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POPULATION  
COMMUNICATION  
SERVICES  
1988



POPULATION COMMUNICATION SERVICES  
CENTER FOR COMMUNICATION PROGRAMS  
THE JOHNS HOPKINS UNIVERSITY

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# **POPULATION COMMUNICATION SERVICES**

## **ANNUAL REPORT**

**FISCAL YEAR 1988**

COOPERATIVE AGREEMENT-2  
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Population Communication Services  
Center for Communication Programs  
The Johns Hopkins University  
527 St. Paul Place  
Baltimore, Maryland 21202, USA

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## Foreword

Upward and onward has been the path of the Population Communication Services (PCS) during FY88. This is the sixth year of PCS activities. It is marked by improvement and expansion in all areas.

The number of separate projects underway rose from 20 in FY87 to 29 in FY88, a 45 percent increase.

The number of person-weeks of technical assistance in the field more than doubled from 159 in FY87 to 369 in FY88. In Africa alone, there were four staff or consultants working on JHU/PCS projects in the field every day during FY88.

The Media/Materials Center now numbers 10,000 items, an increase of 26 percent over FY87. It includes all manner of family planning and related health materials including posters, brochures, radio and television tapes, T-shirts, buttons and caps.

The amount of AID Mission and Bureau buy-ins to support JHU/PCS activities, a bottom-line test of developing country demand for communication assistance, increased from \$3.4 million to \$6.9 million.

This increasing demand reflects the underlying strength of the PCS approach to communication. The key elements are:

- A step-by-step process, illustrated by the big "P," that makes communication effective because it is rooted in sound theory and skilled practice;
  - Audience analysis research, pretesting, and feedback that make it possible to know what the audience wants and to use the messages and media that work best;
  - Training in communication strategies and interpersonal communication that is built around participatory techniques and field experience;
  - Enter-educate, an approach that uses the mass appeal of entertainment to spread messages of sexual responsibility and better health; and
  - Evaluation using new techniques of media impact research (MIR) that can measure the intermediate steps prompted by good communication which lead eventually to behavior change.
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With an international staff from 10 different countries, with a range of expertise from rock videos to patient counseling, from folk theater to telephone hotlines, and with experience to date in more than 60 countries, JHU/PCS is proving that good communication generates interest and increases use of family planning methods worldwide.

JHU/PCS would like to express special appreciation to the United States Agency for International Development and its staff in Washington and overseas who have supported and encouraged innovative and effective family planning communication. JHU/PCS is proud to be part of the community of family planning professionals worldwide who are dedicated to improving the quality of life for individuals, families, and nations

Phyllis T. Piotrow, Ph.D.  
Principal Investigator JHU/PCS

Patrick L. Coleman  
Project Director JHU/PCS

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OVERVIEW  
AND  
HIGHLIGHTS



**FAMILY PLANNING MAKES  
UNUSUAL LUNCHMATES**

*The Family Planning Coordinators Workshop was in full swing in Ibadan, Nigeria when news flashed around the world that an American missile had shot down an Iranian passenger plane. Everyone reacted with shock and dismay. As a safety precaution, American technical advisors around the city and in the university were identified and brought to an international conference site outside the university grounds, lest anti-American riots ensue.*

*So what did Dr. Phyllis Piotrow and other Johns Hopkins representatives do during the alert period? They had lunch with a knowledgeable professor and physician from Iran and discussed how to enhance the role of traditional health care providers in Nigeria. Even when world events would drive people apart, working on family planning and maternal and child health programs brings them together!*

Phyllis T. Piotrow, Ph.D.  
Director  
Center for Communication Programs  
Lagos, Nigeria

## Overview

The dramatic increase in the last decade in the availability of communication technology has caused governments and family planning program managers worldwide to recognize that communication is a vital part of family planning programs. Everywhere more sophisticated communication strategies are now being used to recruit new users, encourage continued use, and to combat rumors and misinformation. This increased interest in communication technology and JHU/PCS's reputation for delivering effective IEC interventions have resulted in an unprecedented number of requests from overseas for JHU/PCS technical assistance. Buy-ins from USAID missions accounted for much of this demand. By the end of FY88, overseas buy-ins were up to 49 percent of JHU/PCS obligated funding, well above the original 25 percent projected at the beginning of the current Cooperative Agreement.

JHU/PCS activities during FY88 can be characterized by intensity and expansion. The number of hours spent in the field more than doubled as JHU/PCS staff contributed significantly to IEC technology through innovative cost-recovery, interpersonal communication, and evaluation methodologies. Staff and subcontractors—the Academy for Educational Development (AED), the Program for Applied Technology in Health (PATIH), Porter/Novelli (P/N), and Saffitz Alpert & Associates (SAA)—broke new ground providing technical assistance to countries where JHU/PCS has not previously worked. The JHU/PCS strategy has been to build a continuing base of institutional support for family planning communication by:

- Increasing awareness and support among national policy makers and opinion leaders;
- Expanding and improving the quality of mass media coverage of population family planning issues;
- Combining IEC and provision of family planning service delivery more effectively;
- Improving IEC training and strengthening institutional resources for IEC training; and
- Reaching specific audiences with specific messages and materials designed to be effective with each group.

## Highlights of the Project

JHU/PCS approaches its broad mandate to provide family planning communication assistance to a variety of organizations from a solid foundation of experience in the field and a sound communication methodology. Built into this methodology is a recognition that communication is a process that continuously renews, reinforces and improves upon lessons learned, first through research and pretesting to establish appropriate goals and project outputs, and later, through review and revision of project goals and outputs.

During FY88, the major thrust of JHU/PCS activities was to develop large scale programs that reach large numbers of people through the following programmatic areas:

- Communication Training
- Communication Through Mass Media and Traditional Channels
- Evaluation of Communication Programs

### COMMUNICATION TRAINING

Throughout the world, most of the people working in family planning communication have little formal training in communication. In order to fill this gap, JHU/PCS has given emphasis both to building long-term institutional capabilities for communication training and to providing practical short-term training that can have an immediate impact on programs. JHU/PCS activities during FY88 reflected a strong emphasis on training specific audiences in specific skills, training in interpersonal communication and training of trainers.

#### TRAINING-OF-TRAINERS

*THE DYNAMIC CONCEPT BEHIND TRAINING-OF-TRAINERS (TOT) IS THE CREATION OF A MULTIPLIER EFFECT BY TRAINING A CORE GROUP WHO IN TURN TRAIN MANY MORE PEOPLE. JHU/PCS HAS INCORPORATED THE TOT CONCEPT INTO MANY IEC PROGRAMS.* TOT workshops are the foundation of a massive effort now underway in Ghana to train 3500 health workers within three years in interpersonal communication skills and counseling; 600 people were trained this year alone. The Centre for African Family Studies (CAFS) has effectively used the TOT concept for the last several years to train a regional core group of IEC managers and media professionals in strategy development through a pragmatic approach that combines field analysis of local community infrastructure with practical IEC strategies. TOTs are also the force behind large-scale IEC efforts in Burkina Faso which has established the National Train-

ing Team; a project in Ogun State, Nigeria to launch 13 IEC promotional campaigns; and several projects in the Philippines, including one that trained factory workers in motivational skills so they could encourage fellow workers to accept family planning.

#### **INTERPERSONAL COMMUNICATION/COUNSELING**

*JHU/PCS HAS BEEN AT THE FOREFRONT OF DEVELOPING INNOVATIVE TRAINING METHODOLOGIES TO IMPROVE INTERPERSONAL AND COUNSELING SKILLS, AS FAMILY PLANNING PROFESSIONALS IN ALL REGIONS HAVE BEGUN TO RECOGNIZE THE IMPACT THAT COUNSELING CAN HAVE ON ACCEPTOR RATES.* The methodology was developed over a period of years from such JHU/PCS training ventures as CAFS workshops and those in Burkina Faso, Nigeria, and Mali and was fine-tuned this year in Egypt, Ghana, Kenya and the Philippines. The approach is participatory in that the trainee is an active participant in the learning process. A typical curriculum is made up of 12 modules and features counseling techniques and simple visuals and includes components on primary health care, contraceptive methods, and community outreach. It has been adapted on a workshop-by-workshop basis to meet the needs of trainers and varied audiences—family planning managers, doctors, nurses, outreach workers, clinic receptionists—in different regions of the world.

#### **TRAINING FOR SPECIFIC AUDIENCES**

*JHU/PCS RECOGNIZES THE NEED TO PROVIDE A BROAD RANGE OF SKILLS GEARED TO A VARIETY OF SPECIFIC AUDIENCES. THIS YEAR JHU/PCS TRAINED MEDIA BROADCASTERS, JOURNALISTS, TECHNICIANS, FARMERS AND MEDICAL PERSONNEL IN A BROAD SPECTRUM OF COMMUNICATION SKILLS.* IEC managers and media professionals were trained in four CAFS workshops. Television producers were trained in a Union of National Radio and Television Broadcasters of Africa (URTNA) workshop. Radio and television broadcasters were trained in Zaire. Technical personnel for CREA, the regional video production center in Guatemala, were trained to operate newly installed state-of-the-art equipment. In Peru, local political and medical leaders participated in an AIDS seminar to emphasize the importance of high level support for prevention activities. In the Philippines, farmer leaders were trained to motivate fellow farmers to accept family planning, and telephone counselors were trained to man a hotline for the Lea and Menudo popular music project for young Filipinos.

## COMMUNICATION THROUGH MASS MEDIA AND TRADITIONAL CHANNELS

Communication research over the years has shown that the acceptance of a message is enhanced when the concept is received through various channels of communication. JHU/PCS supports the use of a combination of traditional and mass media channels. Each medium can be used in a specific way to reach a certain audience with a certain type of message. Through sustained multi-media efforts, JHU/PCS has made important contributions in developing social messages that are both entertaining and have the potential to recover the initial cost of a project.

### MULTI-MEDIA

JHU/PCS works with governments and family planning associations to support a coordinated and sustained multi-media approach. The trend among multi-media programs is toward using mass media channels that reach very large numbers of people. *MASS MEDIA COVERAGE IS ESSENTIAL IN BRINGING POPULATION AND FAMILY PLANNING ISSUES OUT OF THE SHADOWS OF SEXUAL TABOO INTO THE FULL LIGHT OF PUBLIC UNDERSTANDING. ESPECIALLY WHERE FAMILY PLANNING PROGRAMS ARE NEW, MASS MEDIA PLAY A CRUCIAL ROLE IN ATTRACTING PEOPLE'S CURIOSITY AND PROVIDING BASIC INFORMATION.* JHU/PCS has worked closely with URTNA, with its network of 44-member countries, to upgrade the quality and availability of broadcasts. JHU/PCS projects have used video documentaries to educate broad audiences about the effects of large populations on their countries—one was produced this year in Nigeria, and another is being developed in Ghana. Projects in Nigeria, the Philippines and Turkey produced radio and TV spots with family planning messages for insertion into shows that have very large audiences.

Most JHU/PCS campaigns are backed by a print materials component. Print materials run the gamut from pictorial booklets for low-literates produced in Nigeria to a photonovel printed in Turkey to a handbook for farmer motivators in the Philippines and posters printed as part of just about every multi-media project. Multi-media projects in Ghana, Nigeria, Sudan, and the Philippines printed close to 80 thousand leaflets and fliers this year, and thousands more are in preparation in Bangladesh, Burkina Faso, Egypt, Turkey, and Zimbabwe.

### ENTER-EDUCATE

*HEALTH AND FAMILY PLANNING MESSAGES CAN REACH PEOPLE OF ALL LEVELS OF LITERACY IF THEY ARE PUT INTO ENTERTAINING FORMATS. JHU/PCS HAS EXPLORED SEVERAL MEANS OF ATTRACTING THE ATTENTION OF*

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## OVERVIEW AND HIGHLIGHTS OF THE PROJECT

*DESIGNATED AUDIENCES THROUGH PROGRAMS THAT ENTERTAIN AND EDUCATE AT THE SAME TIME. THE CONCEPT IS CALLED "ENTER-EDUCATE."* It came to fruition several years ago in the highly publicized JHU/PCS Tatiana and Johnny project in Latin America. The same approach was used this year in a high profile project in the Philippines that also used attractive teen role models, Lea and Menudo, in well-choreographed videos singing catchy lyrics with messages imploring sexual responsibility. This project went further than the Mexico based project and backed the message with a counseling hot line for teenagers that referred them to in-depth clinic services if needed.

While similar projects are now under development in Latin America and Nigeria, other approaches are also being tested. A comic book series under development in Mexico features storylines that appeal to young male adults. Pretests indicated a high level of acceptance among the target audience. In Turkey, a three-part social drama for TV and five family planning TV spots featured well-known media stars, a tactic designed to ensure immediate attention for the productions. In Nigeria, enter-educate was the idea behind many of the TV programs and radio TV spots produced this year.

### **COST RECOVERY**

*JHU/PCS PROJECTS ARE INCREASINGLY DEVELOPED AROUND THE PRINCIPLE THAT HIGH QUALITY, WELL-RESEARCHED AND COMMERCIALY COMPETITIVE PRODUCTIONS ATTRACT OUTSIDE SPONSORS.* In the past several years, the initial enter-educate projects showed that a wide audience can be reached and cost can be recovered with careful planning and professional support. It is estimated that the more than one million hours of free air time donated by radio and television stations in Latin America for the Tatiana and Johnny project would have cost more than a billion dollars. In Nigeria, JHU/PCS was granted an estimated \$20,000 of free air time in exchange for supporting high quality productions in three states. In 1987 in Brazil, approximately \$6,300 was recovered over an 18-month period for re-orders of a comprehensive IEC package that was originally sent gratis to 250 health professionals.

The trend toward cost recovery continued in FY88 with the Lea and Menudo project in the Philippines. A conservative estimate of \$1.2 million dollars was saved as a result of free time and materials donated to the project. The cost equivalent alone of Menudo's time in the Philippines to promote, perform, and launch the songs was about \$80,000. Lea and Menudo appeared live on prime time TV 22 times at no cost to the project. The music videos were aired free on TV at least 126 times, free radio airplay was given to the songs, and corporate sponsors donated posters, cards, calendars, T-shirts, and a location for the video.

The impressive \$1.2 million figure does not even include the 50 percent discount for Dial-a-Friend TV spots or free service donated by the telephone company for the hotline, nor does it include projected record sales.

In Latin America, a sophisticated communication infrastructure is already in place and projects are being designed not only to recover significant costs but also to become self-sufficient by the end of the project time span. One such project is the Guatemala-based regional video production center. The project, known as CREA, was designed with a cost recovery component in mind and a two-tiered price schedule that offers substantial discounts to social service agencies. Another is a comic book series under development in Mexico that will be targeted primarily to young male adults. After an initial funding period to produce three prototype comic books, the series is expected to generate enough income to become self-sustaining.

## **RESEARCH AND EVALUATION OF COMMUNICATION PROGRAMS**

As the JHU/PCS project has matured and taken on a larger number of IEC activities, evaluation of project activities has received a greater emphasis. Research and evaluation results demonstrate to local influentials and decision-makers the effectiveness of IEC campaigns. Evaluations can show how to improve quality and how to increase impact. In FY88, two independent evaluations gave JHU/PCS high marks for having achieved its goals. USAID published the final evaluation of the Music for Young People project concluding that:

"The social messages of the Tatiana and Johnny materials were well-understood and accepted. . . . The primary message promoted by the project was the need for sexual responsibility, which young adults rightly perceived as a need to reflect on whether to engage in sexual activity."

Another USAID-commissioned evaluation of the CAES project praised JHU/PCS training efforts:

"The communications course received high grades for overall content, process, and trainers. The high rating is due in large part to the relevancy of course content to the trainees' setting and to the opportunities provided during training to practice the skills acquired."

JHU/PCS research evaluation specialists traveled to seven countries this year to put into place evaluation systems such as an extensive KAP survey in Niger, a content analysis design in Peru to detect the impact of an AIDS information clearinghouse, and baseline data in the Philippines to determine the short and

long-term impact of IEC campaigns. Furthermore, JHU/PCS communication staff this year assisted all host countries to integrate evaluation components into their projects. An extensive monitoring and evaluation system was designed in the Ghana project. In Turkey, JHU/PCS contracted with a local research firm to complete a baseline survey and prepare a post-campaign survey and qualitative research; and in Egypt, JHU/PCS is in the process of assisting a number of family planning agencies with evaluation research.

#### **MEDIA IMPACT RESEARCH SYSTEM (MIRS)**

During FY88, all JHU/PCS projects under development or underway worldwide were also at some stage of evaluation planning or implementation. *THIS INTENSE COMMITMENT TO RESEARCH AND EVALUATION HAS RESULTED IN MAJOR ADVANCES IN EVALUATION METHODOLOGY. JHU/PCS STAFF HAVE DEVELOPED A MODEL THAT ASSESSES THE IMPACT OF MASS MEDIA ON POPULATION AND FAMILY PLANNING OBJECTIVES. JHU/PCS CALLS IT MIRS—MEDIA IMPACT RESEARCH SYSTEM.* The model evolved from JHU/PCS efforts over a period of years to evaluate communication projects in a variety of settings. In general, MIRS is a combination of research designs and techniques that allows a multi-faceted analysis of communication projects on many levels.

