultants at SIS; (2) through SIS, finance a local advertising agency to plan, design and supervise the media and print production of the Ministry of Information and SIS; (3) finance Triton or Porter Novelli through its existing arrangement with them to carry out the technical assistance needed to conduct the IEC program; and (4) request PCS to carry out specific technical assistance tasks in addition to the general supervision which would be carried out by Triton or Porter Novelli.

This consultant would counsel that USAID/Cairo do all four. (1) Continue the IEC consultants at SIS until (2) they can slowly involve a suitable local advertising agency in the process, and until (3) Porter Novelli or Triton slowly assumes a cooperative relationship with SIS and the local advertising agency in technical assistance; (4) once this process is complete or in matters not related to this process, PCS could do specific technical assistance tasks for USAID/Cairo.

The cardinal principle to be followed in this process would be continuity. A number of organizations have had good experience in Egypt and they should be utilized as much as possible. The two consultants, Higgins and Sharaf, have orchestrated a fine IEC program within the Ministry of Information and SIS. They should be key actors in any future development if at all possible. Porter Novelli and Triton have both done excellent work in Egypt and also should be slowly incorporated into the new design should they and USAID/Cairo wish. PCS staff would be pleased to assist in any way possible in a technical assistance role, but does not feel that it can coordinate the transition of this program from its present state to the new one envisioned by USAID/Cairo. This role should be assumed by the AID officer in charge of population/family planning IEC in the country rather than by a private institution in the United States. The alternative to this, as in a number of USAID programs abroad, would be for Johns Hopkins University to establish an operational office in Egypt with a Chief of Party, and the necessary staff to coordinate IEC activities. Since population/family planning IEC is but one of the activities in this field being conducted by USAID/Cairo, it would seem to this consultant to be inappropriate either managerially or financially to try to establish such an office at this time.

B. World Bank

The World Bank Second Population project, which began in 1979 and is scheduled to expire in December 1983 unless an extension is given, has spent \$12.9 million of a \$25 million credit. The U.K. Overseas Development Administration (ODA) has also contributed to this Ministry of Health project as has the Egyptian government. As was mentioned before, only a small portion of this project is in the IEC field and most of that has been in the purchase of IEC equipment, probably totalling around \$1 million. The largest expense was 32 IEC vans, which are now ready for operation. T.V. sets and cassette players for the 41 listener-viewer clubs and 16 mm projectors for health units and health centers make up the other major item of this budget. The ODA had made its contribution in equipment to the Roda Center and to the purchase of 1,000 MacMillan magnetic boards. These purchases have already been completed. The weakness of the World Bank IEC project lies in the fact that the three personnel for the IEC headquarters division were not appointed until 1981 and van personnel and health educators in the seven governorates were not trained until late 1982. This, together with the fact that none of these people had been part of an IEC program prior to their appointment, has meant that practically no materials have been produced. In fact, as of January 1983, only one leaflet in sufficient quantity to be useful and of the type that would be helpful to health units, health centers, and health educators has been produced.

The World Bank inspection team, which concluded its work in February 1983, has recommended that the decision to continue expenditures on this project should be made in October when the next mission goes to Egypt. The decision as to whether or not a third population project will be carried out is put off until a future date.

C. UNFPA

Although the UNFPA has contributed a substantial amount to the Population and Family Planning Board PDP program, only a small percentage of this has been for IEC.

D. Others

None of the other international, national or private foundations mentioned previously has contributed funds to programs which can be specifically identified as in the field of IEC.

IV. CONCLUSIONS AND RECOMMENDATIONS

The greatest single problem in the IEC field in the Egyptian population/family planning program is that little or no support material to maintain a family planning program is reaching the village level. Fieldworkers who actually distribute contraceptives and health educators and motivators who actually work with village people are fortunate to have contraceptives at their disposal, much less to have any simple IEC leaflets, pamphlets, or audio-visual aids to assist them in their work. This has not been the responsibility of the FOF program, since it is aimed at an urban public and its purpose is to support the sale of contraceptives. It is also not the responsibility of the Egyptian Fertility Care Society which has a much more limited function at the upper levels of Egyptian society. It might even be said that it is not the function of the State Information Service, which has conducted its campaigns in the field of general awareness that there is a population problem and that there are family planning practices which will help to solve that problem and to bring better help to Egyptian mothers and children through child spacing. If the SIS were also responsible for helping persuade women to accept family planning and make contraceptive usage easier and more effective and permanent, then it has failed in this mission.

Clearly this latter IEC job should be primarily the responsibility of the Ministry of Health, and to a lesser extent of the PDP. It is in the hospitals, clinics, health units and health centers that women can be reached through MCH programs. It is through the MOH extension workers, including home visitors and motivators, that village women and their husbands can be reached to help them choose family planning and to assist them in continuing contraception.

The problem faced by USAID/Cairo related to the future of its population family planning IEC program is spelled out in some detail in PART III INTERNATIONAL ASSISTANCE, A. AID. The summary conclusion here is that USAID/Cairo should:

1. continue the IEC assistance and consultants at SIS until
2. they can involve a suitable local advertising agency in this process, and until
3. Porter, Novelli and Associates or Triton slowly assumes a cooperative relationship with SIS and a local advertising agency in technical assistance.
4. Once this process is complete or in matters not related to this process, PCS could carry out specific technical assistance tasks directly supervised by USAID/Cairo.

The conclusion, then, is that it would be very difficult and possibly even disastrous for Johns Hopkins University to involve itself in an attempt to coordinate the numerous organizations at work in the Egyptian IEC field and to administer the program with policies and

directives potentially emanating from USAID/Cairo, USAID/Washington and the PCS project at JHU in Baltimore. Thus, this consultant concludes that PCS should not attempt to perform these functions and that USAID/Cairo should review very carefully all the studies and recommendations made by the large number of persons recently involved in this effort and come up with a comprehensive IEC plan which can be monitored effectively by USAID/Cairo.

PART V. APPENDIX: IEC COUNTRY PROFILE

Prepared by: Lalit Kraushaar
March 1983

V. APPENDIX

COUNTRY PROFILE*

ARAB REPUBLIC OF EGYPT

March 1983

A. Demographic Information

Total population - mid-1982 (in millions) - - - - -	44.8	(20)
Population projected in year 2000 (in millions) - - -	66.7	(20)
Crude birth rate - mid-1982 - - - - -	43	(20)
Crude death rate - mid-1982 - - - - -	12	(20)
Rate of natural increase (percent) - - - - -	3.1	(20)
Total fertility rate - mid-1982 - - - - -	6.0	(20)
Total fertility rate - mid-1976 (estimated) - - - - -	5.2	(24)
Number of women age 15-44 in union--1981 (in thousands) - - - - -	6,041	(9)
Average age of marriage for females--1981- - - - -	22	(19)
Population under age 15 (percent) - - - - -	40	(20)
Population over age 65 (percent) - - - - -	4	(20)
Urban population (percent) - - - - -	45	(20)

Internal migration patterns: Rural to urban. Migration from rural to urban in Egypt is rising steadily. A great proportion of the migrations from Southern Delta and southern Upper Egypt flow into Greater Cairo. (2)

B. Social Information

Literacy - percent male/female adults
literate - - - - - 57/29 (19)

Language(s) used: Arabic, English, French (5)

Tribal or ethnic distribution: Egyptian, Copt, Bedouin, Nubian (5)

*Sources are indicated in parenthesis; full citations are provided in the "References" section at the end.

faces the Egyptian people in their drive towards raising the standard of production in this country in an effective and efficient way. Attempts at family planning deserve the most efforts by modern scientific means."

In 1965 a Supreme Council for Family Planning was founded and in 1966, an Executive Board of Family Planning (later, the name was changed to Population and Family Planning Board) was established to launch a national family planning program by using the health infrastructure of the country (15). The family planning program is emphasizing childspacing for younger women, and in the interests of health, birth limitation for women over age 35.

In 1973, a Ten Year National Population and Family Planning was adopted (1973-1982). The demographic objective of this plan is to maintain a decrease of one per 1,000 in the crude birth rate over the decade (9).

F. Government Family Planning Agencies

1. Supreme Council for Population and Family Planning

The Supreme Council for Population and Family Planning is the overall national institution for population activities. The Council is presided over by the Prime Minister who has currently delegated the Minister of Health to chair the Council meetings (7).

2. Population and Family Planning Board (PFPB)

The PFPB is the Council's technical body which assists it in the planning, programming, monitoring, coordination and evaluation of policies and programs. It has a bureau in each Governorate (7).

3. Ministry of Health (MOH)

The MOH has provided family planning as a part of primary health care services. At the national level, besides the Minister of Health and First Under Secretary of Health, family planning services management also includes the Director General for Family Planning. Five functional units have evolved within this department: programs and training; field supervision; social services and communication; administration; and architectural matters. An additional committee for family planning representing interested ministries, and a senior advisor for family health also advise on program management at the central level of the MOH (14).

The MOH's population projects include, among others, the First and Second Population Projects of the World Bank, USAID Rural Health Project, Urban Health Project and Family Planning Project.

4. Ministry of Social Affairs (MOSA)

The MOSA has introduced population and family planning courses into the pre-service training of its staff. In addition, many of the university graduates who serve their period of obligatory public service with MOSA spend one year in family planning work. MOSA has also trained more than 1,200 raedas to help meet the needs of rural women.

The establishment of the National Commission for Women under the chairmanship of the Minister of Social Affairs and of a Department of Women's Affairs in MOSA has accelerated the process of turning legislative and social goals into realities in terms of status and educational and paid employment opportunities. It is widely recognized that these policies and opportunities for raising the status of women create a much more favorable climate for adoption of small-family norms and acceptance of family planning (14).

5. Ministry of Education (MOE)

The MOE introduced population concepts into intermediate and secondary school textbooks in 1974. The MOE, with UNFPA assistance through the PFPB, has established a series of teachers' guide books in the field of integrated population education entitled "Teachers' Series for Population and Environmental Education" (17). But most of the teachers have not been trained.

6. Ministry of Information and Culture

The Ministry of Information and Culture also has a Health and Family Planning Unit. A weekly radio program is devoted to family planning, and family planning ideas are also introduced into radio programs for youth, farmers, women and workers. This Ministry also promotes family planning through articles and advertisements in newspapers and magazines (14).

7. Ministry of Agriculture (MOA)

The MOA serves some 4,000 cooperatives in rural villages throughout the country. The Rural Information Council produced one paperback book monthly as an information source for literate farmers. These books deal with a variety of topics including family planning (24).

8. American University in Cairo, Social Research Center (AUC/SRC)

AUC/SRC was the executing agency for the Population and Family Planning Research in the Middle East and the Expanded Household Contraceptive Distribution Demonstration Project in Menoufia Governorate. The first project was a pilot study initiated in 1974 in a rural area (Sharawan, Menoufia) and an

urban area (Cairo). The second project was carried out in 38 villages in 1976. The major goal of the pilot study and the 38-village project was to make contraceptives available to all eligible women desiring to use them. The AUC/SRC implemented the projects with the cooperation of the government health services in Menoufia and with technical and financial support from USAID (16). Dr. Saad Gadalla is the Director of the Social Research Center.