JHU/PCS staff has found MIRS techniques extremely useful in evaluating some of its earlier projects that did not include the comprehensive evaluation components that are now designed into all projects—such as the Tatiana and Johnny project, an IEC campaign in Bolivia and a TV campaign in Kwara State, Nigeria. JHU/PCS expects that the development of MIRS and other innovative techniques initiated in 1988—the use of phone banks in the Philippines' Lea and Menudo project allowed for daily monitoring of the campaign's impact; the use of a laptop computer in a door-to-door survey in Niger allowed for unusually quick and accurate input of data; a new descriptive statistical methodology to display graphically the results of qualitative data; and the implementation of a standardized monitoring system in Ghana—to pave the way for greater understanding of the impact of IEC interventions worldwide.

## **Future Directions**

Building on five years of direct communication experience in the field, the JHU/PCS project in its sixth year continued at the forefront of developing new communication technology to reach more people with more effective family planning messages than ever before. From the viewpoint of this watershed year,

the prospect for the future looks bright with many sophisticated and innovative methodologies in place or available for implementation.

- JHU/PCS cost-sharing schemes built into projects are designed so that many projects, such as Latin America's regional video production center, will eventually become self-sufficient or will attract corporate sponsors as in an industry-based project in the Philippines.
- JHU/PCS evaluation efforts have broken new ground in developing rapid assessment techniques such as MIRS that are expected to yield more efficient analyses of the impact of family planning messages and should result in more efficient review and revision of messages and of campaign goals.
- JHU/PCS training methodologies, born of a widespread need for more effective interpersonal communication and counseling techniques and based on an approach that builds on the skills, experience and ideas of trainees, are making it easier to share ideas and transfer IEC skills to large numbers of family planning professionals in every part of the world.

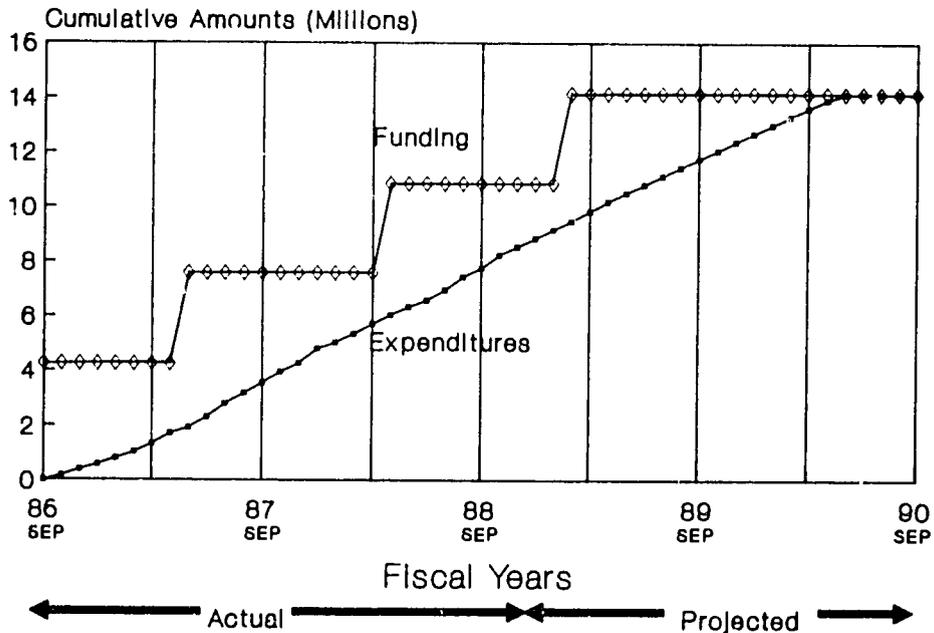
These innovations combined with a growing recognition of JHU/PCS competence have created an unprecedented demand worldwide for JHU/PCS technical assistance. The call for help in IEC from the field is exemplified by the growing number of buy-ins JHU/PCS has received in the last several years. At the start of FY87 and the present Cooperative Agreement, it was estimated that buy-ins would account for 25 percent of project expenditures, but by the end of FY88 buy-ins already accounted for 49 percent of project funding. The trend appears to favor an increase in buy-ins as a total of 6.9 million was received in FY88, more than doubling the total 3.4 million received in FY87. During the next fiscal year, an additional \$4.5 million is expected from buy-ins from Bangladesh, Egypt, Ghana, the Philippines, Morocco, Sudan, El Salvador, Africa Regional/WCA and Chad. In fact, as the number and intensity of JHU/PCS activities increases, fueled by demand from the field, a recent projection (see figure 1 attached) indicates that by May 1990, JHU/PCS will have expended all available funds for the present cooperative agreement—almost a year and a half short of the five-year term.

As JHU/PCS wraps up FY88, a creative, expanding staff is working energetically to respond to the many requests for assistance using the most sophisticated technology at its disposal, always mindful of the human element at the heart of each IEC activity. Sharing information, expertise, and the lessons learned from diverse experience is the impetus behind JHU/PCS leadership in the area of IEC. Plans for the coming year include:

- An Enter-educate Conference in Los Angeles that will bring together public health and communication professionals with entertainment industry leaders; and
- An Advanced Workshop in Baltimore for high-level decision-makers that will explore the essential elements of successful communication programs.

These activities are intended to complement JHU/PCS activities overseas by sharing different facets of JHU/PCS experience with professionals from a variety of developing countries. JHU/PCS looks forward to another busy and stimulating year working to bring to every couple the world over the ability to determine the number and spacing of their children, believing that those who work in family planning communication should not be too modest or too busy to share the results of their experience with as many people in as many ways as possible. ■

**Figure I-1**  
*PCS Project—Core Funds, Cumulative Expenditures & Funding*



OVERVIEW AND HIGHLIGHTS OF THE PROJECT

**Table I-1**  
Summary of Activities by Project Output Category

REGION	NEEDS ASSESSMENT & PLANNING	COUNTRY PROJECTS UNDER DEVELOPMENT	COUNTRY PROJECTS UNDERWAY	COUNTRY PROJECTS COMPLETED	TECHNICAL ASSISTANCE VISITS	MEETINGS AND WORKSHOPS	PROVISION OF FILMS AND MATERIALS (C)
<b>TOTALS CA-1 (FY83-FY87)</b>							
Africa	19			8	56	24	36
Latin America	6			12	22	21	23
Asia	4			3	17	5	17
Near East	<u>3</u>			<u>1</u>	<u>2</u>	<u>6</u>	<u>9</u>
Subtotal	32			24	97(b)	56	85
<b>FY87 CA-2</b>							
Africa	1	21(a)	13	2	27	14	4
Latin America	0	10	3	1	2	2	16
Asia	0	3	3	0	9	0	0
Near East	<u>0</u>	<u>1</u>	<u>1</u>	<u>0</u>	<u>2</u>	<u>0</u>	<u>8</u>
Subtotal	1	35	20	3	40(b)	16	28
<b>FY88 CA-2</b>							
Africa	2	16(a)	15	5	54	26	15
Latin America	0	3	7	2	24	2	18
Asia	0	1	5	0	21	0	2
Near East	<u>2</u>	<u>1</u>	<u>2</u>	<u>1</u>	<u>16</u>	<u>4</u>	<u>8</u>
Subtotal	4	21	29	8	115	32	43
<b>TOTALS CA-2 (FY87-FY88)</b>							
Africa	3			7	81	40	17
Latin America	0			3	26	4	20
Asia	0			0	30	0	2
Near East	<u>2</u>			<u>1</u>	<u>18</u>	<u>4</u>	<u>10</u>
Subtotal	5			11	155	48	49
<b>Total Accomplished to Date:</b>							
CA-1	32			24	97(b)	56	85(c)
CA-2	<u>5</u>			<u>40</u>	<u>155</u>	<u>48</u>	<u>49(c)</u>
Total	37			64	252	104	97(c)

(a) Includes 10 projects to be funded under separate Nigeria contract in 1988.

(b) Does not include visits for country project development and support.

(c) Number of countries receiving films or substantial amounts of materials.

**OVERVIEW AND HIGHLIGHTS OF THE PROJECT**

**Table I-2**  
**Status of Country Projects**  
**CA-1, FY83 - FY87**  
**CA-2, FY87 - FY88**

REGION/COUNTRY	PROJECT NUMBER	RECIPIENT	PERIOD OF ACTIVITY	APPROVED BUDGET	% SPENT	PROJECT TITLE
<b>AFRICA: Completed</b>						
Regional	AF-SEN-01	URTNA	1984-88	\$17,1043		URTNA Family Health Broadcasting Project
Regional	AF-KEN-03	URTNA PEC	1987-88	\$20,497		Model TV Program on Family Planning
Burkina Faso	AF-BKF-01	MSWNS	1985-87	\$70,968		IEC Development Project
Kenya	AF-KEN-01	Stla-Graphics	1985-86	\$55,658(a)		Family Planning Films Project (FPEP)
Kenya	AF-KEN-02	RETICO, Ltd.	1985-86	\$51,437(a)		Evaluation of FPEP
Liberia	AF-LIB-01	Medex	1984-86	\$16,302(a)		RAPID Television Program
Mali	AF-MAI-01	AMPPE	1985-88	\$47,194		Family Planning IEC Project
Nigeria	AF-NGA-01	MOH Kwara	1984-88	\$49,989		Kwara State Family Health Project
Nigeria	AF-NGA-02	PPFN	1984-86	\$64,641(a)		FP Information Booklet Production & Dist.
Nigeria	AF-NGA-03	PPFN	1985-87	\$212,933(a)		Plateau State FP Communication Campaign
Nigeria	AF-NGA-04	U. Ibadan	1986-87	\$16,360(a)		Female VSC Booklets
Nigeria	AF-NGA-05	PPFN	1986-87	\$31,008(a)		FH/FP Broadcasting Workshop
Nigeria	AF-NGA-07	NTA Enugu	1986-87	\$24,630(a)		Anambra State Health FP TV Program
Nigeria	AF-NGA-08	NTA Enugu	1987-88	\$14,001		Anambra State Health FP TV Program.
Nigeria	AF-NGA-12	NTA Ibadan	1987-88	\$13,606		Integration of FP Themes into 2 TV Series
<b>AFRICA Underway</b>						
Regional	AF-SEN-02	URTNA	1988-90	\$333,050	14	URTNA Fam. Health Bdcasting Proj. Phase III
Burkina Faso	AF-BKF-02	MOHSA	1987-89	\$257,077	33	Burkina 1987-1989 IEC Program
Cote d'Ivoire	AF-IVO-01	CERAV	1987-88	\$39,731	45	Pan-African Princ. Material Project
Ghana	AF-GHA-01	MOH	1987-89	\$341,629(c)	50	Ghana Health & FP Info. Program 1987-1989
Ghana	AF-GHA-02	NAFTI	1988-89	\$14,532	30	Natl. Film & Television Institute Video
Kenya	AF-KEN-04	FPAK	1988-89	\$10,340	68	Community Based Training Materials
Niger	AF-NIR-01	MOPH SA	1987-89	\$95,339	59	Niger Family Health IEC Project
Nigeria	AF-NGA-06	MOH-Imo	1986-88	\$41,190(b)	57	Imo State Women's Workshop
Nigeria	AF-NGA-09	PPFN	1987-89	\$85,000	83	Reprint of Client Instruction Booklets
Nigeria	AF-NGA-10	MOH Borno	1987-89	\$27,030(b)	20	Primary Health Care Promotion-Borno State
Nigeria	AF-NGA-11	MOH Ogun	1987-88	\$45,872(b)	86	Communication Outreach Phase II-Ogun State

(a) This project was completed under CA-1

(b) A portion of the budgeted amount shown is funded under a separate Nigeria contract.

(c) An additional amount of \$40,000 has been budgeted for the purchase of equipment to support this project.

## OVERVIEW AND HIGHLIGHTS OF THE PROJECT

Table I-2—continued

REGION-COUNTRY	PROJECT NUMBER	RECIPIENT	PERIOD OF ACTIVITY	APPROVED BUDGET	% SPENT	PROJECT TITLE
Nigeria	AF-NGA-13	Prime TV	1987-88	\$24,878	78	RAPID Video Production
Nigeria	AF-NGA-14	Mut-Moksons	1987-88	\$13,000	88	FP Music Campaign for Males
Nigeria	AF-NGA-15	ABS	1987-88	\$9,138(b)	30	Integration of FP Themes into Radio Soaps
Zimbabwe	AF-ZIM-01	ZNFPC	1988-89	\$177,751	30	Male Motivation Project
<b>AFRICA: Under Development</b>						
Burkina Faso	AF-BKF-03	MOHSA	1989-90	\$51,000		Rural KAP Study
Chad	AF-CHA-01	MOSA	1989-90	\$50,000		N'Djamena FP/IEC Project
Cameroon	AF-CAM-01	MOPH	1989-90	\$40,000		Child-Spacing Promotion Project
Mauritania	AF-MTA-01	MOHSA	1989-90	\$35,000		Child-Spacing IEC Project
Madagascar	AF-MAG-01	FISA	1989-91	\$100,000		Young Adult Sexual Responsibility Project
Madagascar	AF-MAG-02	MPYS	1989-91	\$50,000		Population Promotion Project
<b>LATIN AMERICA: Completed</b>						
Bolivia	LA-BOL-01	COF	1984-87	\$110,248(a)		Family Health IEC
Brazil	LA-BRA-01	ABEPE	1985-87	\$143,818(a)		Basic IEC Materials
Colombia	LA-COL-01	PROFAMILIA	1984-85	\$55,631(a)		Generic Condom Promotion and Evaluation
Colombia	LA-COL-02	Pub.Toro	1987	\$17,300		Research Phase of Comm./Marketing Project
Costa Rica	LA-COS-01	COF	1984-85	\$39,724(a)		Educational Radio for Costa Rican Women
Honduras	LA-HON-01	MOH	1984-87	\$23,300(a)		Ministry of Health FP IEC Activities
Honduras	LA-HON-02	HSS	1984-87	\$16,953(a)		HSS Family Planning IEC System
Honduras	LA-HON-03	ASHONPLAFA	1984-86	\$144,101(a)		Radio/Print Materials for Rural CBD Program
Mexico	LA-MEX-01	FEMAP	1983-86	\$208,994(a)		Print, Radio, TV to Reinforce Promotoras
Mexico	LA-MEX-02	FFI	1985-86	\$240,000(a)		Communication for Young People (T & J)
Mexico	LA-MEX-03	AMIDEM	1986-87	\$157,860(a)		IEC Materials for Health Workers
Mexico	LA-MEX-04	FFI	1986-87	\$23,500(a)		Educational Video (Tatiana & Johnny)
Mexico	LA-MEX-05	FFI	1986-87	\$24,500(a)		Entertainment Video (Tatiana & Johnny)
Mexico	LA-MEX-06	HC	1987	\$55,620		Evaluation Research Program of the CYPP
Mexico	LA-MEX-07	FFI	1987-88	\$49,500		Comic Book Development Project
<b>LATIN AMERICA: Underway</b>						
Regional	LA-GUA-01	APROFAM	1987-91	\$259,908(d)	57	Regional Video Production Center (CREA)
Regional	LA-MEX-08	FFI	1987-88	\$40,000	75	Technical Assistance to CREA
Regional	LA-MEX-09	FFI	1988-89	\$150,000	40	Communication for Young People II

(a) This project was completed under CA-1

(b) A portion of the budgeted amount shown is funded under a separate Nigeria contract.

(d) An additional amount of \$607,630 has been budgeted for the purchase of equipment to support this project.