G. Private Sector Family Planning Agencies

1. Egyptian Family Planning Association (EFPA)

Besides providing family planning services, the EFPA is responsible for coordinating and supervising all voluntary family planning activities in the country. The role of EFPA complements and strengthens the official national family planning program. In 1977, the EFPA had 22 branches with 437 clinics, of which 153 were in rural communities (10). The EFPA is a full member of IPPF, but the IPPF grant covers only EFPA central operations and special projects. Branches are financed by the Ministry of Social Affairs. The EFPA has a strong component of the I & E program which has been directed towards natural leaders, youth and women in the rural areas.

2. Family of the Future (FOF)

Family of the Future started its Community Based Family Planning Services program in 1979 as part of the Cairo Family Planning Association. It became an independent private agency in 1980. FOF is one of several commercial retail sales (CRS) programs operating around the world. The purposes of the project are to increase awareness and demand for family planning services, and to establish a supply system which makes contraceptives readily available through commercial outlets and physicians' offices. USAID has provided funding for this project since September, 1980. Over the fiscal years 1980 and 1981, USAID was expected to obligate \$10.9 million to the project. The products promoted in this program are condoms, foaming tablets and Cu T and Cu 7 IUDs. Initially the distribution was done through a private pharmaceutical distribution company, but the FOF is gradually taking over direct responsibility for this function through its sales force of six medical representatives and two distributors. The mass media and more than 100 volunteers have been utilized to advertise and promote the products and the program (1, 12).

3. Coptic Evangelical Organization of Social Service (CEOSS)

CEOSS is providing family planning services within the overall socioeconomic approaches that govern its program.

4. Cairo Family Planning Association (CFPA)

CFPA, in conjunction with the EFPA, supported by IPPF, launched a trial commercial marketing of contraceptives in Cairo in 1979. Its project later became Family of the Future as mentioned in #2 above.

5. International Islamic Center for Population Studies Research

Family Planning International Assistance has provided a grant of \$90,026 between July 1982 - June 1983 for the International Islamic Center for Population Studies and Research to provide family planning IEC and services at two hospitals in Cairo as well as in 10 villages located in Sharkia Governorate. As part of the project, 210 nursing students and 50 postgraduate students also will be trained in the provision of family planning services.

H. Other NGO's Related to Pop/FP

1. Workers Education Association (WEA) of the Trade Union Federation

WEA currently serves its members through six institutes which deal with areas of specific interest to trade unionists. The seventh institute is being planned to cover population education (24).

2. The Supreme Council for Youth and Sport

The Supreme Council for Youth and Sport comprises representatives of both governmental and nongovernmental organizations concerned with youth. The Council has considerable outreach through 3,000 youth centers and includes population education in its youth camps which reach about 4,000 boys and girls each year (24).

I. Family Planning Services

Family planning services in Egypt are widely available. In 1978 in rural areas, there were 2,370 rural health units and centers. In urban areas there were approximately 214 maternal and child health centers, 291 health offices, and 273 hospitals. The country had a total of 2,996 government family planning units of varying types. In addition the EFPA ran 640 centers devoted exclusively to family planning. Family planning services are also available through pharmacies and private physicians (14). (See Attachment I for contraceptive services among service organizations, according to method, and Attachment II for comparison of PDP and non PDP areas).

J. Contraceptive Prevalence

In mid-1981, 20 percent of the women ages 15-44 in union were using contraceptives (19).

K. CPS or WFS Studies - Previous and/or Planned

The Egyptian Fertility Survey was conducted in two phases. The main field work of the first and second phases of the survey was carried out in February and March and in May and June 1980, respectively. The First Country Report was expected towards the end of 1982 (26).

The Contraceptive Prevalence Survey had also been conducted and completed in 1981. The final report was published in March 1983.

L. AID Population Officer

Name	Address
1. Mr. Thomas Reese, III	U.S. Agency for International Development c/o American Embassy Cairo, Egypt
2. Mr. Tim Siems	
3. Ms. Laila C. Stino	
4. Ms. Laura Slobey	

M. Foreign Assistance Programs

Bilateral

1. USAID

USAID is the most substantial bilateral donor supporting the Government of Egypt population program, having allocated \$16.7 million in the financial years 1977-1979 inclusive, and \$10 million in 1980, and having hypothecated a further \$15 million for 1981. The largest input was initially towards integrated social service delivery (ISSD), primarily for the Menoufia project, with the Menoufia Governorate implementing the action and American University of Cairo the research components. The project has involved substantial household distribution of contraceptives and oral rehydration salts. USAID has also been a major supplier of contraceptives and has been involved in the renovation of El Galaa Maternity Hospital, in-service training in family planning and health at the Higher Institute of Public Health in Alexandria, Tanta, Menia, and Zagazig. A recent input has been the mass media campaign conducted by SIS at a total estimated cost of \$3 million.

USAID is expected to provide support to FOF's project as mentioned in H.2. A further \$5.4 million was expected to assist in the expansion of PDP within certain village council areas not yet reached by PDP in governorates in which it has already made a start. In addition, \$3 million has been

allocated for training and another \$3.5 million for IEC as a continuation of the mass media component of the overall communications program as distinct from a face-to-face element (24).

A.I.D. Bilateral Population Program Assistance
(in \$ thousands) in Egypt (6)

<u>Total</u> <u>FY 1968-81</u>	<u>Planned</u> <u>FY 1982</u>	<u>Requested</u> <u>FY 1983</u>
\$45,200	\$22,256	\$25,000

2. U.K. Overseas Development Administration (ODA)

ODA has provided a team consisting of two public health nurses and a nutritionist who assist the Menia Governorate, particularly in the field of training and home visiting.

3. The Federal Republic of Germany

The Federal Republic of Germany has posted an experienced medical consultant to MOH and is primarily involved in a pilot project to upgrade the facilities and acceptance rates of health and family planning services in 21 rural health units of three governorates - Alexandria, Dakahlia and Sharkia - and under a recent extension another 16 rural health centers will be covered within the same three governorates (24).

4. Danish International Development Agency

The Danish Government has contributed \$630,000 toward the construction of PFPB's National Population Center at Mahdi (24).

5. Finland

The Government of Finland has made a contribution equivalent to \$1 million toward the upgrading of a Pediatric Teaching Hospital attached to Cairo University. It is also assisting with the upgrading of rural health facilities in the Beba district of Beni-Suef Governorate at an estimated cost of \$2 million over a period of three years.

6. The Netherlands

The Government of the Netherlands has funded a research project on "Development" in Menia and Menoufia Governorates.

Multilateral

1. UNFPA

UNFPA assistance to Egypt began in 1969 with the provision of contraceptives supplies and the funding of biomedical research

through the United Nations Children's Fund (UNICEF) and the World Health Organization (WHO). Two years later, an agreement was signed covering UNFPA aid to the national program for the period 1971-1974. By 1975, UNFPA support totalled \$6.7 million.

A second agreement, for the five-year period 1976-1980 covered assistance amounting to \$10 million; 15 percent of this amount was made available to CAPMAS, and almost all the remainder to PFPB. PFPB was preparing a request for further assistance under a proposed third agreement (24).

In addition UNFPA was the executing agency for several population/family planning related programs in Egypt both by itself and with other UN organizations:

-UNFPA assisted the Government in conducting a sample survey regarding fetal and infant mortality in both the urban and rural populations in order to provide inputs for economic and social development planning. Cumulative expenditures through 1978: \$57,843. Budgets: 1979, \$97,782. 1980: \$66,500 (25).

-UNFPA provided assistance for a study being conducted in Egypt as part of a global project of the Institute of Society, Ethics and Life Science (ISELS) to examine the role of cultural values in the formulation of population policies and to conduct research on the role of cultural values and social groups in the implementation of population programs. Cumulative expenditures through 1978: \$69,000. UNFPA also assisted in the Egyptian Fertility Survey (initiated in 1978). Budgets: 1979, \$195,305; 1980, \$51,235 (25).

-UNFPA/UNICEF assisted the Supreme Council in various aspects of (a) socioeconomic research, e.g., the extent of coordination between education and manpower needs, internal and international migration, information content of communication programs, (b) action research, especially the relationship between integrated rural development and the population problem, including the creation of employment opportunities for women in rural areas. Cumulative expenditures through 1978: UNFPA, \$300,027; UNICEF, \$77,108; Budgets: 1979, UNFPA, \$74,763; UNICEF, \$23,858; 1980, UNFPA, \$67,148 (25).

-UNFPA/UNICEF assisted the Population and Family Planning Board by providing raw materials for the manufacture of oral contraceptives for distribution through Government delivery points. Cumulative expenditures through 1978: UNICEF, \$2,571,680; Budgets: 1979, UNICEF, \$113,886, UNFPA, \$48,500, UNFPA \$55,000.

-UNFPA/UNICEF were the executing agencies for the population and development program (initiated in 1977) to provide a link between population objectives and development efforts at the local level. Cumulative expenditures through 1978: UNFPA, \$621,789; Budgets: 1979, UNFPA \$780,718; UNICEF, \$274,023; 1980, UNFPA, \$709,541 (25).

-UNFPA/United Nations assisted the Central Agency for Public Mobilization and Statistics in the population and housing census (initiated in 1973). Budgets: 1979, United Nations, \$79,936; UNFPA, \$1,232 (25).

-UNFPA/United Nations/WHO/UNESCO/UNICEF/Planned Parenthood Association, Chicago Area, Training and Research Center were the executing agencies for communication, education and training programs. These agencies assisted the Supreme Council in family planning communication (particularly for groups in rural areas and through various governmental administrative levels), population education (for administrative leaders, family planning trainers, clinical personnel, communicators, opinion leaders, physicians, trade union officials, etc.). Funds were for national experts, salary support, fellowships, training materials, workshops, etc. Cumulative expenditures through 1978: WHO, \$5,479; United Nations, \$42,370; UNESCO, \$18,824; UNFPA, \$74,763; UNICEF, \$23,858; 1980, UNFPA, \$67,148 (25).

2. The World Bank

The World Bank provided funding for the First Population Project between 1974-1979 for \$5 million. The Government of Egypt provided \$6.38 million. The Second Population Project, initiated in May 1979, cost \$60.3 million. The World Bank financed \$25 million, while the Egyptian Government provided \$27.3 million for the period of five years. The project is designed to help reduce fertility, infant mortality and morbidity in seven of the country's 25 governorates, containing 26 percent of the population.

The project includes: an expansion of information, education and communication and home visiting activities to increase demand for MCH/FP services; training programs for fieldworkers and for supervisory and maintenance staff; the provision of clinics, equipment and vehicles; and the strengthening of evaluation and research capacity.