**OVERVIEW AND HIGHLIGHTS OF THE PROJECT**

**Table I-2—continued**

REGION/COUNTRY	PROJECT NUMBER	RECIPIENT	PERIOD OF ACTIVITY	APPROVED BUDGET	% SPENT	PROJECT TITLE
Regional	LA-MEX-10	IIC	1988-89	\$109,500	50	Evaluation of CYPP II
Brazil	LA-BRA-02	ABEPP	1987-88	\$19,897	65	AIDS Manual for FP Workers
Brazil	LA-BRA-03	PRO-PATER	1988-90	\$304,563	15	Mass Media Vasectomy Promotion
Peru	LA-PER-01	MOH	1988-89	\$78,866	52	FP Workers in an AIDS Prevention Campaign
<b>LATIN AMERICA: Under Development</b>						
Colombia	LA-COL-03	PROFAMILIA	1989	\$107,000		Comm./Marketing Project Implementation
Mexico	LA-MEX-11	FFI	1989-89	\$35,000		Comic Book Project II
Mexico	LA-MEX-12	Novedades	1989-90	\$125,000		Comic Book Project III
<b>ASIA: Completed</b>						
Nepal	AS-NEP-01	FP/MCH	1984-86	\$44,425(a)		Print Materials Development
Nepal	AS-NEP-02	COMMAT	1984-86	\$20,581(a)		Film Spots for Cinema Halls
Nepal	AS-NEP-03	DORC	1984-86	\$5,182(a)		Financial Mgm't of Print Materials Proj.
<b>ASIA: Underway</b>						
Philippines	AS-PHI-01	PCF	1987-89	\$125,535	71	Male FP Motivators in Farmer Organization
Philippines	AS-PHI-02	PCF	1987-89	\$338,603	48	A Multi-Media Campaign for Young People
Philippines	AS-PHI-03	PCF	1987-90	\$65,363	50	A FP Program for the Industrial Sector
Philippines	AS-PHI-04	FPOP	1988-89	\$50,000	50	Improve IEC Strategies to Increase FP Use
Philippines	AS-PHI-05	AMEC-BCCM	1988-90	\$50,000	50	AMEC Population Communication Center
<b>ASIA: Under Development</b>						
Bangladesh	AS-BAN-01	MOHFP	1989-90	\$150,000		Support IEM Unit Activities
<b>NEAR EAST: Completed</b>						
Egypt	NE-EGY-01	CDC	1988	\$12,548		TOT Workshop in Face-to-Face Communication
Jordan	NE-JOR-01	JFPPA	1983-85	\$109,059(a)		IEC Program Development
<b>NEAR EAST: Underway</b>						
Sudan	AF-SUD-01	U. Khartoum	1985-89	\$38,940	56	Print Materials on Family Health
Turkey	NE-TUR-01	TFHPF	1987-89	\$264,952	83	Turkish Family Planning Campaign (1987-89)
<b>NEAR EAST: Under Development</b>						
Morocco	NE-MOR-01	MOPII	1989-91	\$320,000		IEC Program Development

(a) This project was completed under CA-1.

OVERVIEW AND HIGHLIGHTS OF THE PROJECT

**Table I-3**  
*Mass Media Materials Developed*  
 CA-1, FY83 - FY87  
 CA-2, FY87 - FY88

REGION/COUNTRY PCS PROJECT NO.	PRINT MATERIALS	RADIO AND TV	OTHER
<b>AFRICA</b>			
Regional— US based	*Generic FP methods motivational leaflet, 5,000 copies—English 1,000 copies—French		
Regional—ECA (PCS-EM-03)	1 booklet, 5,000 copies		
Regional (AF-SEN-01)	1 catalogue of radio/TV programs, 350 copies	3 demo radio programs (interviews) 9 radio programs 2 TV programs	6 issues of Bulletin, 500 copies each 6 additional issues of Bulletin *4 English and 4 French issues of Bulletin, 500 copies each
Ghana (mini-grant)		*8 episodes of radio serial drama in English	
Sierra Leone (mini-grant)		*12 episodes of radio series	
Regional—CAFS	1 training curriculum 1 FP resource manual, 120 copies		
Burkina Faso (AF-BKF-01)	3 posters, 2,000 each 2 booklets, 9,000 each		1 National FP logo 1 30-minute dramatic film 1 week long multi-media awareness campaign 3 FP billboards 600 FP T-shirts 25 large FP banners
Burkina Faso (AF-BKF-02)			*42 FP clinic signs *5,000 FP logo decals
Ghana (AF-GHA-01)	*4 MOH newsletters, 5,000 copies each *FP booklets for service providers, 15,000 copies *FP leaflet, 200,000 copies *2 posters, 20,000 each	*1 weekly radio series (14 episodes aired) *42 radio announcements	*198 FP clinic signs for MOH *400 FP clinic signs for GRMA *3 feature articles *3 newspaper advertisements *100 FP flip charts

\* Materials developed during FY88 under CA-2

*OVERVIEW AND HIGHLIGHTS OF THE PROJECT*

**Table I-3—continued**

REGION/COUNTRY PCS PROJECT NO.	PRINT MATERIALS	RADIO AND TV	OTHER
Kenya (AF-KEN-01)		4 six-minute video comedies 1 video program	1 16mm film transfer from video
Kenya (AF-KEN-02)			2 evaluation reports
Liberia (AF-LIB-01)		10 copies of 1 30-minute video-tape made and distributed	
Mali (AF-MAL-01)	2 booklets, 3,000 each 5 posters, 3,500 each *2 FP brochures, 3,000 each	1 80-minute video program 1 radio series of traditional stories on FP	1 National FP logo 1 3-day awareness seminar for National Women's Union, including multi-media coverage
Niger (AF-NIR-01)			*125 FP methods sample kits *National FP logo
Nigeria (AF-NGA-01)	2 posters 2 additional posters, 1,500 copies each *1 poster, 1,000 copies	4 spots, 169 radio broadcasts 5 spots, 86 TV broadcast	3 newspaper ads
Nigeria (AF-NGA-02)	9 booklets, 215,000 copies		
Nigeria (PCS-EM-02)	3 booklets, 110,000 copies		
Nigeria (AF-NGA-03)	2 fliers, 50,000 copies each 4 booklets, 25,000 copies each 4 posters, 5,000 copies each	6 radio spots 1 TV program	7 newspaper articles 1 newspaper ad 1 FP song
Nigeria (AF-NGA-04)	1 leaflet 4 booklets	2 TV programs	
Nigeria (PCS-EM-04)	3 posters, 5,000 copies		
Nigeria (PCS-EM-05)	4 fliers, 7,000 copies 4 posters, 2,150 copies	3 radio spots, 90 broadcasts 1 TV spot 2 TV programs, 90 broadcasts	

\* Materials developed during FY88 under CA-2

OVERVIEW AND HIGHLIGHTS OF THE PROJECT

Table I-3—continued

REGION/COUNTRY PCS PROJECT NO.	PRINT MATERIALS	RADIO AND TV	OTHER
Nigeria (AF-NGA-06)	2 posters, 1,000 copies each	**1 radio program *2 radio spots *1 TV spot	
Nigeria (AF-NGA-07/ 08)		13 episodes of a TV magazine format series 23 additional episodes of a TV magazine format series *7 additional episodes of a TV magazine format series	
Nigeria (AF-NGA-09)	**3 booklets, 900,000 total		
Nigeria (AF-NGA-11)	**1 IEC curriculum **5 fliers, 7,000 copies each **1 poster, 4,000 copies each	**2 radio spots **2 TV spots	**1,666 fabric pieces with FP logo and picture *13 clinic stamps **6 folk dramas **1,000 stickers **1,000 T-shirts **1,000 visor caps
Nigeria (AF-NGA-12)		*2 TV programs, 39 episodes total *2 TV spots	
Nigeria (AF-NGA-13)		*1 video program	
Nigeria (AF-NGA-15)	*500 motivational posters	*1 radio program, 11 episodes **19 additional episodes *1 radio spot	
Sudan (AF-SUD-01)	2 booklets in Arabic, 6,000 copies		
<b>LATIN AMERICA AND THE CARIBBEAN</b> Regional (PCS-FM-01)	1 monograph, 300 copies	1 video-tape	

\* Materials developed during FY88 under CA-2

\*\* Materials developed during FY88 under a separate Nigeria contract

**OVERVIEW AND HIGHLIGHTS OF THE PROJECT**

**Table I-3—continued**

REGION/COUNTRY PCS PROJECT NO.	PRINT MATERIALS	RADIO AND TV	OTHER
Regional (LA-MEX-02)	1 poster, 12,800 copies	4 radio spots, 2,900 copies, over 100,000 broadcasts 2 video-tapes, 22 copies 4 TV spots, 22 copies over 10,000 broadcasts	2 FP songs and 45 rpm record, 12,800 copies 1 press kit, 200 copies 500 keychains 500 rulers 500 erasers 500 ballpoint pens 500 T-shirts
Regional (LA-GUA-01)			*16 video productions/post productions (8 social messages, 8 commercial messages)
Regional (LA-MEX-09)	*1 record sleeve		*2 FP songs: 1 45 rpm record, 7,500 copies *1 press kit, 200 copies
Bolivia (LA-BOL-01)	4 pamphlets, 128,000 copies 1 calendar, 10,000 copies	12 radio spots (4 each in Spanish, Aymara and Quechua), 13,000 broadcasts 12 additional radio spots, 13,000 broadcasts	3 audiocassette programs for intercity and interstate buses, 150 copies each 14,000 plastic bags 3,000 keychains 1 monograph 1 flip chart, 3,000 copies 1 research study, 2,000 copies
Brazil (LA-BRA-01)	7 booklets, 70,000 copies 1 brochure, 10,000 copies 2 posters, 5,000 copies each 1 manual for promoters, 4,000 copies		1 flip chart
Brazil (LA-BRA-02)	*1 manual, 2,000 copies		*1 slide set, 190 copies
Colombia (LA-COL-01)		4 radio spots, 3,300 broadcasts	1 shelf talker, 800 copies 1 exhibitor, 185 copies 1 placard, 800 copies (point-of- purchase materials)
Costa Rica (LA-COS-01)	4 booklets, 20,000 copies	400 radio programs, 1,144 broadcasts	
Honduras (LA-HON-01)	1 poster, 5,000 copies	2 radio spots, 30,000 broadcasts 8 microprograms (radio)	2 mini-comics, 80,000 copies

\* Materials developed during FY88 under CA-2

OVERVIEW AND HIGHLIGHTS OF THE PROJECT

Table I-3—continued

REGION/COUNTRY PCS PROJECT NO.	PRINT MATERIALS	RADIO AND TV	OTHER
Honduras (LA-HON-02)	3 pamphlets, 250,000 copies		
Honduras (LA-HON-03)	2 pamphlets, 10,000 copies 2 manuals, 2,000 copies 2 poster versions, 35,000 copies	516 radio spots, 90,000 broadcasts	1 flip chart, 110 copies
Mexico (LA-MEX-01)	1 flier, 15,000 copies 8 booklets, 1,760,000 copies 1 poster, 1,500 copies	42 radio spots, 40,000 broadcasts 3 radio programs	1 referral card, 12,000 copies
Mexico (LA-MEX-07)			*3 comic book prototypes *5 comic book story lines
Mexico (PIACT-8)	1 booklet, 3,000 copies		
Peru (LA-PER-01)			*Information kits, each with 1 brochure, 1 leaflet and 1 pamphlet, 1,000 copies *7 press releases, 140 copies each *12 newspaper articles, 200,000 copies
<b>ASIA</b>			
Nepal (AS-NEP-01)	4 booklets, 92,000 copies 2 booklets, 60,000 copies 1 booklet, 32,000 copies		ORT and Asepsis cards, 30,000 copies Asepsis Guidelines, 2,000 copies
Nepal (AS-NEP-02)			5 film spots
Philippines (AS-PHI-01)	*1 farmer-leader-motivator (FLM) handbook, 200 copies *1 FLM flier, 20,000 copies	*1 radio jingle, 150 tapes	*600 FLM T-shirts *200 FLM caps *1 FP comic book, 6,000 copies *112 FLM identifying signboards *200 FLM training bags *200 pads FLM stationery *6 ARBA regional trainer identifying signboards *1 flip chart, 60 copies

\* Materials developed during FY88 under CA-2

OVERVIEW AND HIGHLIGHTS OF THE PROJECT

Table 1-3—continued

REGION COUNTRY PCS PROJECT NO.	PRINT MATERIALS	RADIO AND TV	OTHER
Philippines (AS-PHI-02)	<ul style="list-style-type: none"> <li>*Color poster/45 jackets, Lea &amp; Menudo, 2,000 copies</li> <li>*Thought cards with song lyrics, 50,000 copies</li> <li>*Fliers linking song to youth centers, 13</li> <li>*"I Still Believe" color poster 45 jacket, Lea &amp; Charlie, 1,500 copies</li> <li>*B &amp; W thought cards, 15,000 copies</li> <li>*24 Art competition posters</li> <li>*Dial-a-friend fliers, 5,000 copies</li> <li>*Art competition fliers, 5,000 copies</li> </ul>	<ul style="list-style-type: none"> <li>*"That Situation" radio spots, 12 open reel copies promoting concert</li> <li>*Music videos of 2 songs</li> <li>*U-matic tape behind the scenes video shooting</li> <li>*Promotion cassette singles of "That Situation", 100 copies</li> <li>*U-matic split screen, Lea &amp; Charlie</li> <li>*Betamax tape of school tours</li> <li>*3 TV spots for Dial-a-friend</li> <li>*3 radio spots for Dial-a-friend</li> <li>*3 TV "crisis" spots for Dial-a-friend</li> </ul>	<ul style="list-style-type: none"> <li>*Print ads on "That Situation"</li> <li>*"That Situation", 45 rpm record, 150 copies</li> <li>*500 "That Situation" T-shirts</li> <li>*2 banners</li> <li>*T-shirt A, Lea &amp; Charlie, 400 pcs.</li> <li>*T-shirt B, Lea &amp; Charlie, 500 pcs.</li> <li>*400 Dial-a-friend T-shirts</li> <li>*2,500 buttons</li> <li>*4,000 stickers</li> <li>*B &amp; W press release photos</li> <li>*"I Still Believe", 45 rpm record, 150 copies</li> <li>*"I Still Believe", cassette singles, 600 copies</li> <li>*1,500 key chains</li> <li>*Stationery, 2,000 pcs.</li> <li>*Young People's Center sign, 22 pcs.</li> <li>*2,500 buttons, "OK to say NO to Sex"</li> <li>*B &amp; W photos of art competition for press release, 80 pcs.</li> <li>*B &amp; W photos of campus tours for press release, 252 pcs.</li> <li>*Cassette tapes of songs and radio spots for play in movie theaters, 20 copies</li> </ul>
Philippines (AS-PHI-03)	<ul style="list-style-type: none"> <li>*Briefing materials for company managers, 500 sets</li> <li>*Brochure, health and responsible parenthood, 12,000 copies</li> <li>*Poster on project launch, 500 copies</li> <li>*Brochure, common childhood diseases, 1,000 copies</li> </ul>		<ul style="list-style-type: none"> <li>*Slide-tape (STP) for company managers, 3 sets</li> <li>*STP's for workers:               <ul style="list-style-type: none"> <li>—Family values, 3 sets</li> <li>—Effects on productivity, 3 sets</li> <li>—In-plant situations, 3 sets</li> </ul> </li> <li>*Comic magazine, 12,000 copies</li> <li>*STP for union leaders and officials, 3 sets</li> </ul>

\* Materials developed during FY88 under CA-2

OVERVIEW AND HIGHLIGHTS OF THE PROJECT

Table I-3—continued

REGION/COUNTRY PCS PROJECT NO.	PRINT MATERIALS	RADIO AND TV	OTHER
<b>NEAR EAST</b>			
Turkey (NE-TUR-01)	*Wall calendar, 5,000 copies *Photonovella, 5,000 copies *Poster on FP, 5,000 copies	*Three-part social drama, "Sparrows Don't Migrate" *5 TV spots on FP	
Egypt (MOH)	*Interpersonal <i>Training of Trainers</i> curriculum *6-day training curriculum in IEC		*Inventory of print materials produced in Egypt
Egypt (CSI)	*Promotional flier for FP clients *Training curriculum in IEC		*Logo for CSI project *Media slogan for Improved Services
<b>TOTALS</b>			
FY88	4 booklets 10 fliers 2 leaflets 1 manual 8 posters 1 calendar 3 brochures 4 training curricula 4 newsletters 3 record sleeves 1 FLM handbook 2 sets thought cards 1 set briefing materials 1 photonovella	14 radio spots 2 radio programs 16 TV spots 2 TV programs 7 episodes TV magazine format series 3 radio series 1 video program 2 music videos 2 U-Matic tapes 1 set-cassette singles 1 Betamax tape 1 social drama	4 bulletins 2 FP logos 3 newspaper ads 15 newspaper articles 4 FP songs 1 press kit 2 flip charts 3,400 FP T-shirts 2 large FP banners 1,500 key chains 640 clinic signs 5,000 FP logo decals 1 FP methods sample kit 1,666 fabric pieces 13 clinic stamps 6 folk dramas 5,000 stickers 1,200 visor caps 16 video productions 1 slide-set 3 comic book prototypes 5 comic book storylines 1 information kit 10 press releases 2 FP comic books 22 Young People's Center signs 112 FLM signboards 200 FLM training bags

\* Materials developed during FY88 under CA-2

OVERVIEW AND HIGHLIGHTS OF THE PROJECT

Table I-3—continued

REGION/COUNTRY PCS PROJECT NO.	PRINT MATERIALS	RADIO AND TV	OTHER
			2,200 pieces stationery 6 ARBA regional trainer signboards Print ads on FP song 20 cinema spots of FP songs 5,000 buttons 5 slide-tape (STP) sets 1 inventory of print materials in Egypt 1 media slogan
<b>TOTALS</b>			
CA-1, FY83-FY87	58 booklets 17 fliers	3 demo radio programs 619 radio spots	16 issues of a bulletin 4 national FP logos
CA-2, FY87-FY88	3 leaflets 1 monograph 9 pamphlets 5 manuals 40 posters 2 calendars 1 catalogue 4 brochures 5 training curricula 4 newsletters 3 record sleeves 1 FLM handbook 2 sets thought cards 1 set of briefing materials 1 photonovella	414 radio programs 8 micro-programs (radio) 10 videos 26 TV spots 9 TV programs 43 episodes TV magazine format series 4 radio series 1 video program 2 music videos 2 U-matic tapes 1 set cassette singles 1 Betamax tape 1 social drama	1 30-minute film 1 multi-media FP awareness campaign 1 16mm film transfer from videos 2 evaluation reports 7 newspaper ads 22 newspaper articles 7 FP songs 2 press kits 500 rulers, erasers, and ballpoint pens 1 shelf talker 1 exhibitor 1 placard 2 mini-comics 5 flip charts 1 referral card 5 film spots 30,000 ORT and Asepsis cards 2,000 Asepsis Guidelines 3 FP billboards 4,500 FP T-shirts 27 large FP banners 1 seminar 3 audio-cassette programs 14,000 plastic bags 5,000 keychains 1 monograph 1 research study 640 clinic signs 5,000 logo decals 1 FP methods sample kit 1,666 fabric pieces 13 clinic stamps

OVERVIEW AND HIGHLIGHTS OF THE PROJECT

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Table I-3—continued

REGION COUNTRY PCS PROJECT NO.	PRINT MATERIALS	RADIO AND TV	OTHER
			6 folk dramas 5,000 stickers 1,200 caps 16 video productions 1 slide set 3 comic book prototypes 5 comic book storylines 1 information kit 10 press releases 2 FP comic books 22 Young People's Center signs 112 FLM identifying signs 200 training bags 2,200 stationery pads 6 ARBA reg. trainer identifying signs 20 cinema spots of FP songs 5,000 buttons 5 slide tape shows 1 inventory of print materials in Egypt 1 media slogan

AFRICA

Burkina Faso  
CAFS  
Cameroon  
CAR  
Cote d'Ivoire  
Ghana  
Kenya  
Lesotho  
Mali  
Mauritania  
Niger  
Senegal  
Sierra Leone  
Uganda  
URTNA  
Zaire  
Zimbabwe



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## Overview

A rapid escalation in the demand for JHU/PCS services from USAID missions, local governments, and private organizations from all regions of Africa this year indicates more appreciation of the importance of IEC in general and of the value of PCS assistance, in particular. Requests have come in from central, south, and east Africa where interest in family planning IEC activities has risen sharply as well as from west Africa where most earlier projects have been based. The increase in the level and intensity of activities is not only a vote of confidence in JHU/PCS's ability to deliver appropriate support to the field, but also a reflection of the labor-intensive nature of IEC work in many countries where family planning IEC components are still in their formative stages. This year JHU/PCS representatives spent over 200 person-weeks in the field—an increase of more than 100 percent over the previous year—carrying out needs assessments, designing new projects, providing technical assistance to on-going projects or conducting workshops and seminars.

The basic strategy in Africa, where knowledge of family planning is low compared to Asia, Latin America and the Near East, is to increase awareness of family planning methods by emphasizing:

- IEC campaigns designed for specific audiences such as men, policymakers, and health personnel;
- Training at all levels from top management to health workers in the field, for strengthening institutional capability, designing comprehensive IEC strategies, developing materials, and improving interpersonal communication;
- Sharing experiences within the region; and
- Integrating research and evaluation components into country projects.

Training has been an essential building block of virtually all JHU/PCS projects in Africa this year. Its importance as a major component of the overall JHU/PCS regional strategy was confirmed as fully 40 percent of the time spent in the field by JHU/PCS representatives was devoted to on-the-job training. From regional workshops to country-wide training programs, JHU/PCS training emphasized field work and a hands-on approach to encourage participants to put newly acquired skills into practice in their work environments.

The single largest JHU/PCS training effort in the world is now well underway in Ghana with plans to train some 3,500 frontline health workers in basic counseling and IEC skills by the end of the three-year project. JHU/PCS also provided assistance in regional training efforts this year to four training workshops for IEC professionals conducted in French and English by the Centre for African Family

Studies (CAFS) and to a Union of African National Radio and Television Broadcasters (URTNA) workshop that brought together senior television producers from five countries where JHU/PCS has or is planning important IEC projects.

URTNA exemplifies another important aspect of the JHU/PCS Africa strategy—sharing experiences within the region. It is URTNA's aim not only to upgrade the capability of its 44-member countries to produce good quality radio and television programs on population and family planning but also to promote the exchange of these programs among African broadcasting organizations. Collaboration with URTNA, which is entering its fifth year, plays a key role in JHU/PCS communication efforts in Africa where many country projects use radio and TV to disseminate family planning messages.

As expressed in a variety of projects on the continent, the JHU/PCS effort to share experiences has reinforced its role as a clearinghouse to exchange information, materials and relevant experiences. A study tour was organized for a group of Nigerian family planning IEC specialists to learn first-hand about a JHU/PCS-funded male motivational campaign in Zimbabwe. The lessons learned from a multi-media campaign in Burkina Faso were also shared with other countries. Slide shows on family planning and sexually transmitted diseases produced in Senegal were duplicated and distributed to seven other countries, and, through URTNA, plans were concluded to distribute a made-in-Zimbabwe film on teenage sexual responsibility to over 40 countries in Africa.

The JHU/PCS commitment to strengthening IEC activities was underscored this year with a renewed emphasis on research and evaluation—an important aspect of JHU/PCS's Africa strategy. Most JHU/PCS country projects were designed with varied and precise instruments to measure progress and chart future courses of action. In Niger, research focussed on gaining insight into the knowledge, attitudes and practices of potential family planning clients; in Ghana, on capturing the impact of clinic workers trained in IEC; in Zimbabwe on measuring the impact of a radio drama series. (See Chapter VIII Research and Evaluation.)

During FY88, the scope of JHU/PCS involvement in specific countries ranged from large projects—such as those in Ghana, Niger and Burkina Faso—which have a number of specific objectives, emphasize a multi-disciplinary approach, include a wide range of activities, and use a number of channels of communication to a one-time needs assessment in Mauritania and technical support in conducting a workshop in the Central African Republic. New activities in central, south and east Africa include a buy-in in Zaire to provide technical assistance and IEC materials; a buy-in for project implementation in Cameroon, a country which only recently incorporated population issues into its development policy; support for an innovative male motivational campaign in Zimbabwe; and a project in Kenya to train a cadre of trainers for community-based distributors.

Indications are that FY89 will be another year of expansion for JHU/PCS in Africa. A number of requests for needs assessments in countries where JHU/PCS has not yet been active have been received. In addition, recent buy-ins from USAID missions, regional offices and the Africa Bureau should provide JHU/PCS with stimulating challenges and new opportunities. After six years of experience working with counterparts from a wide array of African organizations, JHU/PCS is in a strong position to collaborate on the design and implementation of new IEC projects in response to the growing and changing needs of the region. ■

**AFRICA REGION**  
**Centre for African Family Studies—CAFS**  
Technical Assistance

**OBJECTIVES:** To assist the Centre for African Family Studies to strengthen its ability to conduct training courses in family planning and IEC through curriculum development, training a core group of trainers, and conducting regional workshops.

**SPECIAL FEATURES:** Four-week workshops are held in either English or French. The training curriculum was developed during a session for trainers and is revised and improved after each workshop. Each workshop group spends a full week in the field analyzing a local community for its communication, health, social service and employment infrastructure. While building skills in training and interviewing techniques, participants learn how to use focus groups to design messages for specific audiences and are assisted in planning practical strategies for IEC campaigns geared to circumstances in their own countries.

The workshops offer unique opportunities to foster inter-organizational and international collaboration since participants are from a wide variety of backgrounds and organizations across the continent. Pre and posttests and follow-up correspondence indicate that participants, who now number more than 150 from more than 20 countries, do acquire new skills through the workshops which they are often able to use on-the-job.

**PRINCIPAL FY88 ACTIVITIES:** One workshop in English was held in Ghana and three workshops in French were held in Togo. The workshops brought together family planning managers, IEC specialists and media representatives interested in family planning. Participants were introduced to communication theory, given hands-on experience in strategy development, and exposed to health and family planning programs through case studies from various countries and examination of mass media materials. A USAID-commissioned evaluation of the CAFS project stated, "The communications course received high grades for overall content, process, and trainers. The high rating is due in large part to the relevancy of course content to the trainees' setting and to the opportunities provided during training to practice the skills acquired."

**FUTURE DIRECTIONS:** A training manual that details the workshop curricula and appropriate training approaches will be finalized. JHU/PCS hopes to continue its collaboration with the Centre for African Family Studies to support the IEC training needs of African family planning institutions.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JHU/PCS Senior Program Officer Maxwell Senior, JHU/PCS Program Officer Susan Krenn, AED Vice President Mark Lediard, AED Senior Program Officer Michele Liroy, AED Senior Program Officer Allan Kulakow, and consultants Bassine Fall, Joseph M'Bindyo and Leslie Snyder provided a total of 19 person-weeks of technical assistance. ■

**AFRICA REGION**  
**URTNA Family Health Broadcasting Project—AF-SEN-02**  
Regional Project

**PROJECT GRANTEE:**

Union des Radiodiffusions et Televisions Nationales d'Afrique (URTNA)

**PROJECT DURATION:**

August 1, 1988 - July 31, 1990

**PROJECT BUDGET:**

\$333,050

**PROJECT OBJECTIVES:** To increase radio coverage of family planning and population issues throughout Africa, to stimulate contact between broadcasters and family planning experts, and to strengthen the technical capability of broadcasting agencies to develop and produce programs on family planning and population issues.

**SPECIAL FEATURES:** The project is designed to reach senior-level broadcast officials in the 14 URTNA countries to ensure that child-spacing and population issues are incorporated into radio and television programming.

**PRINCIPAL FY88 ACTIVITIES:**

- Produced and distributed eight issues (four English, four French) of the "Family Health and Communication Bulletin" that contains ready-to-air news items on family planning and maternal and child health.
- Conducted first advanced television production workshop for senior television producers from English speaking countries (Cameroon, Ghana, Kenya, Nigeria and Zimbabwe) in which JHU/PCS is initiating important country projects.
- Attended URTNA General Assembly.
- Finalized design of AF-SEN-02.

**FUTURE DIRECTIONS:** Plans include: English and French versions of the "Bulletin"; an advanced television production workshop in French; funding for TV programs as workshop follow-up; mini-grants for radio programs; cross-country sharing of issues through the URTNA Programme Exchange Centre; and media coverage of population events.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JHU/PCS Senior Program Officer Philippe Langlois, AED Senior Program Officer Margaret Parlato, AED Program Officer Philip Sedlak, and consultants Doe Mayer, Alan Barker, and Grace Delano provided 14 weeks of technical assistance. ■

**BURKINA FASO**  
**Burkina 1987-1990 IEC Program—AF-BKF-02**  
Country Project

**PROJECT GRANTEE:**

Ministry of Health and Social Action (Ministere de la Sante et de l'Action Sociale)

**PROJECT DURATION:**

April 1, 1987 - June 30, 1990

**PROJECT BUDGET:**

\$257,077

**PROJECT OBJECTIVES:** To support the Ministry of Health and Social Action (MOHSA) to develop and implement IEC programs in family planning and child-spacing.

**SPECIAL FEATURES:** Despite obstacles resulting from a 1987 coup in Burkina Faso, the family planning IEC project continued to be productive. During the year, the subagreement was modified to expand the scope of activities, to adjust the work calendar, and to accommodate an additional \$140,000 buy-in from USAID/Ouagadougou. This project covers 15 of Burkina Faso's 30 provinces.

**PRINCIPAL FY88 ACTIVITIES:**

- An advanced training workshop for the National Training Team.
- Two IEC workshops for front-line workers.
- Preparation of program contents for an upcoming radio series.
- Installation of over 40 signs to identify service locations.
- 5,000 decals of FP logo.
- Preliminary production of brochure and poster.

**FUTURE DIRECTIONS:**

- Two IEC workshops for front-line workers and two refresher courses.
- Presentation of plays with family planning themes.
- Knowledge, attitudes, and practices study in rural areas.
- Ten bi-monthly IEC campaigns beginning in October 1989.
- A two-week radio workshop in April 1989.
- Leaflets, fliers and posters printed and distributed.
- Three conferences for opinion leaders in 1989 and 1990.
- Contraceptive sample kits produced.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JIU/PCS Senior Program Officer Philippe Langlois, JIU/PCS Program Officer II Joan Schubert and consultant Jana Glenn-Ntumba provided seven weeks of technical assistance. ■

**CAMEROON**  
Needs Assessment

**OBJECTIVE:** To assist USAID/Yaounde to carry out the IEC component of population and family planning needs assessment for Cameroon.

**FUTURE DIRECTION:** Through a \$100,000 buy-in from the USAID Mission in Yaounde, JIU/PCS plans to support a one-year IEC country project to promote family planning in urban areas of Cameroon.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JIU/PCS Senior Program Officer Philippe Langlois provided 3.5 weeks of technical assistance. ■

**CENTRAL AFRICAN REPUBLIC**  
Technical Assistance

**OBJECTIVE:** To provide technical assistance to the Ministry of Public Health and Social Affairs to carry out the IEC component of a six-day workshop on family planning and interpersonal communication for social assistants and community health workers. This activity was funded by the Johns Hopkins Program for International Education in Obstetrics and Gynecology (JHPiEGO).

**ACTIVITIES:** Three full days of the workshop were given to developing counseling and public speaking skills and creating effective family planning messages. The participants gave this JHPiEGO/PCS workshop a very favorable evaluation.

**FUTURE DIRECTIONS:** A similar workshop is planned for two weeks in FY89.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JIU/PCS Program Officer II Joan Schubert provided one week of technical assistance. ■

**COTE D'IVOIRE**  
**Pan African Print Materials—AF-IVO-01**  
Country Project

**PROJECT GRANTEE:**

Le Centre d'Enseignement et de Recherche Audio-visuels (CERAV)

**PROJECT DURATION:**

May 1, 1987 - January 31, 1989

**PROJECT BUDGET:**

\$39,731

**PROJECT OBJECTIVES:** To hone the skills of the grantee to produce accurate, attractive, and culturally acceptable print materials that enhance the ability of health and social welfare workers in Abidjan—and eventually other zones in Francophone Africa—to deliver simple, accurate information to family planning clients about the Pill, IUD, and condom.

**SPECIAL FEATURES:** The city of Abidjan, which hosts a large population of foreign nationals from many Francophone countries, provides an excellent laboratory for pre-testing materials which could have mass appeal to the peoples of West Africa.

**PRINCIPAL FY88 ACTIVITIES:**

- Conducted focus group discussions to develop messages and a knowledge, attitudes, and practices survey in the Abidjan area.
- Completed mock-ups for three leaflets on the Pill, IUD, and condom and submitted to JHU/PCS for review.
- Completed mock-ups for three posters—a family planning motivational poster for the Ministry of Health, a sexual responsibility poster for Ivorian youth, and a contraceptive methods poster—and submitted to JHU/PCS for review.

**FUTURE DIRECTIONS:**

- Printing and distribution of the leaflets and posters.
- Technical assistance to a three-day workshop in December 1989 for journalists, sponsored by the Association Ivoirienne pour le Bien-Etre Familial.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** AED Senior Program Officer Margaret Parlato provided one week of technical assistance. ■

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**GHANA**  
**Ghana Health and Family Planning Information Program—AF-GHA-01**  
Country Project

**PROJECT GRANTEE:**

The Ghana Ministry of Health/Health Education Division

**PROJECT DURATION:**

October 1, 1987 - September 30, 1990

**PROJECT BUDGET:**

\$465,420

**PROJECT OBJECTIVES:** To improve the attitudes and knowledge of service providers towards family planning, to increase the awareness and acceptance of modern contraceptives, and to strengthen the institutional capability of the Ministry of Health/Health Education Division to manage comprehensive health communication programs.

**SPECIAL FEATURES:** Workshops held before this project was established strengthened the ability of the Health Education Division to develop materials and plan IEC programs that enabled the agency to move quickly to: 1) train clinic staff and provide them with support materials to deal with the increased demand for family planning services and 2) increase public awareness of family planning and other public health measures.

**PRINCIPAL FY88 ACTIVITIES:**

- Trained about 40 district-level trainers in family planning and counseling, who in turn trained an estimated 600 staff in six regions.
- Developed and produced a flipchart, a contraceptive methods guide, three quarterly newsletters for health personnel, a motivational leaflet for clients, and a poster.
- Conducted a seminar for journalists.
- Produced a weekly radio series on health issues in English and local dialects.
- Developed an extensive IEC monitoring and evaluation system.
- Provided IEC support for midwives and Family Planning Services project.