The credit will finance: audio-visual equipment for the use of health centers, radio and television listeners; clubs and training centers; 16 mobile IED units and "Theatre Caravan" for folk media shows; motivational kits for 10,500 home visitors; films and other audio-visual materials, the construction and equipment of six multi-purpose training centers; the construction and equipment of 48 rural and nine urban health centers; additional equipment for existing health centers; audio-visual and training equipment and furniture for the Egyptian Family Planning Association; the purchase of 238 ambulances, pick-up vans for clinics, 31 buses and mini-buses for training, one for research and evaluation, and for the Egyptian Family Planning Association; technical assistance for research and evaluation, management, training; IEC; architecture and home visiting; incremental operating costs for incremental staff, home visitors, vehicles, training materials, research and evaluation, IEC and new clinics; and innovative activities (25).

3. UNICEF

UNICEF assistance from general resources over the period 1979-1981 was estimated at \$5.7 million, the major contributions being towards health and immunization, family and child welfare, basic education, and water supplies and sanitation (24).

4. WHO

The WHO Special Program on Human Reproduction has assisted Egypt substantially, both through its network of collaborating centers and through its task forces, which are studying aspects of human reproduction, with emphasis also on clinical trials into the acceptability of new and tried methods of fertility regulation (24).

5. FAO

Besides being involved in the implementation of the population communications components in the Development Support Communications Units for Newly Reclaimed Lands, FAO has endeavored to incorporate an understanding of population concepts in the curricula of rural development institutions (24).

6. United Nations Development Program

One specific project in which UNDP's assistance takes account of population objectives deals with education aids for pre-school children.

Non-Governmental

1. Association for Voluntary Sterilization, International Project (IPAVS)

- a. A grant of \$33,650 (1977-1978) to the Egyptian Fertility Control Society to establish a national association for voluntary sterilization and expand its national resources and assistance services. A grant of \$95,150 (1978-1979) was provided to continue with this program. IPAVS also assisted in establishing an Equipment Repair and Maintenance Center for the purpose of serving all publicly donated endoscopic equipment in Egypt. Budget for 1978-1979, \$2,546.
- b. A grant of \$6,643 (1976-1978) to Misr Spinning and Weaving Company Hospital in Mehalla Kubra to incorporate laparoscopy services into the hospital family planning clinic.
- c. A grant of \$36,785 (1978-1979) to Faculty of Medicine, Zagazig University to establish for the women of Sharkya Governorate a female voluntary sterilization program; and a grant of \$25,890 (1979-1980) to provide continuing support of the surgical contraceptive training and service

program at Zagazig University Hospital, including an information and education campaign via a mobile outreach team (25).

2. Church World Service, Family Life and Population Program/CWS/FLPP).

CWS/FLPP has been supporting the program of the Coptic Evangelical Organization for Social Services for family planning services and education since 1973. Work is being conducted in 13 villages in the Minia area. Grants for 1978 and 1979, \$14,000 per year (25).

3. Ford Foundation

The Ford Foundation provided grants for individual researchers at Assiut University (25).

4. International Development Research Center (IDRC)

IDRC provided a grant to the International Islamic Center for Population Studies and Research of Al-Azhar University, Cairo to conduct research on postpartum contraception. Total budget for three years, \$87,970 (25).

5. International Fertility Research Program (IFRP)

IFRP provided assistance in the introduction of a new technology and in the development, implementation and analysis of research in various techniques of fertility management (25).

6. International Planned Parenthood Federation (IPPF)

IPPF has been providing assistance to the Egyptian Family Planning Association since 1963. IPPF provided a grant to FOF to conduct its community based family planning project as mentioned in H.2. IPPF grants-1978 actual, \$408,700; 1979 estimated \$409,200; 1980 projected, \$638,300 (25).

7. International Statistical Institute/World Fertility Survey (ISI/WFS)

ISI/WFS, in cooperation with the Central Agency for Public Mobilization and Statistics (CAPMAS) and with funds from UNFPA, assisted the Egyptian Government in carrying out the national fertility survey in 1978 (25).

8. The Pathfinder Fund

The Pathfinder Fund provided a grant to the Department of Ob/Gyn of Ain Shams University for the comparative sterilization project, and a grant to the Family Planning Association of Alexandria to promote family planning services among populations without significant services. Total budgets for these two grants are \$31,390 and \$26,925 respectively (25).

9. The Rockefeller Foundation

The Rockefeller Foundation provided a grant to Assiut University towards the cost of studies on adaptation of contraceptive technology for local use. Budget for 1977-1978, \$24,940 (25).

10. Program for the Introduction and Adaptation of Contraceptive Technology (PIACT)

PIACT has provided support to various agencies in Egypt related to contraceptive technology for local use: the Family Planning Association of Alexandria; Assiut University; the Population and Family Planning Board; University of Alexandria; and National Organization for Drug Control and Research.

PIACT also has country program which implements research studies and other activities which focus on the cultural acceptability of products and support materials (25).

11. Family Planning International Assistance (FPIA)

FPIA has provided support for Egyptian population and family planning programs through private organizations and universities. FPIA provided \$176,494 between 1980-1981 to Bishopric of Public Ecumenical and Social Services for its family education program, \$81,533 to Coptic Evangelical Organization for Social Service for Community Based Family Planning in rural Egypt between 1981-1982 and provided \$69,238 to Faculty of Medicine, Tanta University for the training of fourth-year medical students in family planning education and service delivery from December 1980 to November 1981 (25).

N. Representatives of Other PVOs:

<u>Agency</u>	<u>Name of Representative</u>	<u>Address</u>
1. UNFPA	Mr. Hamed Fahmy UNFPA Deputy Representative Population, UNDP	P.O. Box 982 Cairo, Egypt Tel: 651-315
2. World Health Organization	Dr. Hussein Gezairy Regional Officer for the Eastern Mediterranean	P.O. Box 1517 Alexandria, Egypt Tel: 300-90
3. The Pathfinder Fund	Dr. Tarick Abol Dahab	3 Finney Dakki Cairo, Egypt
4. The Population Council	Leil Erda, Ph.D. Acting Director	P.O. Box 115 Dakki Cairo, Egypt Tel: 721-942

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|----|--|--------------------------------------|---|
| 5. | JHPIEGO | Dr. Gamal Serour
Project Director | Reproductive
Health Training
Program
Cairo, Egypt
Tel: 932-749
932-406 |
| 6. | Ford Foundation | Dr. John Gerhart,
Representative | Telex #92615
P.O. Box 2344
Cairo, Egypt |
| 7. | International Development
Research Center | | P.O. Box 14 -
Orman
40 E-1 Messaha St.
Dakki, Giza
Egypt |

0. IEC Resources

Broadcast and Print Media

The Radio and Television Broadcasting Union functions through six broadcasting services and two television channels. Radio has nationwide coverage, whereas television reaches only 65 percent of the country. (Television is expected to reach 100 percent coverage by the end of 1981.) The press in Egypt is well developed. The press reaches an important sector of the public, including policy makers, intellectual and opinion leaders (24). See Attachment III for a list of the press and broadcasting media.

Advertising Firms (22)

1. Radar Advertising

Radar is a private advertising agency, affiliated with McCann Erickson-London, with 25 years of experience in advertising in Egypt. Radar's creativity is better than most but lacks sparkle. Their production quality is very good. Radar has worked with a wide variety of clients.

Michael Zoumbaltis - Director
Jean Attallah - Agency Manager

2. Al Ahram

Al Ahram is a public-sector advertising agency affiliated with Al Ahram newspaper. Al Ahram is an enormous agency with a very large staff and seemingly disorganized structure. Their print work (outdoor and newspaper) is far better than their broadcast creativity and production. Al Ahram has good ties with the Egyptian Government and media.

Assem Khalifa - Account Executive
Ahmed Kamble - Writer

3. Tarek Hasim Productions

Tarek Hashim Productions is headed by an independent television advertising producer/director, considered by most in Cairo to be the premier producer.

Tarek Hasim - Independent Producer
Waheed Modeimar - Freelance Writer

4. Advertising and Marketing Association (AMA)

AMA is a promising private-sector firm.

Jean Mubarek - Creative Director, General Manager
Martin Copus - Media Director

5. American Advertising Agency

Galel Zaki - Creative Director

6. Fiani and Partners

Nagwa Faraq - Production Manager

7. SEP Advertising

Mahmoud Rasheed - General Manager

8. NTTV

NTTV is a private television production company.

Tarek Habib

Communication Training Programs

Public or private social welfare organizations with extension workers and potential for educational or service roles in family planning include:

1. Ministry of Social Affairs

The Ministry of Social Affairs has established the rural women leaders program through which pioneer village girls (raedas) are given five months' training to enable them to help women in their own villages to meet important needs including the need for family planning. Twenty-one leadership training centers were established with the assistance of UNICEF. By 1972 more than 1,200 raedas had been trained. Over the first few years, some 300 rural women's clubs were established as means of promoting participation of women in community development (24).

2. The Workers Education Association (WEA) of the Trade Union Federation

WEA has some 180 worker educators who have been trained by the institute to teach adults about population issues. Most of the trainees are now full-time educators (24).

3. Ministry of Wakf (MOW)

Of the 40,000 mosques in Egypt, 6,000 are quite closely associated with the MOW. Each of the sheikhs or religious leaders in the 6,000 mosques develops his own program to meet the specific requirements of his community, consulting MOW only when there are problems. (Thirty-five hundred of the sheikhs have at least a university degree.) There are education programs for women on family life which encompass teaching the rights of husband vis-a-vis the wife, and the duties of the wife in caring for her husband's economic resources. Over the next five years, MOW proposes to train 3,000 sheikhs, 2,500 administrative personnel and 500 female religious leaders who help to provide religious counselling services to women (24).

4. Ministry of Agriculture (MOA)

The MOA serves some 4,000 co-operatives in rural villages throughout the country. Most villages have one or more agricultural extension workers recruited from the villages they serve. Farmers look to extension workers for seeds, insecticides, literacy programs, and advice (24).

P. IEC Programs and IEC Training

There have been several organizations in Egypt which are involved in the IEC activities in population and family planning. The High Committee for Population Communication was formed in 1979 to coordinate the national program of population information activities. The Minister of Information and Culture is the chairman of the committee which is comprised of representatives from the MOH and other relevant ministries, SIS, the broadcasting and television agencies and the press, and the PFPB. It is served by a Communications Executive Committee (CEC). The major role of the High Committee is clearly that of policy making. In conjunction with its CEC, the High Committee is dependent on the advice of its expert representatives as to current and potential abilities of the different organizations to play their parts within the overall strategies.