**FUTURE DIRECTIONS:** The Health Education Department will focus on a national campaign to increase the demand for services.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JHU/PCS Senior Program Officer Maxwell Senior, Senior Program Officer Wilma Lynn, Senior Program Evaluation Officer Dale Huntington, Program Officer Susan Krenn and PATH Associate Program Officer Kwame Asiedu provided 31 person-weeks of technical assistance. ■

**GHANA**  
**National Film and Television Institute Video—AF-GHA-02**  
Country Project

**PROJECT GRANTEE:**

National Film and Television Institute

**PROJECT DURATION:**

April 21, 1988 - October 20, 1988 (to be extended)

**PROJECT BUDGET:**

\$14,537

**PROJECT OBJECTIVE:** To produce a 20-30 minute video based on the Ghana Resources for the Awareness of Population in Development (RAPID) presentation.

**SPECIAL FEATURE:** The production of this video is intended to complement the activities of the AF-GHA-01 project.

**PRINCIPAL FY88 ACTIVITIES:**

- Developed plan and shooting guide for video.
- Revised plan based on review of a panel composed of representatives from the Ministry of Health, the Population Impact Program and the National Film and Television Institute.
- Completed on-location shooting.
- Completed first rough cut of video.

**FUTURE DIRECTIONS:** The National Film and Television Institute, working closely with the Ministry of Health and the Population Impact Program at the University of Ghana, expects to have the first cut ready for pretesting in November 1988. The final product will be produced in English and translated later into three local languages. It will be broadcast nationally and viewed and distributed through health and educational institutions.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** Technical assistance to this project has been provided during monitoring visits to the AF-GHA 01 project. ■

**KENYA**  
**Community Based Training Materials—AF-KEN-04**  
Country Project

**PROJECT GRANTEE:**

Family Planning Association of Kenya (FPAK)

**PROJECT DURATION:**

July 1, 1988 - June 30, 1989

**PROJECT BUDGET:**

\$10,340

**PROJECT OBJECTIVES:** To strengthen the capability of FPAK to train community-based distributors by improving the skills of core trainers and developing a training manual for community-based distributors.

**SPECIAL FEATURES:** The project features a participatory training approach that is based on field work, demonstrations, discussions, and role plays.

**PRINCIPAL FY88 ACTIVITIES:** In July and August of 1988, JHU/PCS assisted the Family Planning Association of Kenya with a training workshop for trainers of community-based distributors (CBD). During the workshop, a 12-module CBD training manual, covering such topics as counseling, primary health care, and family planning methods, was drafted. The participatory approach used to develop the manual was met with enthusiasm from FPAK trainers who were able to see their experiences reflected in the modules. The manual was subsequently field-tested and revised by the trainers during a two-week workshop for new CBD recruits.

**FUTURE DIRECTIONS:** Pending the results of a review by other non-governmental organizations in Kenya, the manual is being considered as a prototype for a national family planning training manual for CBDs. Future JHU/PCS collaboration with FPAK may include support for outreach efforts by CBD fieldworkers and assistance with male motivational activities.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JHU/PCS Principal Investigator Phyllis Piotrow, Senior Program Officer Wilma Lynn, Senior Program Officer Maxwell Senior and consultant Cheryl Lettenmaier provided a total of 12 person-weeks of technical assistance. ■

### LESOTHO

#### Technical Assistance

**OBJECTIVE:** To attend a Family Health Services project planning group meeting for cooperating agencies and to develop a schedule for IEC activities and technical assistance under the project.

**FUTURE DIRECTION:** JHU/PCS will provide 6.75 person-months of assistance in IEC strategy development, materials development, family life education, and evaluation under the three-year contract.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JHU/PCS Senior Program Officer Wilma Lyan provided two weeks of technical assistance. ■

### MALI

#### Technical Assistance

**OBJECTIVE:** To develop a second-phase IEC project with the Malian Association for the Protection and Promotion of the Family building on the foundation laid by AF-MAI-01, the Mali Family Planning IEC Project.

**PRINCIPAL FY88 ACTIVITIES:** A new project was designed to explore the theme of child-spacing as a Malian tradition. The project will promote various family planning methods as a modern means to achieve traditional ends.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JHU/PCS Program Officer II Joan Schubert provided three weeks of technical assistance. ■

### MAURITANIA

#### Needs Assessment

**OBJECTIVE:** To provide technical assistance to the USAID Mission in Nouakchott in a needs assessment of the population and family planning situation of Mauritania.

**PRINCIPAL FY88 ACTIVITIES:**

- Assessed current interest and capability of Mauritanian ministries and organizations to undertake new population and family planning activities.
- Identified possible interventions which would fit into the overall strategy of USAID/ Nouakchott.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JHU/PCS Senior Program Officer Philippe Langlois provided two weeks of technical assistance. ■

**NIGER**  
**Niger Family Health IEC Project—AF-NIR-01**  
Country Project

**PROJECT GRANTEE:**

Ministry of Public Health and Social Affairs (Ministere de la Sante Publique et des Affaires Sociales)

**PROJECT DURATION:**

December 1, 1987 - August 31, 1989

**PROJECT BUDGET:**

\$95,339.40

**PROJECT OBJECTIVES:** To develop a program to increase public awareness and use of childspacing services and to build the IEC capacity of the Ministry of Public Health and Social Affairs.

**SPECIAL FEATURES:** An ambitious household survey of family planning knowledge, attitudes and practices completed in FY88 will furnish a baseline measure for evaluating the impact of JHU/PCS programs and will serve as a formative research tool in planning IEC strategies. The study provides estimates of contraceptive use in Niamey as well as in two regional capitals where family planning services have only recently been initiated.

**PRINCIPAL FY88 ACTIVITIES:**

- Sponsored a two-week IEC workshop for Ministry of Public Health and Social Affairs and Ministry of Information representatives.
- Designed a national family planning logo.
- Produced contraceptive sample kits for fieldworkers.
- Conducted focus group discussions in Niamey and two provincial cities, Maradi and Zinder, as the first step in audience research and message design for an IEC mass media campaign.
- Completed a survey on family planning knowledge, attitudes and practices in Niamey, Maradi and Zinder.

**FUTURE DIRECTIONS:** In the year ahead, national and regional seminars for opinion leaders will be held. Materials designed at different stages of the project will be released simultaneously with broad media coverage. A radio and television campaign that features a dramatic theater series to promote family planning will be developed.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JHU/PCS Senior Program Officer Philippe Langlois, Senior Program Evaluation Officer Dale Huntington and Program Officer II Joan Schubert provided a total of 18 person-weeks of technical assistance. ■

**SIERRA LEONE**  
Technical Assistance

**OBJECTIVE:** To provide technical assistance to the Planned Parenthood Association of Sierra Leone to develop a three-year strategy.

**PRINCIPAL ACTIVITY:** Worked with representatives of the Planned Parenthood of Sierra Leone to design a strategy that emphasizes strengthening fieldworker outreach efforts through a systematic approach to reaching target audiences.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JHU/PCS Program Officer Susan Krenn provided one week of technical assistance. ■

**UGANDA**  
Technical Assistance

**OBJECTIVE:** To provide technical assistance to the USAID-funded Family Health Initiatives project, Phase II.

**PRINCIPAL FY88 ACTIVITIES:**

- Assisted the Ministry of Health to conduct a one-week strategy development workshop for representatives of government and non-governmental organizations that are active in family planning.
- Planned key activities in the areas of training and materials development identified in the IEC strategy.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JHU/PCS Senior Program Officer Wilma Lynn and consultant Jack Boone provided three person-weeks of technical assistance. ■

**ZAIRE**  
Technical Assistance

**OBJECTIVE:** To support the Family Planning Services Project (PSND) through activities geared towards strengthening the institution's IEC capabilities.

**SPECIAL FEATURES:** Overall project plans include:

- Upgrading skills of PSND IEC staff in activities management, program planning, budgeting and evaluation.
- Enhancing the IEC skills of PSND front-line workers.
- Supporting PSND in production, collection and dissemination of print materials.
- Improving PSND's capacity to execute IEC campaigns.
- Enhancing broadcasters' knowledge of family planning and improving their media production capabilities.

**PRINCIPAL FY88 ACTIVITIES:**

- Developed a workshop curriculum on interpersonal communication.
- Designed and pre-tested print materials, including a poster and contraceptive booklet for males, a guide for maternity clinic personnel, and a contraceptive methods booklet for women.
- Conducted a radio/television workshop for broadcasters that emphasized program design and production.

**FUTURE DIRECTIONS:** Among activities planned for the coming year are a two-week workshop for print media journalists and a workshop on interpersonal communication for front-line family planning workers.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** AED Senior Program Officer Margaret Parlato, AED Senior Program Officer Michele Lioy, AED consultant Dennis Caneff, PATH Associate Program Officer Lena Frumin, PATH consultant Maria Elena Casanova, and JIU/PCS consultants Serigne M'Baye Seye and Suzanne Plopper provided a total of 25 person-weeks of technical assistance. ■

**ZIMBABWE**  
**Male Motivation Program—AF-ZIM-01**  
Country Project

**PROJECT GRANTEE:**

Zimbabwe National Family Planning Council (ZNFPC)

**PROJECT DURATION:**

May 1, 1988 - April 30, 1989

**PROJECT BUDGET:**

\$177,751

**PROJECT OBJECTIVES:** To increase the knowledge and use of family planning methods among males of reproductive age, to improve male attitudes toward family planning, and to promote joint family planning decision-making between males and their spouses.

**SPECIAL FEATURES:** This is one of the first multi-media male motivation projects in Africa. With its male orientation, opportunity for private sector cofinancing, collaboration with employment-based programs, and linkage between interpersonal and mass media activities, this effort in Zimbabwe can be a useful model for other African family planning programs.

**PRINCIPAL FY88 ACTIVITIES:**

- Conducted a project implementation workshop to review projected outputs and develop detailed plans to implement activities.
- Conducted two workshops on giving male motivational talks for 60 ZNFPC senior educators, provincial managers, and other key staff.
- Began the first of 40 educational talks to be conducted over the life of the project.
- Designed print materials including a motivational leaflet and method specific pamphlets on voluntary sterilization.

**FUTURE DIRECTIONS:** The ZNFPC has completed contract negotiations with a private advertising agency to develop and market a 52-episode Shona-language radio drama aimed at men. Plans are being finalized for a time series evaluation and monitoring system to assess the various communication interventions and overall project impact.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JHUPCS Principal Investigator Phyllis Piottrow, JHUPCS Senior Program Officer Wilma Lynn, AED Senior Program Officer Don Levy, and consultants Ruth Kornfield and Gary Lewis provided a total of 14 person-weeks of technical assistance. ■

**SENEGAL**  
Technical Assistance\*

**OBJECTIVES:** To provide technical assistance to the Family Health and Population Project through a contract with the International Science and Technology Institute (ISTI) in:

- Production of a video, slide shows, and print materials on AIDS and family planning.
- Training in radio program production and review of the project's radio programming.
- Overall program review and IEC strategy planning.

**SPECIAL FEATURES:** The Family Health and Population Project has sought since its inception to involve both government and the private sector.

**PRINCIPAL FY88 ACTIVITIES:**

- Produced a video, a manual, and brochures on AIDS.
- Produced three slide shows—one on AIDS for medical personnel, one to recruit IEC auxiliary workers, and one on family planning and sexual responsibility for young people.
- Produced a leaflet on birth control methods and one on the condom.
- Developed a family planning media campaign featuring press, radio and television activities.

**FUTURE DIRECTIONS:** Plans are underway to produce:

- A photo-novel to accompany the slide show for young people.
- Posters for medical personnel showing how to combat the spread of AIDS through proper sterilization of instruments.
- A leaflet for the general public on AIDS transmission.

**FY88 TECHNICAL ASSISTANCE:** JHU/PCS consultant Danielle Baron provided 17 weeks of technical assistance. ■

\* Funded through subcontract with other AID Cooperating Agencies.

**Table II-1**  
*AFRICA: Summary of Major Country Activities by Output Category*  
*Indicating Fiscal Year of Activity (excluding Nigeria)*

COUNTRY	OUTPUT CATEGORY					
	NEEDS ASSESSMENT AND PLANNING	COUNTRY PROJECT DEVELOPMENT	COUNTRY PROJECT INITIATION	TECHNICAL ASSISTANCE	MEETINGS AND WORKSHOPS	PROVISION OF FILMS AND MATERIALS
Regional				84	85,87	84,85,86
URTNA		84,87,88	84,88	87,88	85,86,88	83,84,85,86,88
CAFS				85,86,87,88	86,87,88	85,87,88
Algeria						86
Benin						84,85,86
Bhutan						86
Botswana						83,84,85
Burkina Faso	84	85,86,87	86,87	85,86,87,88	86,87,88	84,85,86,87,88
Burundi				85		84,85,86
Cameroon	88					88
Central Africa Republic				88	88	84,86,88
Comoros						86
Congo	84			84		84
Côte d'Ivoire		86	87	86,87,88		83,86,87,88
Gambia						85,86
Ghana	86	87	88	86,88	87,88	85,86,87,88
Guinea/Bissau						86
Kenya	86	88	88	85,86,87,88	87,88	83,84,85,86,88
Stellagraphics		84	85			
RETCO		85	85			

Table II-1—continued

COUNTRY	OUTPUT CATEGORY					
	NEEDS ASSESSMENT AND PLANNING	COUNTRY PROJECT DEVELOPMENT	COUNTRY PROJECT INITIATION	TECHNICAL ASSISTANCE	MEETINGS AND WORKSHOPS	PROVISION OF FILMS AND MATERIALS
Lesotho				86,88	88	84,85,86,88
Liberia	84	84	85	84,86		83,84,85,86
Madagascar						84,85,86
Malawi						84,85,86
Mali	84	84,87	86	87,88		83,84,85,86,88
Mauritania	87*,88					88
Mauritius	85*,86					83,84,85,86
Niger	87	87	87	87,88	88	85,86,88
Rwanda	86			87	87	84,85,86
Sao Tome/Principe						85
Senegal***	86			85,86,87,88	86,87	83,84,85,86,87
Seychelles						84,85
Sierra Leone	84*,86			85,87,88		84,85,86,88
Swaziland	85	85	85**	85		83,84,85,86
Tanzania						86
Togo	86			86,87	87	83,85,86
Uganda	85*			85,87,88	88	85,86,88
Zaire	84,87	87		84,85,86,87,88	86,87,88	83,84,85,86,87
Zambia						85,86
Zimbabwe		87	88	83,84,85,86,87,88	88	83,84,85,86

\* Partial needs assessment

\*\* Not funded under a subagreement

\*\*\* Activities in FY88 were funded through a subcontract with an AID Cooperating Agency

**Table II-2**  
*AFRICA: Needs Assessments Conducted - FY88*  
*(excluding Nigeria)*

COUNTRY	MONTH/YEAR	PERSONNEL	HOST AGENCY	DURATION IN WEEKS	DESCRIPTION OF ACTIVITIES
Cameroon	May-June 1988	Langlois (JHU/PCS)	USAID/ Yaoundé	4	Participated as team member of national child spacing/ population needs assessment. Developed IEC strategy for comprehensive FP project to begin in 1989.
Mauritania	Nov-Dec 1987	Langlois (JHU/PCS)	USAID/ Nouakchott	2	Conducted initial needs assessment for potential FP/IEC project with the Government of Mauritania.

**Table II-3**  
**AFRICA: Technical Assistance Visits - FY88**  
*(excluding Nigeria)*

COUNTRY	MONTH/YEAR	PERSONNEL (AFFILIATION)	SPONSORING AGENCY(S)	DURATION IN WEEKS	DESCRIPTION OF ACTIVITY
Regional	Oct 1987	Lioy (AED) Lediard (AED) Snyder (AED Cons.)	CAFS	6	TA to help conduct IEC workshop for FP managers of Francophone Africa. Held in Lomé, Togo.
Regional	Oct-Nov 1987	Senior (JHU/PCS) Krenn (JHU/PCS) M'Bindyo (Consultant)	CAFS	5	TA to help conduct IEC workshop for FP managers of Anglophone Africa. Held in Accra, Ghana.
Regional	Jan 1988	Langlois (JHU/PCS) Parlato (AED) Sedlak (AED)	URTNA	3	Attend URTNA Annual General Assembly in Yaoundé, Cameroon.
Regional	May 1988	Lioy (AED) Kulakow (AED)	CAFS	4	TA to help conduct IEC workshop for FP managers of Francophone Africa. Held in Lomé, Togo.
Regional	July 1988	Lioy (AED) Kulakow (AED)	CAFS	4	TA to help conduct IEC workshop for FP managers of Francophone Africa. Held in Lomé, Togo.
Regional	July-Aug 1988	Langlois (JHU/PCS) Mayer (Consultant) Barker (Consultant) Delano (Consultant)	URTNA	11	Conduct advanced television production workshop for senior producers from selected African broadcasting organizations.
Burkina Faso	Oct-Nov 1987	Vansintejan (Consultant)	MEFSN	3	Help in interpersonal communication workshop for social workers.
Burkina Faso	Feb 1988	Langlois (JHU/PCS)	MEFSN	2	Conduct advanced training of trainers workshop for members of National Training team.
Burkina Faso	June 1988	Schubert (JHU/PCS)	MSAS	2	Project monitoring and technical assistance visit.
Central African Republic	Oct 1987	Schubert (JHU/PCS)	MPHSA	1	Conduct IEC component of FP workshop for social assistants and community health workers.
Côte d'Ivoire	Oct 1987	Parlato (AED)	CERAV	1	Project monitoring visit.
Ghana	Oct-Nov 1987	Senior (JHU/PCS) Krenn (JHU/PCS)	MOH/HED	4	Start-up of AF-GHA-01 project and project orientation workshop.
Ghana	Jan-Feb 1988	Krenn (JHU/PCS)	MOH/HED, GRMA	2	Project monitoring and technical assistance visit.

Table II-3—continued

COUNTRY	MONTH/YEAR	PERSONNEL/(AFFILIATION)	SPONSORING AGENCY(S)	DURATION IN WEEKS	DESCRIPTION OF ACTIVITY
Ghana	Mar 1988	Huntington (Consultant)	MOH/HED	2	Provide TA in design and implementation of research/evaluation component of country project.
Ghana	Mar 1988	Senior (JHU/PCS) Lynn (JHU/PCS)	MOH/HED	4	TA/project monitoring visit.
Ghana	Mar-Apr 1988	Asiedu (Consultant)	MOH/HED	5	Provide TA in training of trainers workshops and IEC workshop for field workers.
Ghana	May-June 1988	Krenn (JHU/PCS)	MOH/HED	4	TA/project monitoring visit.
Ghana	June-July 1988	Asiedu (PATH)	MOH/HED	6	Provide TA in training of trainers workshops and IEC workshop for field workers.
Ghana	Aug-Sep 1988	Asiedu (PATH)	MOH/HED	4	Provide TA in training of trainers workshops and IEC workshop for field workers.
Kenya	Oct 1987	Ulzen (AED Cons.)	URTNA	1	URTNA coverage and distribution of information from <i>Better Health for Women and Children Conference</i> in Nairobi.
Kenya	Nov 1987	Piotrow (JHU/PCS)	USAID/CAFS	1	Meetings with donors and project staff.
Kenya	May 1988	Lynn (JHU/PCS) Piotrow (JHU/PCS)	FPAK	2	Project design for AF-KEN-04.
Kenya	July-Aug 1988	Lynn (JHU/PCS) Senior (JHU/PCS) Lettenmaier (PIP)	FPAK	12	Project implementation and TA to conduct training of trainers workshop for CBD's.
Lesotho	Jan-Feb 1988	Lynn (JHU/PCS)	USAID	2	Planning meeting for Family Health Services and technical assistance.
Mali	Oct-Nov 1987	Schubert (JHU/PCS)	AMPPF	2	Project monitoring and TA visit.
Mali	Mar 1988	Schubert (JHU/PCS)	AMPPF	1	Project monitoring and TA visit.
Niger	Oct 1987	Schubert (JHU/PCS)	MS/AS	1	Project design for Project AF-NIR-01.
Niger	Jan 1988	Schubert (JHU/PCS) Langlois (JHU/PCS)	CNSF	5	Project implementation and conduct start-up IEC workshop for representatives of MOHSA and MOI.
Niger	Mar 1988	Huntington (Consultant) Schubert (JHU/PCS)	MS/AS	3	Project monitoring and preparation for IEC baseline/evaluation survey.

Table II-3—continued

COUNTRY	MONTH/YEAR	PERSONNEL/(AFFILIATION)	SPONSORING AGENCY(S)	DURATION IN WEEKS	DESCRIPTION OF ACTIVITY
Niger	June-Aug 1988	Huntington (JHU/PCS)	MS/AS	10	Conduct KAP study through extensive qualitative/quantitative research in project's designated area.
Senegal	Oct 1987	Parlato (AED)	URTNA	1	Project monitoring and design visit to URTNA.
Senegal*	June-Sep 1988	Baron (Consultant)	ISTI	17	Design and production of audio-visual FP/AIDS materials for Projet de Santé Familiale et Population under JHU/PCS subcontract with ISTI.
Sierra Leone	Jan 1988	Krenn (JHU/PCS)	PPASL	1	TA visit for IEC strategy development.
Uganda	June 1988	Boone (Consultant)	MOH,FPAU	2	TA visit for IEC Strategy Development Workshop.
Uganda	Aug 1988	Lynn (JHU/PCS)	MOH	1	TA visit for Family Health Initiative project.
Zaire	Oct 1987	Parlato (AED)	PSND	2	Project design and TA visit to discuss buy-in with USAID for IEC support to Projet des Services des Naissances Desirables.
Zaire	Oct 1987	Caneff (AED Cons.) Seye (AED Cons.)	PSND	7	Training in design and production of radio/TV workshop for Zaire mass media specialists.
Zaire	Jan 1988	Lioy (AED)	PSND	2	Project monitoring and TA visit.
Zaire	Apr-May 1988	Casanova (PATH) Frumin (PATH)	PSND	3	TA visit to design and pretest FP print materials.
Zaire	May-June 1988	Plopper (Consultant)	PSND	3	TA visit for design of interpersonal communication workshop curriculum and preparation of workshop.
Zaire	June-July 1988	Lioy (AED) Seye (Consultant) Casanova (PATH)	PSND	8	TA visits for project monitoring, development of messages, selection of AV materials, preparation of workshop for print media journalists and production of print materials.
Zimbabwe	Nov-Dec 1987	Kornfield (Consultant) Lynn (JHU/PCS)	ZNFPC	3	Project development and technical assistance to ZNFPC Training Division for curriculum development in counseling.
Zimbabwe	May 1988	Lynn (JHU/PCS) Piotrow (JHU/PCS)	ZNFPC	3	AF-ZIM-01 project implementation and orientation workshop.

\* Funded through a subcontract with an AID Cooperating Agency

Table II-3—continued

COUNTRY	MONTH/YEAR	PERSONNEL (AFFILIATION)	SPONSORING AGENCY(S)	DURATION IN WEEKS	DESCRIPTION OF ACTIVITY
Zimbabwe	Aug 1988	Lewis (Consultant)	ZNFPC	2	TA visit to develop education component for AF-ZIM-01 project.
Zimbabwe	Aug-Sep 1988	Lynn (JHU/PCS) Levy (AED)	ZNFPC	4	Project monitoring and TA visit.
Zimbabwe	Sep 1988	Lewis (Consultant)	ZNFPC	2	TA visit for evaluation component of AF-ZIM-01 project.

**Table II-4**  
**AFRICA: Meetings, Workshops and Lectures - FY88**  
**(excluding Nigeria)**

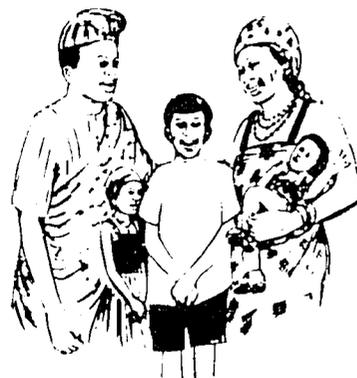
COUNTRY	PROJECT NUMBER	DATES	HOST AGENCY	NUMBER OF PARTICIPANTS	DESCRIPTION OF ACTIVITY
Regional	AF-SEN-02	July-Aug 1988	URTNA	10	<i>Advanced Television Production Workshop.</i> Three-week workshop on writing/production techniques for representatives of 5 national broadcasting organizations. Held in Yaoundé, Cameroon in collaboration with Cameroon Radio-Television.
Regional		Oct 1987	CAFS	22	<i>CAFS Family Planning Workshop.</i> IEC workshop for FP managers of Francophone Africa. Held in Lomé, Togo.
Regional		Oct-Nov 1987	CAFS	25	<i>CAFS Family Planning Workshop.</i> IEC workshop for FP managers of Anglophone Africa. Held in Accra, Ghana.
Regional		May 1988	CAFS	20	<i>CAFS Family Planning Workshop.</i> IEC workshop for FP managers of Francophone Africa. Held in Lomé, Togo.
Regional		July 1988	CAFS	25	<i>CAFS Family Planning Workshop.</i> IEC workshop for FP managers of Francophone Africa. Held in Lomé, Togo.
Burkina Faso	AF-BKF-02	Oct-Nov 1987	MSAS	20	<i>Interpersonal Communication Workshop.</i> IEC workshop for social workers.
Burkina Faso	AF-BKF-02	Feb 1988	MSAS	18	<i>Advanced Training of Trainers Workshop.</i> Training and IEC techniques for core group of trainers from National Training Team.
Burkina Faso	AF-BKF-02	Sep 1988	MSAS	20	<i>Interpersonal Communication Workshop.</i> IEC workshop for social workers.
Central African Republic		Oct 1987	MSPAS	25	<i>Family Planning and Interpersonal Communication Workshop.</i> In collaboration with JIPIEGO, initiation workshop for social assistants and health workers.
Ghana	AF-GHA-01	Nov 1987	MOH	20	<i>Project Implementation Workshop.</i> Orientation for MOH Health Education Division staff and other collaborating agencies.
Ghana	AF-GHA-01	Jan 1988	MOH	25	<i>Workshop for Media Practitioners.</i> Three-day seminar for journalists and broadcasters on population and family planning issues.
Ghana	AF-GHA-01	Jan 1988	GRMA	15	<i>Planning Group Meeting for GRM - Private Sector Midwives and Family Planning Services Project.</i> PCS provided TA for IEC component of the project.
Ghana	AF-GHA-01	Mar-Apr 1988	MOH	80	<i>FP and Counseling TOT for DHMTs.</i> FP and counseling training of trainers and practicums for District Health Management Team members.

Table II-4—continued

COUNTRY	PROJECT NUMBER	DATES	HOST AGENCY	NUMBER OF PARTICIPANTS	DESCRIPTION OF ACTIVITY
Ghana	AF-GHA-01	Apr-Sep 1988	MOH	600	<i>FP and Counseling Training for Level B Mor. Staff.</i> FP and counseling workshops for MOH clinic staff. (Series of one-week workshops in 6-8 regions.)
Ghana	AF-GHA-01	June-July 1988	MOH	100	<i>FP and Counseling TOT for DIIMTs.</i> FP and counseling training of trainers and practicums for District Health Management Team members.
Ghana	AF-GHA-01	June 1988	MOH	70	<i>Monitoring and Evaluation System Workshop.</i> Training of field interviewers and clinic record keepers for project monitoring and evaluation system.
Ghana	AF-GHA-01	Aug-Sep 1988	MOH	80	<i>FP and Counseling TOT for DIIMTs.</i> FP and counseling training of trainers and practicums for District Health Management Team members.
Kenya	AF-KEN-04	July 1988	FPAK	15	<i>Curriculum Development and Training of Trainers Workshop.</i> Two-week training course for FPAK trainers of community-based distributors.
Kenya	AF-KEN-04	Aug 1988	FPAK	30	<i>FPAK CBD Workshop.</i> Pretesting training manual for new FPAK community-based distributors.
Lesotho		Jan 1988	USAID		<i>USAID FHIS Planning Group Meeting.</i> Planning Group meeting for cooperative agencies on Family Health Services Project.
Niger	AF-NIR-01	Jan 1988	MSAS/CNSF		<i>IEC Workshop.</i> Project start-up workshop on key aspects of FP/IEC for representatives of MOHSA and MOI.
Uganda		June 1988	MOH, FPAU	30	<i>FP/IEC Strategy Development Workshop.</i> Planning future FP/IEC activities with representatives from governmental and non-governmental agencies active in FP.
Zaire		Oct 1987	PSND	18	<i>Media Production Workshop.</i> Training in design and production of FP messages and programs for Zaire radio and television specialists.
Zimbabwe	AF-ZIM-01	May 1988	ZNFPC	40	<i>Male Motivation Project Implementation Workshop.</i> Two-day workshop for ZNFPC project staff to plan Male Motivation Project.
Zimbabwe	AF-ZIM-01	Sep 1988	ZNFPC	30	<i>Male Motivation Workshop (Harare).</i> Five-day workshop to train Provincial Managers and Senior Educators in how to conduct Male Motivation talks.
Zimbabwe	AF-ZIM-01	Sep 1988	ZNFPC	30	<i>Male Motivation Workshop (Bulawayo).</i> Five-day workshop to train Provincial Managers and Senior Educators in how to conduct Male Motivation talks.

NIGERIA

Anambra  
Benue  
Borno  
FMOH  
Imo  
Kaduna  
Kwara  
Lagos  
Niger  
Nigeria Region  
Ogun  
Oyo  
PPFN  
RAPID  
Rivers



### **RIMON MEETS THE KING**

*The meeting had been set for midnight, the time that King Sunny Ade likes to begin recording sessions that often run into the early hours of the morning. I had asked to meet with the renowned prince of ju-ju to discuss the technicalities of his role in a JHU/PCS music project that features popular songs to promote the idea of sexual responsibility among men. I prepared for my adventure by dressing casually for the late night session and reviewing the fine points of the contract, unaware of the surprises in store for me.*

*My contact arrived at 11:30 p.m. elegantly dressed in white. "Should I change?" I asked, thinking that I had miscalculated the dress code required for the occasion. "No," he assured me. "You are fine. I am dressed formally so I can be perceived as a civilian-clothed police official checking on the roadblocks, in case we are detained on the way."*

*He led me to a beat-up yellow VW. "You must be kidding!" I said, thinking of driving through the streets of Lagos at night in an unreliable car. "No," laughed this music record mogul who usually drives a Mercedes or a Peugeot 505SR. "We are quite safe. This ancient car is car-nap proof!"*

*Though I was somewhat unnerved by the "safety precautions," we set off for a brief trek through the streets of Lagos and arrived intact to a lively and interesting meeting. King Sunny Ade turned out to be intelligent and generous. I was delighted to find a musician who genuinely expressed a desire to do philanthropic work of this sort.*

Jose G. Rimón II  
JHU/PCS Deputy Project Director  
Lagos, Nigeria

## Overview

March 1988, halfway through FY88, marked the beginning of a new phase in JHU/PCS activities in Nigeria under a \$15 million contract known as the Family Health Services (FHS) program. Through a coordinated effort of the Federal Government of Nigeria, USAID, and three additional USAID Office of Population cooperating agencies, the IEC component of the FHS program will provide assistance to three other components: public sector, private sector, and policy. Over the next five years, JHU/PCS will quadruple support to Federal, State, public and private organizations in Nigeria.

The FHS approach is unique in that IEC is the largest and most central element in the entire country strategy, and the role of JHU/PCS is crucial to the successful implementation of the strategy. JHU/PCS is primarily responsible for responding to and generating demand, especially at local government levels. The program objective is ambitious—to increase contraceptive prevalence from six percent in 1984 to 12 percent by 1992. An in-country office was set up in June 1988 headed by Kim Winnard, former JHU/PCS Senior Program Officer, to facilitate implementation of the extensive family planning IEC activities planned. The key areas of JHU/PCS focus will be:

- Supporting mass media to promote awareness of family planning and services;
- Developing training modules to improve counseling and motivational skills of healthworkers;
- Providing information to healthworkers for counseling;
- Promoting awareness and support among influentials; and
- Developing family life education materials to inform teachers about the implications of child-spacing and health issues.

During the early phase of JHU/PCS support in Nigeria, 1983-1987, the emphasis was on programs locally initiated and locally implemented with strong private-sector involvement. These projects delivered three major outputs: print materials for distribution by service providers; local mass media programs; and state-wide mobilization campaigns. Out of this early phase came a popular series of methods booklets for low-literates. This phase also saw the first successful attempts to integrate family planning messages into popular television and radio programs and Nigeria's first state-wide IEC projects in Kwara, Plateau, Ogun and Borno states.

In FY88, during the first six months of the FHS project, JHU/PCS continued its 10 ongoing national, state-based, and media projects in Oyo, Imo, Anambra,

Ogun, and Borno States and Lagos. As a part of the FHS first-year initiative, JHU/PCS worked closely with the Ministries of Health of Kaduna, Rivers, Benue, Lagos, and Niger States to design five new state-wide mobilization campaigns. Modeled on past campaigns, the state-wide campaigns will involve orchestrated media, training, workshop, and materials production activities.

JHU/PCS began collaborating with the Federal Government Ministries of Health, Education, Information, and other appropriate agencies in FY88 to design new national-level projects, in addition to the state-wide campaigns. The Health Education Unit of the Federal Ministry of Health (FMOH), for example, will be producing clinic-related materials. The Ministry of Education will hold a series of planning meetings for representatives of the four national health zones to develop a strategy for a national Family Life Education (FLE) curriculum for Nigerian schools. The Ministries of Health and Education will cooperate in the design of teacher training workshops and the development of materials for Family Life Education.