The following is a review of some of the major IEC efforts in Egypt today:

The State Information Service (SIS)

The SIS, formerly the information arm of the Ministry of Information and Culture, became the organization designated to carry out the IEC activities of the Family Planning Project. A full-scale mass media campaign was launched in 1980 with funding from USAID and technical assistance from the Social Development Center of the University of Chicago. The first mass media campaign "Look around you, we have a population problem" involved the use of radio and television, billboards, posters, etc. It was followed by a campaign with the theme "Small Families Live Better" and promotion of the national family planning symbol. The first year the campaign succeeded in getting a great deal of attention. The activities for the second year did not progress quite as well as the first year campaign due to the change of leadership in the SIS. When the SIS finally had another new leader in late 1981, the project started going strong again. The SIS media activities during the campaign included: the intensive use of television, radio, press and magazines, posters and printed materials, films, signs and billboards. In addition, the SIS has a network of 50 regional Information Centers to carry out promotional activities at the local level throughout the country (12). (For more details concerning the SIS mass media campaign, see Attachment IV.)

Family of the Future (FOF)

The FOF has had an active IEC program aimed at promoting FOF products and the sale of FOF products by pharmacies and private physicians as well as informing the general public about family planning. It has both mass media and interpersonal communication components in its campaign (12). (Please refer to Attachment V for more details.)

Ministry of Health (MOH)

The MOH has been involved in the production of some materials. It has a materials development and production center on Roda Island. The center has modern equipment for production of slides, tapes, films, video and printed materials. It has, however, produced only a few materials for family planning (12).

Population and Development Project (PDP)

The PDP has developed a number of materials to support its various levels of personnel. PDP has produced two handbooks for raayda refiya and was publishing a regular PDP bulletin but recently stopped because of lack of funding (12). Detailed information on these two handbooks is not available.

Egyptian Fertility Care Society (EFCS)

The EFCS has a small but active IEC program supported by Association for Voluntary Sterilization, International Project. They hold frequent seminars for physicians and opinion leaders, and have

developed a series of T.V. programs that address the health hazards of high parity. EFCS is publishing bi-monthly bulletins on family planning for doctors (English) and pharmacists (Arabic) which are widely distributed throughout the country (12).

Egyptian Family Planning Association (EFPA)

Although running large-scale clinical services, EFPA has a major part of its program activities in information, education and training. EFPA has produced a series of 15 one-minute films, and sound spots have been broadcast on radio. EFPA produces posters, pamphlets and other printed materials as well. EFPA also utilizes a mobile, self-contained audio-visual unit which tours various governorates according to a long-term plan (9).

In terms of IEC training, both SIS and PDP have offered some training courses in population, family planning and communication as part of their activities. The SIS has training courses for its IEC staff as well as staff of other ministries. The PDP puts more emphasis on face-to-face communication. They carry out numerous training programs to develop interpersonal communication skills for their personnel. They use the MacMillan Visual Learning System (magnetic boards) in both their training and outreach activities (12).

Population Education

The Ministry of Education (MOE) has been operating a small population education unit since 1974. The unit has identified areas of intervention for population education topics within the curriculum such as Arabic, religion social studies, home economics, math and science etc.; curriculum guides have been prepared for the primary and preparatory levels, and a curriculum guide for teachers training institutes has also been prepared. The MOE has produced and distributed twenty-three booklets for teachers and supervisors on major concepts of population education, teaching methods and evaluation. The MOE operates a year-long correspondence course in population education for interested teachers and supervisors, conducts a two-week summer workshop each year at Alexandria Family Planning Training Institute, and publishes a quarterly population education bulletin for workshop participants and those enrolled in the correspondence course (12).

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EGYPT
USAID POPULATION SECTOR ASSESSMENT
1982

VOLUME II: ANNEXES

Report Prepared By:

MR. W. PARKER MAULDIN, Team Leader, Senior Scientist,
The Rockefeller Foundation, New York City
DR. H.T. CROLEY, Population and Family Planning Consultant,
Monterey, California
MR. LENNI KANGAS, Population Program Advisor, Bureau for the
Near East, AID, Washington, D.C.
MS. ANN LEONARD, Information and Communication Consultant,
New York City
Dr. GEOFFREY McNICOLL, Deputy Director, Center for Policy
Studies, the Population Council, New York City
DR. EMMANUEL VOULGAROPOULOS, Professor of International Health,
School of Public Health, University of Hawaii, Honolulu

During The Period:

MARCH - APRIL 1982

Supported By The:

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(ADSS) AID/DSPE-C-0053

AUTHORIZATION:
Assgn. No. 582139

Table 1

COMPARISON OF REPORTED CONTRACEPTIVE SERVICES
AMONG SERVICE ORGANIZATIONS, ACCORDING TO METHOD,
JANUARY-JUNE, 1981

Organization	No. of Users (000s) and Percentage by Method				Total No. Users (000s)	Percentage Of All Users	Prevalence Among Married Couples of Re- productive Age
	Pills	IUD	Condoms	Other (Foam, Cream, Diaphragms)			
Pharmacies	358 (50%)	.4	108 (72%)	40 (67%)	506	45%	7.0%
Ministry of Health,	243 (34%)	81 (41%)	11 (7%)	5 (8%)	340	30%	4.8%
Ministry of Social Affairs	109 (15%)	54 (27%)	4 (3%)	3 (5%)	170	15%	2.4%
Family of the Future (FOF)	-	62 (31%)	27 (18%)	12 (20%)	101	9%	1.4%
TOTAL USERS	<u>710</u>	<u>197</u>	<u>150</u>	<u>60</u>	<u>1,117</u>	<u>100%</u>	<u>15.6%</u>
Method Distribution	(64%)	(18%)	(13%)	(5%)	100%		

Source: PFPB Family Planning Service Statistics, January 1982, pp. 11 and 43.

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Table 11
POPULATION AND DEVELOPMENT PROJECT
COMPARISON OF PDP AND NON-PDP AREAS

Governorate	Married Women of Reproductive Age		Cycles of Oral Contraceptives Distributed By Clinics		Oral Contraceptive Prevalence Rate		Number of IUDs Inserted		IUD Prevalence Rate		Number of Condoms Distributed		Total Prevalence Rate**	
	PDP	Non-PDP*	PDP	Non-PDP	PDP	Non-PDP	PDP	Non-PDP	PDP	Non-PDP	PDP	Non-PDP	PDP	Non-PDP
Damietta	78,371	--	99,471	--	19.5	--	0	--	0.0	--	0	--	19.6	--
Dakahlia	325,997	75,136	214,761	15,780	10.3	3.2	1,970	193	1.2	0.5	15,391	1,706	11.5	3.7
Sharkia	346,368	58,548	161,358	8,600	7.2	2.3	776	70	0.4	0.2	2,413	2,515	7.6	2.5
Kallyubia	188,323	--	134,206	--	11.0	--	4,979	--	5.3	--	25,706	--	16.3	--
Gharbia	352,672	--	307,865	--	13.4	--	14,000	--	7.9	--	736	--	21.3	--
Katr El-Sheik	165,943	19,518	110,955	1,312	10.3	--	3,202	--	3.9	--	0	--	11.2	--
Behera	309,325	45,779	76,617	3,282	3.8	1.0	519	56	0.3	0.2	7,190	489	4.0	1.2
Giza	211,424	--	220,311	--	16.0	--	6,090	--	5.8	--	2,396	--	21.8	--
Fayoum	159,678	--	110,290	--	15.4	--	1,477	--	2.7	--	10,757	--	13.1	--
Beni-Suef	150,056	--	83,342	--	8.5	--	6,044	--	8.1	--	3,482	--	16.6	--
Menia	225,063	46,596	132,860	2,229	9.1	0.7	1,710	32	1.5	0.1	28,050	1,280	10.6	0.8
Assiut	231,773	--	53,227	--	3.5	--	60	--	0.1	--	10,877	--	3.6	--
TOTAL	<u>2,744,993</u>	<u>245,577</u>	<u>1,705,063</u>	<u>31,203</u>	<u>10.1</u>	<u>2.0</u>	<u>40,827</u>	<u>351</u>	<u>3.2</u>	<u>0.3</u>	<u>106,998</u>	<u>5,990</u>	<u>13.3</u>	<u>2.3</u>

* Blanks (--) indicate that all rural areas are in the PDP.

** Condom prevalence rates by governorate were so low that they were not calculated.

Source: PFPB, family planning statistics, January 1982, pp. 54-65.

THE PRESS

Despite a fairly high illiteracy rate, the Egyptian Press is well developed. Cairo is the biggest publishing centre in the Middle East.

Legally all newspapers and magazines come under the control of the Higher Press Council. The four big publishing houses of al-Ahram, Dar al-Hilal, Dar Akhbar al-Yom and Dar al-Gomhouriya, operate as separate entities and compete with each other commercially. Dar al-Hilal is concerned only with magazines and publishes *al-Mussawar*, *Hawa'a* and *al-Kawakeb*. Dar Akhbar al-Yom publishes the daily newspaper *al-Akhbar*, the weekly newspaper *Akhbar al-Yom* and the weekly magazine *Akher Saa*.

Dar al Gomhouriya publishes the daily *al-Gomhouriya*, the daily English language paper *Egyptian Gazette*, the daily French newspaper *Le Progrès Egyptien* and the afternoon paper *al-Misaa*.

The most authoritative daily newspaper is the very old established *al-Ahram*. Other popular large circulation magazines are *Rose al-Youssef*, *Sabah al-Kheir* and *al Izaw u'al Television*.

In February 1974 President Sadat ended press censorship, except on military matters, and foreign correspondents in Cairo were relieved of the duty of submitting their reports, except those on military matters, for censorship.

In May 1975 President Sadat set up the Supreme Press Council, under the Chairmanship of the First Secretary of the Arab Socialist Union, to develop the Press and find solutions to its problems.

In November 1978, however, President Sadat abolished the Ministry of Culture and Information, ostensibly freeing the Press from government control. Although the censors have been removed, publishing houses and newspapers remain government-owned and subject to the Higher Press Council, while Editors are personally appointed by the President.

DAILIES

ALEXANDRIA

Barid al-Charikat: P.O.B. 813; f. 1952; Arabic; evening; commerce, finance, insurance and marine affairs, etc.; Editor S. BENEDEUCCI; circ. 15,000.

al-Ittihad al-Misri: 13 Sharia Sidi Abdel Razzak; f. 1871; Arabic; evening; Propr. ANWAR MAHER FARAG; Dir. HASSAN MAHER FARAG.

Le Journal d'Alexandrie: 1 Sharia Rolo; French; evening; Editor CHARLES ARCACHE.

La Réforme: 8 Passage Sherif; f. 1895; French; noon; Propr. Comte AZIZ DE SAAB; circ. 7,000.

al-Safoor: 4 El-Sabafa St.; f. 1924; Arabic; evening; Editor MOSTAFA SHARAF.

Tachydromos-Egyptos: 4 Sharia Zangarol; f. 1882; Greek; morning; liberal; Publisher PENY COURSOUMIS; Editor DINOS COURSOUMIS; circ. 11,000.

CAIRO

al-Ahram (*The Pyramids*): Gallaa St.; f. 1875; Arabic; morning; Editor IBRAHIM NAFEH; circ. 400,000.

al-Akhbar: Dar Akhbar al-Yom, Sharia al-Sahafa; f. 1952; Arabic; Chair. and Editor MOUSA SABRY; Man. Editor AHMED ZEIN; circ. 695,000.

Arev: 3 Sharia Soliman Halaby; f. 1915; Armenian; evening; official organ of the Armenian Liberal Democratic Party; Editor AVEDIS YAPOUDJIAN.

Egyptian Gazette: 24 Sharia Galal; f. 1880; English daily; morning; Editor Dr. AMIN MOHAMED ABOUL-ENEIN; circ. 19,000.

al-Gomhouriya (*The Republic*): 24 Sharia Zakaria Ahmed; f. 1953; Arabic; morning; Chair. and Editor-in-Chief MOHSEN MOHAMED; circ. 400,000.

Journal d'Egypte, Le: 1 Borsa Guédida St.; f. 1936; French; morning; Propr. and Gen. Man. LITA GALLAD; Editor-in-Chief MOHAMED RACHAD; circ. 63,000.

al-Misaa (*The Evening*): 24 Sharia Zakaria Ahmed; Arabic; evening; Chief Editor AHMED ADEL; circ. 70,000.

Misr: f. 1977; organ of the Arab Socialist Party.

Phos: 14 Zakaria Ahmed St.; f. 1896; Greek; morning; Editor S. PATERAS; Man. BASILE A. PATERAS; circ. 20,000.

Le Progrès Egyptien: 24 Sharia Zakaria Ahmed; f. 1890; French; morning including Sundays; Chief Editor NAGUIB HENEIN; circ. 15,000.

al-Shaab (*The People*): Corniche El Nil St., Cairo; organ of Socialist Labour Party; Editor-in-Chief HAMED ZAIDAN; circ. 60,000.

PERIODICALS

ALEXANDRIA

al Ahad Al Gedid: 88 al-Tatwig Street; Editor-in-Chief MAHMUD ABDEL MALAK KORITAM; Gen. Man. MUHAMMAD KORITAM.

Alexandria Medical Journal: 4 G. Carducci; f. 1922; English, French and Arabic; quarterly; publ. by Alexandria Medical Asscn.; Editor AMIN RIDA; circ. 1,500.

EGYPT

The Press

Amitié Internationale: 59 Avenue Hourriya; f. 1957; publ. by Asscn. Egypt. d'Amitié Inter.; Arabic and French; quarterly; Editor Dr. ZAKI BADAOU.

L'Annuaire des Sociétés Egyptiennes par Actions: 23 Midan Tahrir; f. 1930; annually in December; French; Propr. ELIE I. POLITI; Editor OMAR EL-SAYED MOURSI.

L'Eche Sportif: 7 rue de l'Archevêché; French; weekly; Propr. MICHEL BITTAR.

L'Economiste Egyptien: 11 rue de la Poste, Alexandria; P.O.B. 847; f. 1901; weekly; Propr. MARGUERITE and JOFFRE HOSNY.

Egypte-Sports-Cinéma: 7 Avenue Hourriya; French; weekly; Editor EMILE ASSAAD.

Egyptian Cotton Gazette: P.O.B. 433; organ of the Alexandria Cotton Exporters Association; English; twice yearly; Chief Editor Dr. FOUAD A. TAWFIK.

Egyptian Cotton Statistics: English; weekly.

Egyptian Customs Magazine: 2 Sharia Sinan; deals with invoicing, receipts, etc.; Man. MUHAMMAD ALY EL BADAWY.

La Gazette d'Orient: 5 rue de l'Ancienne Bourse; Propr. MAURICE BETITO.

Guide des Industries: 2 Sharia Adib; French; annual; Editor SIMON A. BARANIS.

Informateur des Assurances: 1 Sharia Adib; f. 1936; French; monthly; Propr. ELIE I. POLITI; Editor SIMON A. BARANIS.

La Réforme Illustrée: 8 Passage Sherif; f. 1925; French; weekly; Propr. Comte AZIZ DE SAAB; circ. 20,000.

Répertoire Permanent de Législation Egyptienne: 27 Ave. El Guesch, Chatby-les-Bains; f. 1932; French and Arabic; Editor V. SISTO.

Revue Economique Trimestrielle: c/o Banque de Port-Said, 18 Talaat Harb St., Alexandria; French (f. 1929) and Arabic (f. 1961) editions; quarterly; Editor MAHMOUD SAMY EL ADAWAY.

Sanaet El-Nassig (L'Industrie Textile): 5 rue de l'Archevêché; Arabic and French; monthly; Editor PHILIPPE COLAS.

Voce d'Italia: 90 Sharia Farabde; Italian; fortnightly; Editor R. AVELLINO.

CAIRO

Akhbar al-Yom: 6 Sharia al-Sahafa; f. 1944; Arabic; weekly (Saturday); Editor-in-Chief IBRAHIM ABU SADAH; Editing Man. SAID SONBOL; circ. 1,099,962.

Akher Sa'a: Dar Akhbar al-Yom, Sharia al-Sahafa; f. 1934; Arabic; weekly (Wednesday); independent; Editor-in-Chief (vacant); circ. 133,817.

al-Abd al-Goumhouri: 132 Sharia Kalaa; Editor ABDEL-KHALEK TAKIA.

al-Ahra: f. 1977; weekly; published by Liberal Socialist Party.

al-Ahram Al Iqtisadi: United Arab Press, Gallaa St.; economic and political affairs; owned by *Al Ahram*; Editor AHMAD LUFTI MUHAMMAD ABDUL-AZIM; circ. 12,000.

al-Azhar: Sharia al-Azhar; Arabic; Dir. MUHAMMAD FARID WABDI.

al-Dector: 8 Hoda Shaarawy St.; f. 1947; Arabic; monthly; Editor Dr. AHMAD M. KAMAL; circ. 30,000.

al-Fussoul: 17 Sharia Sherif Pasha; Arabic; monthly; Propr. and Chief Editor MUHAMMAD ZAKI ABDEL KADER.

al-Garida al-Togaria al-Misriya: 25 Sharia Nubar Pasha; f. 1921; Arabic; weekly; circ. 7,000.

al-Hilal: Dar al-Hilal, 16 Sharia Muhammad Ezz El-Arab; f. 1895; Arabic; literary monthly; Editor SALEH GAWDAT.

al-Hurriya: Arabic; weekly; published by Arab Socialist Union; Editor-in-Chief MUHAMMAD SUBAIIH.

al-Izaa wal-Television: 13 Sharia Muhammad Ezz El-Arab; f. 1935; Arabic; weekly; Editor and Chair. AHMED BAHGAT; circ. 120,000.

al-Kawakeb (The Stars): Dar al-Hilal, 16 Sharia Muhammad Ezz El-Arab; f. 1952; Arabic; film magazine; Editor KAMAL EL-NAGMI; circ. 38,500.

al-Magalla al-Ziraia: monthly; agriculture; circ. 30,000.

al-Mussawar: Dar al-Hilal, 16 Sharia Muhammad Ezz El-Arab; f. 1924; Arabic weekly; Editors MORSI EL SHAFEE and SABRI ABDUL MAGD; circ. 162,000.

al-Sabah: 4 Sharia Muhammad Said Pasha; f. 1922; Arabic; weekly; Editor MOSTAFA EL-KACHACHI.

al-Tahrir: 5 Sharia Naguib-Ribani; Arabic; weekly; Editor ABDEL-AZIZ SADEK.

al-Tuqaddam (Progress): f. 1978; organ of National Progressive Unionist Party; replaced *Al-Ahali*.

Ana Wa Inta: Sharia Central; Arabic; monthly; Editor MOHAMED HASSAN.

Arab Observer: published by the Middle East News Agency, 11 Sh Sabafa; f. 1960; weekly international news magazine; English; Editor-in-Chief Dr. ABDEL HAMID EL-BATRIK.

Contemporary Thought: University of Cairo; quarterly; Editor Dr. Z. N. MAHMOUD.

Echos: 1; 5 Sharia Mahmoud Bassiouni; f. 1947; French weekly; Dir. and Propr. GEORGES ORFALL.

The Egyptian Directory: 19 Sharia Abdel Khalek Sarwat; B.P. 500; f. 1887; French and English; annual; Man. and Editor TAWHID KAMAL.

Egyptian Mail: 24 Sharia Zakaria Ahmed; f. 1910; English; weekly; Editor Dr. AMIN ABOUL-ENEIN.

Études Médicales: Collège de la Ste. Famille Faggalah, Cairo; Editor HUBERT DE LEUSSE.

Études Scientifiques: Collège de la Ste. Famille Faggalah, Cairo; scientific and technical quarterly; Editor HUBERT DE LEUSSE.

La Femme Nouvelle: 48 Sharia Kasr-el-Nil; French; twice yearly.

Hawa'a (Eve): Dar al-Hilal, 16 Sharia Muhammad Ezz El-Arab; women's magazine; Arabic; weekly.

Images: Dar Al-Hilal, 16 Sharia Muhammad Ezz El-Arab; French; illustrated; weekly; Editors EMILE and CHOUCRI ZEIDAN.

Industrial Egypt: P.O.B. 251, 26A Sharia Sherif Pasha, Cairo; f. 1924; Bulletin of the Federation of Egyptian Industries; English and Arabic; quarterly; Editor DARWISH M. DARWISH.

Industry and Trade Information: 13 Sharia Abdel Hamid Said; English; weekly; commercial and industrial bulletin; Dir. and Propr. NICOLAS STAVRI; Editor N. GHANEM.

Informateur Financier et Commercial: 24 Sharia Soliman Pasha; f. 1929; weekly; Dir. HENRI POLITI; circ. 15,000.

EGYPT

Editions Horus: 1 Midan Soliman Pasha.
Editions le Progrès: 6 Sharia Sherif Pasha; Propr. WADI CHOUKRI.
Editions et Publications des Pères Jésuites: 1 rue Boustan al Maksi, Faggala; religious publications in Arabic.
Les Editions Universitaires d'Egypte: 41 Sharia Sherif Pasha.
Higher University Council for Arts, Letters and Sciences: University of Cairo.
Lagnat al Taalil Wal Targama Wal Nashr (Committee for Writing, Translating and Publishing Books): 9 Sharia El-Kerdassi (Abdine).
Librairie La Renaissance D'Egypte (Hassan Muhammad & Sons): 9 Adly St., P.O.B. 2172; f. 1930; Man. HASSAN MUHAMMAD; religion, history, geography, medicine, architecture, economics, politics, law, philosophy, psychology, children's books, atlases, dictionaries.
Maktabel Misr: P.O.B. 16, 3 Kamel Sidki St., Cairo; f. 1932; publ. wide variety of fiction, biographies and textbooks for schools and universities; Man. AMIR SAID GOUDA EL SAHAR.
Middle East Publishing Co.: 29 Rue Abdel Khalek Sarwat.