Technical and financial assistance to non-government agencies was provided this year by JHU/PCS under FHS for a number of specific activities. A video documenting the impact of Nigeria's population growth was completed under the auspices of FMOH. The Planned Parenthood Federation of Nigeria revised and reprinted 900,000 copies of pictorial methods booklets which it had developed in 1986 under a JHU/PCS project. The premier commercial music agency in Nigeria, Mut-Moksons Ltd., elicited 10 song compositions from which two were selected to be produced by a popular Nigerian musician for national and possibly regional distribution.

JHU/PCS staff and consultants provided a total of 53 person-weeks of in-country technical assistance and project monitoring. When he became Nigeria Country Representative in June 1988, Kim Winnard had already provided 10 person-weeks of technical assistance in Nigeria in FY88. Over 30 person-weeks of technical assistance were provided by JHU/PCS Program Officer Julie Convisser and PATH Program Associate Carol Kazi. The rest was provided by Center for Communication Programs Director Phyllis T. Piotrow; JHU/PCS Deputy Project Director Jose G. Rimon II; JHU/PCS Financial Manager Paul Bankerd; AED Senior Program Officer Dr. Clarence Hall; and Consultant Doe Mayer. Mr. Rimon is the key program staff accountable to the FHS project. ■

**KWARA STATE**  
**Kwara State Family Planning Campaign—AF-NGA-01**  
Country Project

**PROJECT GRANTEE:**

Kwara State Ministry of Health (MOH)

**PROJECT DURATION:**

April 1, 1984 - July 31, 1988

**PROJECT BUDGET:**

\$86,947

**PROJECT OBJECTIVES:** To increase the number of family planning acceptors in Kwara State by providing information in the context of childcare and parental responsibility.

**SPECIAL FEATURES:** The Kwara State Ministry of Health state-wide family planning campaign was the first to be launched in Nigeria in June, 1985. Clinics were monitored to track the number of family planning acceptors. In the second year, the number of health centers offering family planning jumped from 7 to 55. The number of new acceptors also grew dramatically. In the seven health centers that offered family planning before the state campaign, new acceptors rose from 258 per quarter in March 1984 to 1,526 per quarter in December 1987, an increase of almost 500 percent.

The primary activity of the project was an extensive public information campaign utilizing coordinated radio spots, TV spots, newspaper ads, posters, and fieldworker visits to encourage the general public to contact local Ministry of Health clinics for services or more information.

**PRINCIPAL FY88 ACTIVITIES:**

- Reprinted poster designed in FY87 depicting contraceptive methods. Need for re-printing was due to popularity in Kwara and the other four Yoruba States.
- Distributed 1,000 posters to five Yoruba-speaking states at the State FP Coordinators Conference in July.
- Project fieldworkers—who were the most frequently named source of referral state-wide—continued outreach activities until the project ended.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JHU/PCS Senior Program Officer Kim Winard provided technical assistance. ■

**NIGERIA REGION**  
**Production and Distribution of Pictorial Information**  
**Booklets on VSC—AF-NGA-04**  
Regional Project

**PROJECT GRANTEE:**

Fertility Research Unit (FRU) of the University of Ibadan, Oyo State

**PROJECT DURATION:**

March 1, 1986 - September 30, 1987

**PROJECT BUDGET:**

\$16,365

**PROJECT OBJECTIVE:** To produce and distribute pictorial booklets to facilitate understanding by health workers and clients of the issues and procedures involved in female voluntary surgical contraception (VSC).

**SPECIAL FEATURES:** In FY87, the University College Hospital (UCH)/Ibadan developed and distributed 30,000 copies of pictorial booklets on female VSC in Yoruba, Hausa, Igbo and English. A pre-distribution survey of health workers' and clients' knowledge, attitudes and practices of VSC conducted in four Nigerian cities revealed very little understanding of VSC among health providers and clients.

**PRINCIPAL FY88 ACTIVITIES:** A post-distribution survey was conducted in collaboration with the Association for Voluntary Surgical Contraception to assess the impact of the booklets. A preliminary report shows that healthworkers found the booklets useful in counseling clients, but that the number of clients over the period of one year was very low due to a combination of economic, social and VSC service-related factors.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** PATH Program Officer Carol Kazi provided technical assistance. ■

**IMO STATE**  
**IEC Orientation and Women's Groups Workshops\***—AF-NGA-06  
Country Project

**PROJECT GRANTEE:**

Imo State Ministry of Health (MOH)

**PROJECT DURATION:**

August 1, 1986 - December 31, 1988

**PROJECT BUDGET:**

\$41,190

**PROJECT OBJECTIVES:** To support the expansion of family planning services in Imo State through a broad multi-media IEC campaign.

**SPECIAL FEATURES:** The multi-media campaign focusses on motivating local opinion leaders and on coordinating Ministry of Health family planning activities with local women's groups. A central part of the campaign is a symposium for representatives of 140 women's groups and leaders. Also key is a radio soap opera series containing family health themes produced by Imo Broadcasting Corporation.

**PRINCIPAL FY88 ACTIVITIES:**

- Aired radio soap opera series beginning February 1988.
- Produced two health posters, two radio spots, and one TV spot.
- Conducted zonal workshops throughout the year.
- Conducted monthly clinic monitoring to determine source of referral in five zones to evaluate the project's impact.

**FUTURE ACTIVITIES:** Alvan Ikoku College of Education in Owerri will conduct an audience recall survey to measure the impact of the radio soap opera. The survey will emphasize the rural audience, the primary focus of the weekly radio program.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JIU/PCS Senior Program Officer Kim Winard provided technical assistance. ■

\* Funded in part by separate Nigeria contract

**ANAMBRA STATE**  
**NTA/Enugu Television Series—AF-NGA-07/08**  
Country Project

**PROJECT GRANTEE:**

National Television Authority (NTA)/Enugu

**PROJECT DURATION:**

February 25, 1986 - December 31, 1987

**PROJECT BUDGET:**

\$38,297

**PROJECT OBJECTIVE:** To develop a television variety series that delivers family health/family planning messages in an entertaining way in order to increase the number of family planning acceptors in Enugu.

**SPECIAL FEATURES:** Family health and family planning themes were integrated into the drama segments of 43 episodes of "In a Lighter Mood," a popular 30-minute variety program broadcast by NTA/Enugu. An advisory committee reviewed and approved each script. The program directly referred clients to the University of Nigeria Teaching Hospital (UNTH) Family Planning Clinic and the Ministry of Health clinic in Enugu.

The impact of the television program appears to have been significant as the average rate of "new acceptors" at the UNTH clinic since the first broadcast increased by 147 percent. Over the 15 months of clinic monitoring while the series was being broadcast, an average of 43 percent of new clients each month named TV as their source of referral for services.

In addition, a recall survey conducted the day after a broadcast revealed that 69 percent of those who watched TV that night watched "In a Lighter Mood." Eighty-four percent of those recalled the family planning message in the drama, and 68 percent correctly identified the clinic information given in the spot advertisement. Of those who identified the information correctly, 25 percent had no prior knowledge of where to go for services. The NTA Enugu series has become a model to promote family planning through this type of entertainment.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JHU/PCS Senior Program Officer Kim Winard and JHU/PCS Program Officer Julie Convisser provided technical assistance. ■

**NIGERIA REGION**  
**PPFN Reprint of Methods Booklets—AF-NGA-09**  
Regional Project

**PROJECT GRANTEE:**

Planned Parenthood Federation of Nigeria (PPFN)

**PROJECT DURATION:**

May 20, 1987 - November 30, 1988

**PROJECT BUDGET:**

\$85,000

**PROJECT OBJECTIVE:** To revise and reprint one million booklets produced originally under JHU/PCS project AF-NGA-02.

**SPECIAL FEATURES:** Under the previous contract, PPFN created and printed 325,000 pictorial booklets on the pill, condom and IUCD in Nigeria's four major languages (Hausa, Igbo, Yoruba, and Pidgin English). The booklets were the first print materials designed especially for counseling low-literate clients. The demand for more booklets resulted from a survey which indicated that both healthworker knowledge and client recall increased when the booklets were used by healthworkers during counseling. Feedback from clinics nationwide indicates that the revised booklets are even more helpful and in great demand.

**PRINCIPAL FY88 ACTIVITIES:** Following extensive revisions, the booklets were reprinted in May, 1988. JHU/PCS provided funds for printing 495,000 copies of the booklets and 50,000 copies of the instruction pamphlets. The Pathfinder Fund supplied remaining funds to print an additional 405,000 booklets. In June-July, PPFN held four zonal workshops to distribute the booklets and train clinic supervisors on booklet use.

**FY86 IN-COUNTRY TECHNICAL ASSISTANCE:** JHU/PCS Senior Program Officer Kim Winard, JHU/PCS Program Officer Julie Convisser and PATH Program Officer Carol Kazi provided technical assistance. ■

**BORNO STATE**  
**Primary Health Care Promotion\***—AF-NGA-10  
Country Project

**PROJECT GRANTEE:**

Borno State Ministry of Health (MOH)

**PROJECT DURATION:**

July 1, 1987 - June 30, 1989

**PROJECT BUDGET:**

\$27,030

**PROJECT OBJECTIVE:** To strengthen the capacity of the Borno State Ministry of Health to carry out IEC activities to promote family planning and maternal and child health.

**SPECIAL FEATURES:** The first family planning IEC campaign in Northern Nigeria, this project reflects the efforts of many institutions with which the Ministry of Health is collaborating including the Ministries of Education and Information; the Borno State Television Corporation and the NTA/Maiduguri; the Schools of Health Technology, Midwifery, and Nursing; the University of Maiduguri Teaching Hospital; local traditional and religious leaders; and women's voluntary and community organizations. The project began late in 1987 with a five-day project orientation and materials development workshop, attended by 18 participants.

**PRINCIPAL FY88 ACTIVITIES:**

- Began collecting baseline data for project evaluation by monitoring sources of referral in four clinics.
- Planned and identified resources for activities scheduled to occur in 1989.

**FUTURE DIRECTIONS:** Plans for 1989 include a symposium on Islam and family planning; two mid-management training workshops; two posters on child-spacing; leaflets on oral rehydration therapy; six radio spots on family planning, oral rehydration therapy, and immunization; one TV drama; and a weekly radio show.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JHU/PCS Senior Program Officer Kim Winard and PATH Program Officer Carol Kazi provided technical assistance. ■

\* Funded in part by separate Nigeria contract

**OGUN STATE**  
**Communication Outreach Phase II\***—AF-NGA-11  
Country Project

**PROJECT GRANTEE:**

Ogun State Ministry of Health (MOH)

**PROJECT DURATION:**

July 1, 1987 - September 30, 1989

**PROJECT BUDGET:**

\$49,246

**PROJECT OBJECTIVE:** To improve the motivational and communication skills of family planning personnel, and to implement innovative IEC programs aimed at increasing awareness among the adult population in Ogun State about family planning health issues and the services available.

**SPECIAL FEATURES:** The project features a series of promotional campaigns for 13 local government areas in Ogun State. In October 1987, a three-week TOT workshop introduced the project and developed an IEC curriculum that included materials development and counseling. The curriculum was later pretested, revised and integrated into a quarterly series of one week sessions for the School of Family Planning Training. The Ogun project will be the first to conduct a broad evaluation of healthworker training in Nigeria by implementing client counselor observation forms, patient exit surveys, healthworker questionnaires, and tracking client records to assess quality of care. Pre and post surveys will evaluate the impact of the live dramas on the audience's comprehension of the FP messages.

**PRINCIPAL FY88 ACTIVITIES:**

- Began first of eight quarterly IEC sessions.
- Launched series of promotional campaigns with live theater, speeches by religious leaders and MOH officials, song and jingle contests, and distribution of posters and clinic fliers.
- Designed promotional fabric with family planning messages and logo to be given as contest prizes.

**FUTURE ACTIVITIES:** Promotional campaigns for all of Ogun State's local government areas are planned for FY89.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JHU/PCS Senior Program Officer Kim Winard, JHU/PCS Program Officer Julie Convisser and PATH Program Officer Carol Kazi provided technical assistance. ■

\* Funded in part by separate Nigeria contract

**OYO STATE**  
**NTA/Ibadan Television Series—AF-NGA-12**  
Country Project

**PROJECT GRANTEE:**

National Television Authority (NTA)/Ibadan

**PROJECT DURATION:**

September 4, 1987 - March 31, 1988

**PROJECT BUDGET:**

\$13,606

**PROJECT OBJECTIVE:** To increase the number of family planning acceptors in Oyo State by integrating family planning messages into existing entertaining television programs, based on the NTA/Enugu FP television series (JIU/PCS project AF-NGA-07/08).

**PRINCIPAL FY88 ACTIVITIES:** Beginning in October 1987 NTA/Ibadan integrated family planning topics into 39 episodes of two existing television programs: "Koko Close," a 30-minute drama program and "Mulero," a Yoruba magazine program. Spot announcements advertising Ibadan clinics were aired twice during each program. All scripts were reviewed by a project advisory committee for medical accuracy and cultural appropriateness.

**SPECIAL FEATURES:** To measure the impact of the TV programs in Ibadan, 13 clinics were monitored and a recall survey was conducted. During the six months of clinic broadcasts, new clients increased by 180 percent. A monthly average of 24 percent of them cited TV as their source of referral. Results of the recall survey showed that 68 percent of the respondent viewers who watched TV that night saw "Mulero" and 99 percent of them recalled the family planning content of the program, while 79 percent correctly recalled the clinic information in the advertisement.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JIU/PCS Program Officer Julie Convisser and PATH Program Officer Carol Kazi provided technical assistance. ■

**NIGERIA REGION**  
**RAPID Video Production—AF-NGA-13**  
Regional Project

**PROJECT GRANTEE:**

Prime Television

**PROJECT DURATION:**

August 13, 1987 - October 31, 1988

**PROJECT BUDGET:**

\$24,878

**PROJECT OBJECTIVE:** To produce a video documentary based on the RAPID (Resources for the Awareness of Population Impacts on Development) Nigerian population statistics in order to increase the awareness of policymakers, leaders and the general public about the effects of rapid population growth on Nigeria's socioeconomic development.

**SPECIAL FEATURES:** Developed by the Federal Ministry of Health and Prime TV of Lagos, this documentary is one of the first of Nigeria's population efforts that is national in scope.

**PRINCIPAL FY88 ACTIVITIES:**

- The video, "Our Destiny is in Our Hands," was shot and edited in late 1987.
- The video was reviewed and revisions were suggested by an advisory council under the auspices of the Federal Ministry of Health including representatives from the Federal Ministry of Information, Nigeria Education Research Council, Nigerian Television Authority, and the Nigeria Population Bureau.
- JHU/PCS conducted pretests of the video in three of Nigeria's four health zones in July 1988.

**FUTURE ACTIVITIES:** "Our Destiny is in Our Hands" will be nationally broadcast and distributed for use in workshops, symposia, and schools.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JHU/PCS Principal Investigator Phyllis T. Piotrow, JHU/PCS Deputy Project Director Jose G. Rimón II, JHU/PCS Senior Program Officer Kim Winnard and consultant Doc Mayer provided technical assistance. ■

**NIGERIA REGION**  
**Sexual Responsibility Music Project—AF-NGA-14**  
Regional Project

**PROJECT GRANTEE:**

Mut-Moksons Trading Company

**PROJECT DURATION:**

September 1, 1987 - September 30, 1988

**PROJECT BUDGET:**

\$13,000

**PROJECT OBJECTIVE:** To develop two songs with sexual responsibility messages to promote the concept of family planning among urban adults.

**SPECIAL FEATURES:** This project is the first phase of an effort to produce popular songs featuring popular Nigerian singers to promote family planning; it is based on the Music for Young People Project that was popular among young adults in Latin America.

**PRINCIPAL FY88 ACTIVITIES:** In May 1988, Mut-Moksons Trading Company, the premier national music promotion company in Nigeria, elicited ten original song compositions and submitted them for review to the Advisory Committee and JHU/PCS. Of these, three were selected as top choices and lyrics were revised to clarify the message. The top three songs were pretested in July by a private market research organization under a separate fixed-price agreement. Results of the pretest will be used to select the final two songs and to produce and develop the marketing plan.

**FUTURE ACTIVITIES:** The second phase of this project, recording and promoting the songs, will be carried out under a new subagreement. It will feature production and distribution of two music videos, promotional items, and live appearances by the artists. The promotional campaign will be conducted by a Nigerian advertising agency in conjunction with a family planning service agency.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JHU/PCS Project Director Patrick Coleman, Deputy Project Director Jose G. Rimon II, Senior Program Officer Kim Winnard and Program Officer Julie Convisser provided technical assistance. ■

**ANAMBRA STATE**  
**ABS Radio Series\***—AF-NGA-15  
Country Project

**PROJECT GRANTEE:**

Anambra Broadcasting Service (ABS)

**PROJECT DURATION:**

October 2, 1987 - March 31, 1989

**PROJECT BUDGET:**

\$9,138

**PROJECT OBJECTIVE:** To produce and broadcast a radio series with family planning messages for rural audiences in order to increase the number of family planning acceptors in Anambra State.