Publishers, Radio and Television, Finance

Mohamed Abbas Sid Ahmed: 55 Sharia Nubar.
National Library Press (Dar al Kutub): Midan Ahmed Maher; bibliographic works.
New Publications: J. Meshaka and Co., 5 Sharia Maspéro.
The Public Organization for Books and Scientific Appliances: Cairo University, Orman, Ghiza; f. 1965; state organization publishing academic books for universities, higher institutes, etc.; also imports books, periodicals and scientific appliances; Chair. KAMIL SEDDIK; Vice-Chair. FATTHY LABIB.
Sonouhy Publishers: 54 Sharia Abdel-Khalek Sarwat; f. 1956; Dirs. LEILA A. FADEL, OMAR RASHAD.
Other Cairo publishers include: *Dar al-Fikr al-Arabi*, *Dar al-Fikr al-Hadith Li-t-Tab wan-Nashr*, *Dar wa Malabi*, *Dar al-Nahda al-Arabiya*, *Dar al-Misriya Li-t-Talif wal-Tardjma*, *Dar al-Qalam*, *Dar ath-Thagapa*, *Majlis al-Ala Li-Riyyat al-Funun*, *Maktaba Ain Shams*, *Maktaba al-Andshilu al-Misriya*, *Maktabat al-Chandshi*, *Maktabat al-Nahira al-Hadith*, *Markaz Tasjil al-Athar al-Misriya*, *Matbaat ar-Risala*, *al-Qaumiya li-t-Tibaa wan-Nashr*, *Wizarat al-Ziraa Maslahat al-Basatin*.

RADIO AND TELEVISION

RADIO

Egyptian Radio and Television Federation (ERTV): Radio and TV Building, Corniche El Nil, P.O. Box 1186, Cairo; f. 1928; 194 hours daily; Pres. MOHAMAD MAHMOUD ARAFA ZAYEN; Head of Int. and Public Relations and Liaison Officer Mrs. SANIA MAHER. Home Service programmes in Arabic, English, French, Armenian, German, Greek, Italian and Hebrew; foreign services in Arabic, English, Swahili, Hausa, Persian, Bengali, Urdu, German, Spanish, Indonesian, Thai, Hindi, Pushtu, Turkish, Somali, Portuguese, Fulani, Russian, Italian, Sesotho, Zulu, Chishona, Sindebele, Nyanja, Lingala, Amharic, Yoruba, Wolof, Bambara, Dankali.

Middle East Radio: Société Egyptienne de Publicité, 24-26 Sharia Zakaria Ahmed, Cairo; f. 1964; commercial service with 500-kW. transmitter; U.K. Agents: Radio and Television Services (Middle East) Ltd., 21 Hertford St., London, W.1.

In 1978 there were 5.3 million radio receivers and 1.1 million television sets.

TELEVISION

Egyptian Television Organization: Corniche el Nil, Cairo; f. 1960; 19½ hours daily (two channels); Chair. Mrs. TOMADER TAWFIK.

EGYPT

The Press, Publishers

- Kitab al-Hilal:** 16 Sharia Muhammad Ezz El-Arab; monthly; Propr. EMIL and CHOUKRI ZEIDAN.
- Lawa al-Islam:** 11 Sharia Sherif Pasha; Arabic; monthly; Propr. AHMED HAMZA; Editor MUHAMMAD ALY SHRTA.
- Lotus Magazine (Afro-Asian Writings):** 104 Kasr El Eini St.; f. 1968; quarterly; English, French and Arabic.
- Magalet al-Mohandeseen:** 28 Avenue Ramses; f. 1945; published by The Engineers' Syndicate; Arabic and English; ten times a year; Editor and Sec. MAHMOUD SAMI ABDEL KAWI.
- Medical Journal of Cairo University:** Many University Hospital, Sharia Kasr el-Aini; f. 1933; Kasr el-Aini Clinical Society; English; quarterly.
- The Middle East Observer:** 8 Chawarby St.; f. 1954; weekly; English; specializing in economics of Middle East and African markets; also publishes supplements on law, foreign trade and tenders; Man. Owner AHMED FODA; Chief Editor AHMED SABRI; circ. 30,000.
- October:** Cairo; monthly; Editor-in-Chief ANIS MANSUR.
- Progrès Dimanche:** 24 Sharia Zakaria Ahmed; Fre ch; weekly; Sunday edition of *Le Progrès Egyptien*.
- Riwayat al-Hilal:** 16 Sharia Muhammad Ezz El-Arab; Arabic; monthly; Proprs. EMIL and CHOUKRI ZEIDAN.
- Rose el Youssef:** 89A Kasr el Ainei St.; f. 1925; Arabic; weekly; political; circulates throughout all Arab countries, includes monthly English section; Chair. of Board and Editor-in-Chief ABDUL AZIZ KHAMIS; Editors FATHI GHANEM and SALAH HAFEZ; Editor English section IBRAHIM EZZAT; circ. 35,000.
- Sabah al-Kheir:** 18 Sharia Mohamed Said; Arabic; weekly; light entertainment; Chief Editor ABDUL AZIZ KHAMIS.
- Tchohreh Nema:** 14 Sharia Hassan El-Akbar (Abdine); f. 1904; Iranian; monthly; political, literary and general; Editor MANUCHEHR TCHEHREH NEMA MOADEB ZADEH.

Up-to-Date International Industry: 10 Sharia Galal, Arabic and English; foreign trade journal.

NEWS AGENCIES

- Middle East News Agency:** 4 Sharia Sherrifin, Cairo; f. 1955; regular service in Arabic, English and French; Chair. MOHAMED ABDEL GAWAD; Editors MOHAMED AL BIALI, KAMAL AMER and MUSTAFA NAGUIB.
- Misr Egyptian News Agency:** 43 Sharia Ramses, Cairo.

FOREIGN BUREAUX

- Agence France-Presse (AFP):** 33 Kasr El Nil St., Cairo; Man. GEORGES HERBOUZE.
- Agencia EFE (Spain):** 8 Sharia Dr. Handusa, Apt. 18, Garden City; Correspondent ANA MARIA DE NORIEGA.
- Agenzia Nazionale Stampa Associata (ANSA) (Italy):** 19 Sh. Abdel Khalek Sarwat, Cairo; Chief ETTORE MENACCI.
- Allgemeiner Deutscher Nachrichtendienst (ADN) (German Democratic Republic):** 17 Sharia el Brazil, Apt. 59, Cairo-Zamalek; Correspondent (vacant).
- Associated Press (AP) (U.S.A.):** 33 Kasr El Nil, Cairo; Chief ALEXANDER G. HIGGINS.
- Bulgarian Telegraph Agency:** 13 Sh. Muhammad Kamel Morsi, Aguza, Cairo; Chief DIMITER MASLAROV.
- Deutsche Presse Agentur (dpa) (Federal Republic of Germany):** 33 Kasr el Nil St., Apt. 13/4, Cairo; Chief Correspondent PETER FISCHER.
- Kyodo News Service (Japan):** Flat 12, 33 Abdel Khalek Tharawta, Cairo; Chief HIDEO YAMASHITA.
- Reuters (United Kingdom):** Apt. 43, Immobile Bldgs, 26 Sh. Sherif Pasha, Cairo, P.O.B. 2040.
- United Press International (UPI) (U.S.A.):** 4 Sh. Eloui, P.O.B. 872, Cairo; Chief MAURICE GUINDL.

PUBLISHERS

Egyptian General Organization for Publishing and Printing: 117 Corniche el Nil St., Cairo; affil. to Min. of Culture.

ALEXANDRIA

- Alexandria University Press:** Shatby.
- Artec:** 10 Sharia Stamboul.
- Dar Nashr ath-Thagata.**
- Egyptian Book Centre:** A. D. Christodoulou and Co., 5 Sharia Adib; f. 1950.
- Egyptian Printing and Publishing House:** Ahmed El Sayed Marouf, 59, Safa Zaghoul; f. 1947.
- Maison Egyptienne d'Editions:** Ahmed El Sayed Marouf, Sharia Adib; f. 1950.
- Maktab al-Misri al-Hadith li-4-Tiba wan-Nashr:** 7 Nobar St.; also at 2 Sherif St., Cairo; Man. AHMAD YEHIA.

CAIRO

- Al Ahram Establishment:** Gallaa St., Cairo; f. 1875; publishes newspapers, magazines and books, inc. *Al-Ahram*; Chair. ABDULLAH ABDUL BARY.
- Akhbar El Yom Publishing House:** 6 Sharia al-Sahafa; f. 1944; publishes *al-Akhbar* (daily), *Akhbar al-Yom* (weekly), and colour magazine *Akher Saa*; Pres. MOUSA SABRI; Dir.-Gen. AMIN ADLY.

Argus Press: 10 Zakaria Ahmad St., Cairo; Owners KARNIG HAGOPIAN and ABDEL MEGUID MUHAMMAD.

Dar al-Gomhouriya: 24 Sharia Zakaria Ahmad; publications include the dailies, *al-Gomhouriya*, *al-Misaa*, *Egyptian Gazette* and *Le Progrès Egyptien*; Pres. MOHSEN MOHAMED.

Dar al-Hilal Publishing Institution: 16 Muhammad Ezz El Arab St.; f. 1892; publishes *Al-Hilal*, *Riwayat al-Hilal*, *Kitab al-Hilal*, *Tabibak al-Khass* (monthlies); *Al-Mussawar*, *Al-Kawakeb*, *Hawaa*, *Samir*, *Mickey* (weeklies).

Dar al Kitab al Arabi: Misr Printing House, Sharia Noubar, Bab al Louk, Cairo; f. 1968; Man. Dir. Dr. SAHAJR AL KALAMAWL.

Dar al Maaref: 1119 Cornich El-Nil St.; f. 1890; publishing, printing and distribution of all kinds of books in Arabic and other languages; Chair. ANIS MANSOUR; Man. Dir. OMAR EL DIB.

Documentation and Research Centre for Education (Ministry of Education): 33 Falaky St.; f. 1956; Dir. Mrs. ZEINAB M. MEHREZ; bibliographies, directories, information and education bulletins.

EGYPT
USAID POPULATION SECTOR ASSESSMENT
1982

VOLUME II: ANNEXES

Report Prepared By:

- MR. W. PARKER MAULDIN, Team Leader, Senior Scientist,
The Rockefeller Foundation, New York City
- DR. H.T. CROLEY, Population and Family Planning Consultant,
Monterey, California
- MR. LENNI KANGAS, Population Program Advisor, Bureau for the
Near East, AID, Washington, D.C.
- MS. ANN LEONARD, Information and Communication Consultant,
New York City
- Dr. GEOFFREY McNICOLL, Deputy Director, Center for Policy
Studies, the Population Council, New York City
- DR. EMMANUEL VOULGAROPOULOS, Professor of International Health,
School of Public Health, University of Hawaii, Honolulu

During The Period:

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C. THE STATE INFORMATION SERVICE (SIS) POPULATION IEC PROJECT

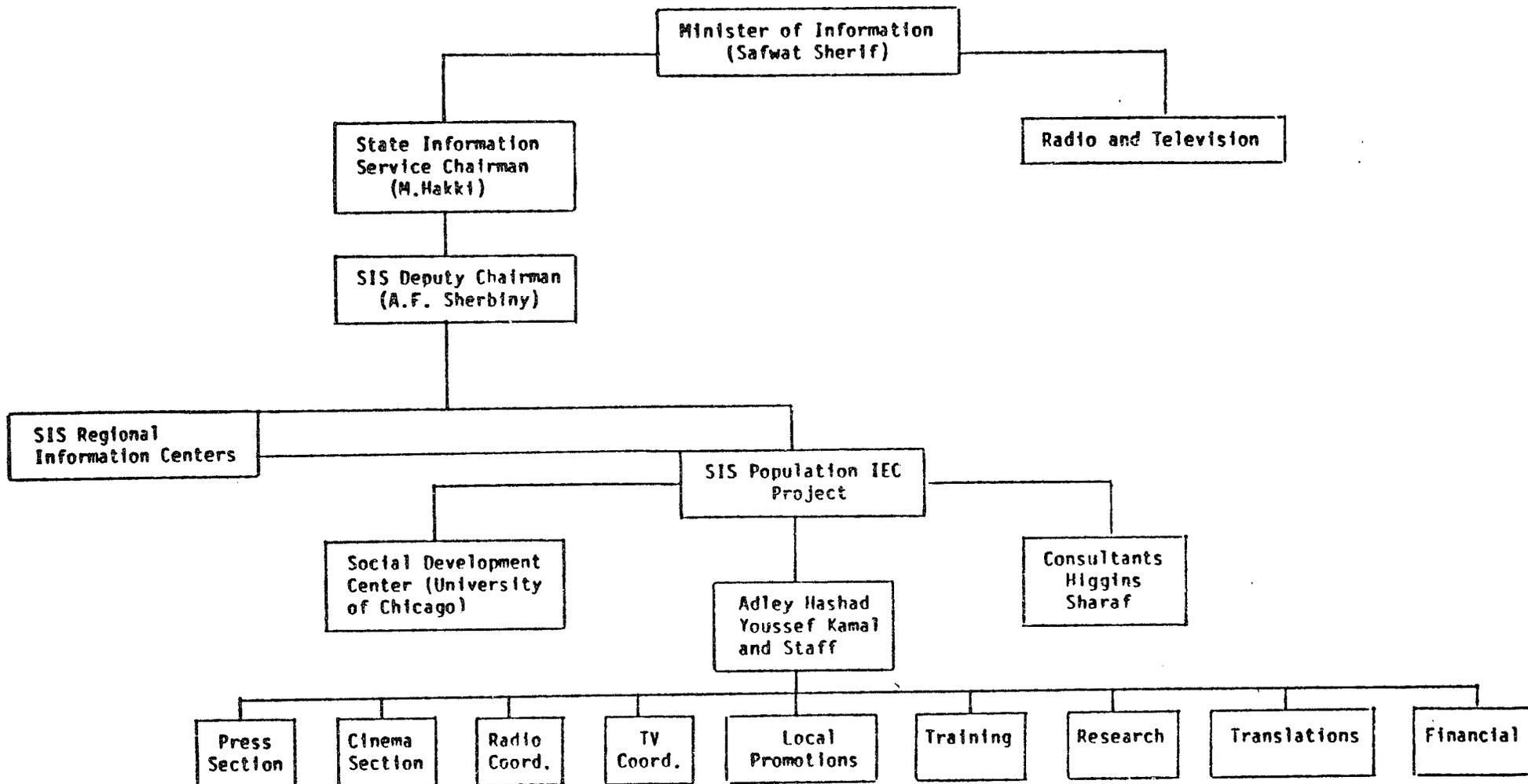
Plans for a major population IEC effort to be carried out by the State Information Service first began to be formulated in 1978 when a consultant team visited Egypt to work with USAID and the Ministry of Information on the program. Subsequent to their visit David Piet of AID worked on development of the project which resulted in the awarding of a technical services contract to the Social Development Center of the University of Chicago to assist SIS with project design and implementation. While some materials were produced during the 1978-79 period, the major campaign did not begin until January 1980 when the SDC began work with the SIS. A full-time consultant, Mr. Robert Higgins, was provided by the SDC.

Administratively the population IEC project is a part of the State Information Service which comes under the Ministry of Information. The current Minister of Information, Mr. Safwat Sherif, is also the head of the national TV and radio broadcasting authority. The project is headed by the Chairman of SIS, Mr. Mohamed Hakki, and is under the day-to-day direction of the Deputy Project Director, Mr. Adley Hashad. Mr. Mohamed Sharaf is a full-time consultant to the project as is Mr. Higgins who is now employed directly by the SIS. Originally the project was housed in the SIS offices but it rather quickly outgrew the available space so separate facilities were leased on Tahrir Square where the group is now headquartered.

Development of the Project

Plans for implementation of the SIS project called for an initial baseline survey of knowledge, attitudes and practices of Egyptians relative to family planning. This survey was to have preceded the media portion of the program. However, delays in implementing the survey resulted in interviewing going on after the initial media effort had already begun. Therefore, responses may have reflected exposure to the media campaign.

STATE INFORMATION SERVICE POPULATION IEC PROJECT



The SDC carried out the survey and analyzed the data collected in conjunction with the Social Research Center at AUC. Nine volumes on the results have been published to date. Some additional volumes have yet to be completed.

In the meantime, SIS launched its first mass media campaign: "Look Around You, We Have a Population Problem". This campaign involved use of radio and television, billboards, posters, etc. It was followed by a campaign with the theme "Small Families Live Better" and promotion of the national family planning symbol. During this period SIS developed a lot of promotional items for distribution including key chains, pens, tea trays, plates, coasters, calendars, etc.

The SIS also began to carry out promotional campaigns throughout the country. These campaigns called upon the 50 SIS regional Information Centers to assist in carrying on promotional activities at the local level. (Each unit now has at least one staff member responsible for family planning). Training programs were also begun to increase the skills of project staff in IEC activities and to educate SIS staff at the central and local levels about population and family planning. Selected staff also have been sent off each year to attend training programs at the University of Chicago and other U.S. institutions.

During the first year of operation the campaign succeeded in getting a lot of attention. A great deal of this attention was in the form of criticism as to the quality of ads, themes, etc. However, even the criticism served to focus attention on the subject of population and family planning; and, most importantly, it demonstrated that you could mount a major media effort on the subject and not cause any backlash.

The second year of the project, SIS planned to launch a campaign that would feature the five methods available in the national family planning program. The theme of the campaign was to be "The Choice Is Yours". However, during 1981 a new Chairman was appointed to head the SIS. He was formerly the Egyptian ambassador to the Vatican and he was not an enthusiastic supporter of family planning. He felt that ads featuring contraceptive methods were "too sensitive" to be aired before the public. The high level of momentum gained during the first year of the project therefore began to ebb until it almost reached a complete standstill in the summer of 1981.

In the fall of 1981, Mohamed Hakki took over the chairmanship of

the SIS. He was formerly Minister of Press Information in the Egyptian Embassy in Washington D.C. His background is in public relations and journalism and he is a strong supporter of the family planning program. He has indicated that he considers the population IEC project a priority effort and that he is interested in upgrading the quality of messages and materials produced. His appointment has brought an upswing in the level of activity within the project. The methods ads are now appearing in the press, on TV, in the cinema and are being featured in various promotional efforts -- with no negative reaction from the public.

Plans for 1982

A workplan for 1982 has been adopted. It calls for expenditures of approximately \$3.3 million for the IEC effort. The monies will be used for:

(1) Media. This will include production of TV and radio advertising, development of TV and radio programs with a population/family planning theme, production and distribution of films, advertising in newspapers and magazines, print materials, signs, billboards, kiosks, travelling exhibitions and special exhibitions. (\$1,985,000).

(2) SIS Regional Center Activities. Funds will be used to upgrade local offices, encourage program activities and for establishment of a "model" office in Beni Suef (this is being done in conjunction with the joint PDP/SRC initiative about to begin in this governorate). (\$285,000).

(3) Training, Research and Evaluation. In-country training activities will be for SIS staff and some IEC persons from other ministries. Overseas training will be provided for selected staff along with English language training at AUC. (\$ 255,000). Support will be provided for the research unit which monitors the SIS campaigns and does some pretesting of materials. The funds are mostly used for travel costs. (\$30,000).

(4) Administrative Costs. Rent, utilities, miscellaneous personnel costs, office supplies and equipment, reference materials, vehicles and executive travel come under this heading. (\$289,500).

(5) Consultants and Technical Support. The services of Mr. Higgins and a secretary; media, editorial and training consultants; institutional technical assistance; workshops, conferences and symposia fall into this category. (\$296,000).

SIS Activities

Television. SIS spends an average of LE 20,000 per month to produce television programs on the country's two national channels. These include panel discussions and interviews and are incorporated into programs on health, family, women, and labour. In 1982 the SIS plans to introduce a social drama (five 40-minute episodes). An analysis of the media schedule for February 1982 showed 17 programs aired on Channel 5 and five on Channel 9 for a total of 22 family planning related programs. SIS also runs ads on television. Commercial time is donated by the Egyptian Government.

Estimates of households with television are as high as 50%. Surveys carried out by SIS monitoring teams consistently show that most people hear about or remember hearing about family planning from television.

Radio. Radio has an even greater reach than television. SIS spends an average of LE 13,000 per month on radio programming. Again commercial time is donated by the Government. Most radio programming is done through interviews and discussions on programs with titles ranging from "The Islamic Magazine" to "Good Morning Cairo". SIS also produces radio dramas. Seven have been done to date and more are planned. Each series runs for one month, 15 minutes per day. Programs are prepared by the radio network. The scripts are approved by SIS.

In January 1982, SIS aired 34 hours and 26 minutes of family planning related programming. Twenty-three programs were aired on local networks, 8 on the cultural network and 11 on the general network for a total of 42 programs. Since programs are repeated at varying intervals, there were actually 268 family planning broadcasts. Length of the programs ranged from one minute to 60 minutes.

Press and Magazines. Print ads are an important element in the family planning IEC effort. Ads are developed to support campaign themes and for special occasions such as New Years or Mothers Day. An average of LE 16,000 per month is spent on ads in newspapers and magazines. In February, 1982, SIS placed 31 quarter to full-page ads in 21 newspapers. Most are national papers, but ads were also placed in local papers in Beni Suef, Qena and El-Minia. Thirteen ads were run in 11 magazines in February. These ranged from half to full-page spreads in publications dealing with radio/TV, youth, religion and public opinion.

Posters and Print Materials. Posters have been developed for each campaign. Approximately 500,000 of each are printed and distributed throughout the country. Smaller, self-adhesive versions of each poster are also produced. The current poster, "Small Families Enjoy a Quiet and Orderly Life", showing the two-child, nuclear family, has been produced in three versions: urban, fellahin (Lower Egypt) and Saidi (Upper Egypt) reflecting different dress for each region. A special poster for the Ministry of Health showing the five methods has also been produced. Three new SIS posters will be done in 1982. Special posters for use by other ministries are also planned.

SIS has developed a number of print materials. These range from the Rafaat Kamal booklet "How Not To Get Pregnant" (which they are planning to reissue with a new cover) to method-specific booklets and pamphlets for pharmacists and clinic staff to football score cards and prayer cards for Ramadan. In 1982 they will produce a series of booklets on the impact of population on education, food production, health services, labor and housing. At the request of the Ministry of Information they will also publish a 400-page book for use in a televised literacy course. They also are to work with the MOH on preparation of materials for use in the clinic refresher program.

Film. Thirteen family planning films have been produced so far. They range from 2 to 15 minutes in length. Most of the short films are motivational. Longer films have been produced on contraceptive methods and two feature model clinics. One film, "Hassanein and Mohamadien" is based on a song of the same name, with a family planning theme, which has become something of a "hit" throughout Egypt. The song is also played on the radio and has become a hot item on the bootleg cassette market. A sequel to the song is planned. A new film series is now being produced that will focus on the impact of population on education, food, etc. The pamphlets noted above will be another part of this awareness campaign.

Films are made available in 16mm and 35mm. They are aired on TV and are distributed to the SIS regional centers. Two copies are kept for use by the centers and the rest are distributed to offices of other ministries and to cinema houses.

Signs and Billboards. In 1982, SIS will increase the number of billboards in use from 50 to 80. In addition they will construct three electrically illuminated billboards in Cairo and Alexandria. They have also produced 2,000 metal signs with the family planning

symbol for display outside MOH FP/MCH centers. Additional signs will be produced to cover all 3,000+ MOH units.

Traveling Exhibits. Two portable exhibit units will be added to the program. They will be permanently mounted in mobile units and will include projection equipment. They will be sent to cities and towns throughout the country for use during local promotions, fairs, etc. Portable kiosks also will be produced and distributed to selected SIS Information Centers.

Local Activities in SIS Centers. SIS has been encouraging greater participation by local information units in the family planning campaign. During 1982 they will begin a program to upgrade the regional centers. Funds will be provided to physically improve the offices and to purchase needed equipment. They also will make available to each unit, depending on the size of the center, from LE 1,000 to 4,000 for locally developed information activities. Individual plans and budgets will be submitted to SIS, Cairo for approval. A special effort will be made in Beni Suef where a major new family planning program is about to get underway. SIS also is providing each unit with a small library on population and communication. A larger reference collection is being developed in the main office.

Local Promotion. SIS carries out local promotions in various governorates throughout the year. These usually last from 4 to 5 days and begin with a "kick-off" attended by local dignitaries (frequently including the governor). Cairo staff work with local SIS units to put up posters, give out materials to pharmacies and clinics, show films and give away promotional items to local residents. Fifteen local promotions have been scheduled for the period March-July, 1982.

At a recent promotional "blitz" in Helwan, the following materials were distributed:

- 20,000 methods booklets
- 3,000 methods pamphlets
- 400 posters
- 600 tea trays/plates
- 200 methods pens
- 1,000 symbol stickers

From time to time SIS staff has a team from their research department "monitor" the area before and after a promotion (a sample of 40 respondents -- 20 male and 20 female) to measure the effect of the promotion.

Training. SIS regularly conducts training courses in population, family planning and communications for its own personnel and for some IEC staff of other ministries. Overseas training also has been provided on a regular basis. This is mostly short-term training but some personnel have been enrolled in degree programs (Chicago and Cornell). A special course for staff researchers is planned for 1982 that will include use of an Apple computer.

Conferences. SIS occasionally holds conferences or seminars for various groups. A symposium on contraceptive methods was held in February, 1981. An international symposium on development communications is in the workplan for 1982.

Future Activities

SIS is currently developing a series of campaigns based on the RAPID report. These include the production of films and print materials on the effects of population on education, food, health services, labor and housing. The various segments will be launched one at a time. Newspaper articles and ads will also be a part of each campaign. The films will be shown on television. After this series is completed, SIS plans to go back to the methods again. Under consideration for future campaigns are: (1) husbands and wives should talk about planning their family; (2) raising the image of nurses; (3) promotion of the role of the pharmacist; and (4) motivation for hard to reach groups.

Production and Distribution of Materials

SIS has no in-house capacity to produce materials. SIS comes up with story lines, ad copy, and design ideas. These are then presented to various media committees for review. Committees for radio, TV, film and print are made up of SIS staff, specialists from the media and representatives of population/family planning programs. All work is then done outside on a bid basis. A lot of work is done by the newspaper, magazine and broadcast organizations that actually run the finished materials. Some work goes to private agencies or producers.

Most of SIS' distribution is done through the regional units. Quantities of materials are sent to these units. Local staff then distribute materials to offices of other ministries in the area. How effective this distribution is depends on the motivation of the staff in the particular office, and once the materials are handed over to other agencies, SIS has no control over their use. The central office and the centers try to work in cooperation with other

agencies by supplying materials for specific activities. The centers also hold local lectures and public meetings in cooperation with other ministries. These involve speakers (a medical doctor, a sheikh and a teacher or social worker), film showings and distribution of materials.

Evaluation

A follow-up survey to evaluate the impact of the SIS campaign has just been completed by CAPMAS. This survey will have a sample of 3,000 (the baseline survey had 2,000), half male and half female. There will be 247 questions on the survey instrument (90% are the same as appeared on the baseline). The exercise is designed to: (1) make a before and after comparison of awareness and knowledge; (2) explore sociological and socio-psychological correlates of family planning acceptance in order to better define target audiences and media strategy; and (3) assist in planning for new family planning programming. The survey will cover: family life background, value of children, awareness of Egypt's population problem, awareness and attitudes towards family planning, contact with family planning, knowledge and use of contraceptive methods and social characteristics of respondents and their spouses.

There are still some unresolved questions concerning analysis of this data that make it difficult to predict when the results will be made available.

Additional discussion of the SIS Population IEC Project and recommendations are included in the Program Section of this annex dealing with Information, Education and Communication.
(See Annex I.D)

EGYPT
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VOLUME II: ANNEXES

Report Prepared By:

MR. W. PARKER MAULDIN, Team Leader, Senior Scientist,
The Rockefeller Foundation, New York City
DR. H.T. CROLEY, Population and Family Planning Consultant,
Monterey, California
MR. LENNI KANGAS, Population Program Advisor, Bureau for the
Near East, AID, Washington, D.C.
MS. ANN LEONARD, Information and Communication Consultant,
New York City
Dr. GEOFFREY McNICOLL, Deputy Director, Center for Policy
Studies, the Population Council, New York City
DR. EMMANUEL VOULGARPOULOS, Professor of International Health,
School of Public Health, University of Hawaii, Honolulu

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B. FAMILY OF THE FUTURE

The urban based Family of the Future (FOF) is one of several commercial retail sales (CRS) programs operating around the world which utilizes retail networks to extend the subsidized distribution of contraceptives to individuals who may not otherwise be reached. The Egyptian CRS activity was launched in June 1979 by the Cairo Family Planning Association as the Community Based Family Planning Services program with initial support from the International Planned Parenthood Federation. It subsequently was renamed Family of the Future and became an independent private agency. USAID began funding the project in September, 1980.

The purpose of the project is: 1) to increase awareness and demand for family planning services; and 2) to establish a supply system which makes contraceptives readily available through commercial outlets and physicians offices.

Condoms, foam tablets, and Cu T and Cu 7 IUDs are distributed and sold directly to doctors, hospitals and pharmacies. Initially most of the distribution to pharmacies was done through a private pharmaceutical distribution company, but the FOF is gradually taking over direct responsibility for this function through its sales force of six medical representatives and two distributors. Additional promotion is accomplished through vigorous advertising campaigns and the activities of a force of 100+ volunteers. More than 50,000 civilians and soldiers were reached through rallies in 1981. Contests in the media, summer camps, rallies, and promotions at major sports events are utilized to increase awareness, to make discussion of contraception socially acceptable, and to promote FOF products.

Less than three years since it began and a year and a half after

it started receiving AID support, the FOF is firmly established in the Greater Cairo Area and is planning its expansion to Alexandria, the Eastern Delta and Upper Egypt. Even before the expansion some of its products have found their way into these regions.

The couple years of protection provided by the sale of contraceptives in 1981 was almost double the 1980 figure. A 50% increase in contraceptive sales is anticipated for 1982. This would seem to be a rather modest estimate considering the geographical expansion and a media budget that will more than double to LE.600,000.

Some of FOF's innovations have provided competition for other family planning programs, e.g., the Government is considering packaging its condoms individually like FOF's Tops brand, rather than selling them in plastic strips because people seem to prefer packaging. This may increase clinic sales. FOF has shown that the widely held view that Egyptian men will not use condoms is false. In fact, the FOF ran out of condoms in the spring of 1981 because the demand was underestimated.

Although the FOF is off to a good start and is expanding, it is completely dependent upon AID. The Cu 7 is purchased by FOF with AID funds. All other contraceptives are provided to FOF by AID without charge. Since pricing of most contraceptives is fixed by the Government, FOF's profit margin is limited. For example, condoms and foam tablets are wholesaled below cost; the CU T just about at cost; and the Cu 7 above cost. The revenue that has been generated from the sale of contraceptives is being retained by FOF pending a decision about how it will be utilized. The 1981 revenue from the sale of contraceptives was LE.189,341.

In their paper on 1981 accomplishments FOF estimated the cost of their contraceptives as LE.219.000 but this seems much too low. Based on AID dollar figures for the purchase of contraceptives, and FOF's estimates in their proposed budget for the cost of packaging the expenditure would be \$299,467 and LE.44,726 or the equivalent of LE.404,800.

No one expects FOF to be self-sufficient immediately so AID should continue to support FOF and the FOF should not be hampered by insufficient funds in achieving its desirable objectives. However, in anticipation of that day it would be desirable if FOF kept a separate set of records showing the actual unit cost of each contraceptive. This would help to identify "winners" and "losers" and might affect program planning.

Related to this is the need to calculate the unit cost of certain expenditures related to the sale of contraceptives. This should include the cost of the contraceptive, the packaging, and the media cost for promotion. As indicated earlier FOF is not a profit making organization and its prices are regulated by the Government, but this type of calculation would assist the FOF in evaluating the cost effectiveness of the promotion of its products. Calculating the cost per couple years of protection would further refine this type of evaluation.