**SPECIAL FEATURES:** This radio soap opera series, inspired by the NTA family planning television series, is a joint effort of the Anambra Broadcasting Service and the Ministry of Health to produce 52 15-minute episodes. Each episode is accompanied by two referrals to University of Nigeria Teaching Hospital and Ministry of Health clinics for further information and services. Thirteen clinics are monitored to determine clients' source of referral.

**PRINCIPAL FY88 ACTIVITIES:**

- The radio series was initiated with scriptwriting contest held by Anambra Broadcasting Company.
- Scripts were reviewed by an advisory committee that included Ministry of Health and University of Nigeria Teaching Hospital representatives.
- The series was broadcast regularly throughout FY88.
- Clinics were monitored for client source of referral.

**FUTURE ACTIVITIES:** A recall survey will be conducted at the end of the broadcast schedule to evaluate the impact of the radio series on the rural audience, the primary focus of the program. The survey will be conducted in five locations throughout Anambra State.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JHU/PCS Senior Program Officer Kim Winard and JHU/PCS Program Officer Julie Convisser provided technical assistance. ■

\* Funded in part by separate Nigeria contract

**NIGERIA REGION**  
**Leventis Co. Family Planning Photonovel\*\***—AF-NGA-16  
Regional Project

**PROJECT GRANTEE:**

John Snow, Inc. for Leventis Ltd.

**PROJECT DURATION:**

Eight Weeks Technical Assistance

**PROJECT BUDGET:**

\$7,000

**PROJECT OBJECTIVE:** To provide technical assistance to Nigeria's largest retail company, Leventis Ltd., to produce a photonovel to educate Leventis employees about family planning.

**SPECIAL FEATURES:** This first-ever project with the Nigerian private sector is a cooperative effort with the Enterprise Project of John Snow, Inc., which is working with Leventis to distribute contraceptives and to explore the potential for employment-based family planning services.

The photonovel will feature the faces, concerns and creativity of actual Leventis employees and will prepare employees to sell contraceptives and to become users themselves.

**PRINCIPAL FY88 ACTIVITIES:** Focus group discussions and a survey were conducted in August 1988 with Leventis employees to determine the themes of the photonovel. Preliminary research results show that employees support family planning and are interested in learning more about the subject.

**FUTURE DIRECTION:** A consultant will work with Leventis in early FY89 on the technical aspects of photonovel development, including scriptwriting. The photonovel will be distributed to the 20,000 employees of Leventis in their 14 retail outlets.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JIU/PCS Senior Program Officer Kim Winard provided technical assistance. ■

\*\* Funded by separate Nigeria Contract

**BENUE STATE**  
Technical Assistance\*\*

**OBJECTIVE:** To provide technical assistance to the Ministry of Health, Planned Parenthood Federation of Nigeria, and local media houses in designing a statewide FP/IEC project to begin in January, 1989.

**SPECIAL FEATURES:** Under the project, a core group of Ministry of Health health tutors will receive training to conduct a series of communication workshops for family planning clinic and outreach workers. Print materials, in the form of posters and leaflets, will be produced to assist the healthworkers in motivating and counseling potential clients. The project will include an integrated, six-month media campaign featuring family planning dramas developed and performed live and for television by the renowned Benue State Arts Council. To garner support among influentials, a Symposium for Opinion Leaders will be held as a follow-up to the Symposium in 1987.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JHU/PCS Senior Program Officer Kim Winard and Program Officer Julie Convisser provided technical assistance. ■

**KADUNA STATE**  
Technical Assistance\*\*

**OBJECTIVE:** To work with the Ministry of Health, Planned Parenthood Federation of Nigeria, and local media houses to design a state-wide IEC project to begin in January, 1989.

**SPECIAL FEATURES:** A core group of health-tutors from the Ministry of Health will be trained to conduct a series of workshops on communication skills for family planning clinic and outreach workers. Print materials will be produced to support the education and outreach efforts of the healthworkers. FRCN, the nationally recognized radio house in Kaduna, will produce 13 Hausa variety programs with family planning themes to be broadcast over six months, and NTA will produce a family health TV series called "TV Doctor" for broadcast during the same period. A workshop will be held for the leaders of youth organizations on Family Life Education, and a family life drama competition will be held at the PPFN Youth Centre with the winning drama performed at local secondary schools. A symposium will be held for invited Muslim leaders to publicize their support for family planning.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JHU/PCS Senior Program Officer Kim Winard, JHU/PCS Program Officer Julie Convisser and PATH Program Officer Carol Kazi provided technical assistance. ■

\*\* Funded by separate Nigeria contract

**LAGOS STATE**  
Technical Assistance\*\*

**OBJECTIVE:** To provide technical assistance to the Ministry of Health in Lagos State to initiate the design for the state-wide FP/IEC project to begin sometime during FY89.

**SPECIAL FEATURES:** As with all FP/IEC state projects under FHS, the Lagos strategy will place emphasis on improving the client-healthworker interaction through communication training and the distribution of client-oriented print materials. It will also include an integrated electronic media campaign, and pilot activities to address special audiences such as men and youth.

**FY88 TECHNICAL ASSISTANCE:** JHU/PCS Senior Program Officer Kim Winnard, JHU/PCS Program Officer Julie Convisser and PATH Program Officer Carol Kazi provided technical assistance. ■

**NIGER STATE**  
Technical Assistance\*\*

**OBJECTIVE:** To provide technical assistance to the Ministry of Health in Niger State for a state-wide FP/IEC project to begin sometime in FY89.

**SPECIAL FEATURES:** The project will be based on the model designs in Kaduna, Benue, and Rivers, with training, media, and special activities adapted to suit this state's unique resources and needs.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JHU/PCS Senior Program Officer Kim Winnard provided technical assistance. ■

\*\* Funded by separate Nigeria contract

**OYO STATE**  
Technical Assistance\*\*

**OBJECTIVE:** To provide technical assistance in the development of a project with the Ministry of Health to produce a dramatic 30-minute family health video for rural audiences.

**SPECIAL FEATURES:** The video will be produced in Yoruba with family planning, oral rehydration therapy, and childhood immunization themes and distributed primarily through mobile cinema vans in rural areas throughout Oyo State, as well as Nigeria's other four Yoruba states (Ondo, Ogun, Kwara and Lagos). The script will be developed with results of focus group research conducted in rural areas of Oyo State. An advisory committee including representatives of Ministries of Information from other Yoruba States will review the script and plan a public launching of the film in each Yoruba state.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JHU/PCS Senior Program Officer Kim Winard and Program Officer Julie Convisser provided technical assistance. ■

\*\* Funded by separate Nigeria Contract

**RIVERS STATE**  
Technical Assistance\*\*

**OBJECTIVE:** To work with the Ministry of Health, Planned Parenthood Federation of Nigeria, and local media houses to design a state-wide IEC project to begin in January, 1989.

**SPECIAL FEATURES:** The Rivers State Project focusses all IEC efforts on five of the ten local government areas in the state that are presently equipped with an adequate number of service delivery points. To reach Rivers State's far-flung and highly diverse population, the strategy utilizes a combination of training workshops on interpersonal communication for healthworkers, an extensive radio campaign, and local launchings to mobilize support for family planning. To increase male motivation in particular, the state plan involves establishing a series of clinic-based father's clubs. It also includes the first FLE-in-the-School's activity. In the five schools in Port Harcourt where the new Federal Ministry of Education Population Education curriculum is being piloted, the school-based drama groups will receive support to develop and perform family life education dramas in a state competition.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JIU/PCS Senior Program Officer Kim Winard, JIU/PCS Program Officer Julie Convisser and PATH Program Officer Carol Kazi provided technical assistance. ■

**NIGERIA REGION**  
Technical Assistance\*\*

**OBJECTIVE:** To assist the Federal Ministry of Health/Health Education Unit to institutionalize materials development skills and mass production of prototype media/print materials for national distribution through state ministries of health.

**SPECIAL FEATURES:** Possible strategy includes training of personnel in IEC project design, formative research, and message development. The print materials being considered for development include cue cards on family planning methods to be used as a reference by healthworkers who are counseling clients, a motivational brochure on family planning, and a Nigerian version of the Population Report on AIDS.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JIU/PCS Senior Program Officer Kim Winard provided technical assistance. ■

\*\* Funded by separate Nigeria Contract

**NIGERIA REGION**  
Technical Assistance\*\*

**OBJECTIVE:** To provide technical assistance to the National Family Planning Logo Design Committee to draft criteria for the creation of a national family planning logo.

**SPECIAL FEATURES:** The Logo Design committee is co-chaired by the Health Education Division of the Federal Ministry of Health and the Department of Population Activities, with representatives of the Family Health Unit and Federal Ministry of Information. Project plans include a national design competition among health education units of state ministries of health, and federal schools of art and technology.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JIU/PCS Senior Program Officer Kim Winnard provided technical assistance. ■

**NIGERIA REGION**  
Technical Assistance\*\*

**PRINCIPAL FY88 ACTIVITIES:** Initial discussions were held with RMS, a Nigerian research marketing firm with proven capabilities in formative research techniques, regarding their potential role in conducting national focus group research of family planning knowledge, attitudes and practices, and exposure and recall of different media. The research would be based in the four health zones in order to reflect the differences due to ethnic and religious factors in the population.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JIU/PCS Deputy Project Director Jose G. Rimon II and Senior Program Officer Kim Winnard provided technical assistance. ■

\*\* Funded under separate Nigeria Contract

**Table III-1**  
*NIGERIA: Summary of Major Country Activities by Output Category*  
*Indicating Fiscal Year of Activity*

REGION/ COUNTRY	OUTPUT CATEGORY					
	NEEDS ASSESSMENT AND PLANNING	COUNTRY PROJECT DEVELOPMENT	COUNTRY PROJECT INITIATION	TECHNICAL ASSISTANCE	MEETINGS AND WORKSHOPS	PROVISION OF FILMS AND MATERIALS
<b>Nigeria</b>	83	87	87,88	84	84,86,87	84,85,86,87
Kwara State MOH		83,87	84			83,84,85,88
PPFN—print materials		84,87	85,87	88	84,85,86	84,85,88
Bauchi		86,87				86
Abuja, F.C.T.						87
PPFN—Plateau State		84	85		86	85
Gongola State		87				86
Ogun State MOH		84,86	85**,87	88*	86,88	88
FRU/Ibadan (Oyo State)		87	86	88	86	85
NTA/Ibadan		87	87	88		88
PPFN—broadcast workshop		85	87		86,87	85
NTA/Enugu (Anambra St.)		85	86,87	88	86	85,88
ABS (Anambra State)		87	88	88*		
Ondo State MOH		85,86,87				86
Imo State MOH		85	86	88*	87	86
Prime TV/Lagos (RAPID)		85,86	87	88		
Benue State		86,87,88*		88*	87	86
Borno State		86,87	87	88*	88	
Kaduna State		86,87,88*		88*		
Kano State		86,87,88*		88*		
Lagos, MOH		87,88*		88*		
Niger State		86,87,88*				
Rivers State		86,87,88*		88*		
Oyo State MOI		87,88*		88*		

\* Also funded under a separate Nigeria contract

\*\* Not funded under a subagreement

**Table III-2**  
*NIGERIA: Technical Assistance Visits - FY88*

COUNTRY	MONTH-YEAR	PERSONNEL/(AFFILIATION)	SPONSORING AGENCY(S)	DURATION IN WEEKS	DESCRIPTION OF ACTIVITY
Nigeria	Oct-Nov 1987	Winnard (JHU/PCS) Kazi (PATH)	MOH	17	TA and project monitoring in Lagos and Rivers States. Project orientation workshops in Ogun and Borno States.
Nigeria	Oct-Nov 1987	Mayer (Consultant)	Prime TV	2	TA in Lagos State.
Nigeria	Jan-Feb 1988	Winnard (JHU/PCS) Convisser (JHU/PCS) Kazi (PATH)	MOH/MOI	9	TA and project monitoring in Lagos, Borno, Kwara, Ogun, Anambra and Imo States. Project design in Kano and Oyo States.
Nigeria	Apr 1988*	Winnard (JHU/PCS) Kazi (PATH)	MOH	4	TA and project monitoring in Lagos, Kwara, Ogun, Anambra, Borno, Oyo and Imo States. Project design in Benue, Kaduna and Rivers States.
Nigeria	July 1988*	Piotrow (JHU/PCS)	MOH	1	To attend workshop in Oyo State.
Nigeria	June-July 1988*	Winnard (JHU/PCS) Convisser (JHU/PCS) Kazi (PATH)	MOH	16	TA and project monitoring in Anambra, Ogun, Lagos, Imo, Oyo and Borno States. Project design in Benue, Kaduna, Rivers and Oyo States.
Nigeria	Aug 1988*	Bankerd (JHU/PCS)	FHS	2	TA to set up Fiscal System for JHU/PCS Lagos Office.
Nigeria	Aug-Sep 1988*	Rimon (JHU/PCS)	FHS	2	TA and project design in Lagos.

\* Funded under a separate Nigeria contract

**Table III-3**  
*NIGERIA: Meetings, Workshops and Lectures - FY88*

COUNTRY	PROJECT NUMBER	DATES	HOST AGENCY	NUMBER OF PARTICIPANTS	DESCRIPTION OF ACTIVITY
Nigeria	AF-NGA-11	Oct 1987	MOH/Ogun	20	<i>Materials Development and TOT FP Counseling Workshop.</i> Three-week workshop introducing the project and developing an IEC curriculum to be integrated in the School of Family Planning Training.
Nigeria	AF-NGA-10	Nov 1987	MOH/Borno	20	<i>Materials Development and Project Orientation Workshop.</i> Five-day workshop to orient project people with the project and train them in materials development.

**Table III-4**  
*NIGERIA: Country Projects Developed and Under Development  
 To Be Funded By Separate Nigeria Contract*

COUNTRY	PROJECT NUMBER	RECIPIENT	PERIOD OF ACTIVITY	APPROVED BUDGET	PROJECT TITLE
<b>Developed</b>					
Nigeria	AF-NGA-16	John Snow, Inc.	1988-89	\$7,000	Leventis Photonovella Project
Nigeria	AF-NGA-17	MOI Oyo	1988-89	\$19,920	Rural Health Video Project
<b>Under Development</b>					
Nigeria	AF-NGA-18	MOH Benue	1989-91	\$38,000	Statewide FP IEC Campaign
Nigeria	AF-NGA-19	MOH Kaduna	1989-91	\$39,000	Statewide FP IEC Campaign
Nigeria	AF-NGA-20	MOH Rivers	1989-91	\$39,000	Statewide FP IEC Campaign
Nigeria	AF-NGA-21	MOH Lagos	1989-91	\$35,000	Statewide FP IEC Campaign
Nigeria	AF-NGA-22	MOH Niger	1989-91	\$35,000	Statewide FP IEC Campaign
Nigeria	AF-NGA-23	MOH Ondo	1990-92	\$35,000	Statewide FP IEC Campaign
Nigeria	AF-NGA-24	MOH Bauchi	1990-92	\$35,000	Statewide FP IEC Campaign
Nigeria	AF-NGA-25	MOH Kano	1990-92	\$35,000	Statewide FP IEC Campaign
Nigeria	AF-NGA-26	MOH Gongola	1990-92	\$35,000	Statewide FP IEC Campaign
Nigeria	AF-NGA-27	NTA Network	1989-90	\$20,000	FP TV-Radio Program

# LATIN AMERICA AND THE CARIBBEAN

Bolivia  
Brazil  
Caribbean  
Columbia  
Ecuador  
El Salvador  
Guatemala  
Mexico  
Peru



**STILL GOING STRONG**

*The bus was traveling north of Guayaquil,  
Ecuador's large port city. In the seat next to me was  
an amiable young woman in her late teens whom I  
thought was a student going home for the holidays.  
Above the background music, we talked about the  
usual things—families, kids and so forth.  
Something familiar began to play and my  
companion began to sing along with it. I laughed  
out loud when I realized I was hearing "Cuando  
Esteamos Juntos" more than a year after it topped  
the charts. The young woman returned my smile  
and kept singing.*

Alice Payne  
JHU/PCS Program Officer II  
Ecuador

## Overview

This year in Latin America, JHU/PCS used sophisticated communication techniques to pursue and test new approaches to family planning communication. Throughout the Americas, general knowledge and acceptance of family planning is high, yet actual use lags behind in many countries. Past informational and educational activities have gotten the word out about family planning methods and their benefits. Since Latin America has one of the most sophisticated mass media infrastructures in the world, the challenge this year has been to deliver specific messages in lively and entertaining formats that can compete with commercial media. The JHU/PCS FY88 strategy focussed on:

- The "enter-educate" approach, using popular entertainment formats;
- Mass media to reach specific audiences such as men and young couples;
- AIDS prevention counseling for family planning workers; and
- Research and evaluation components integrated into all projects.

The use of entertainment to convey messages about family planning and health is a basic JHU/PCS strategy. This "enter-educate" approach was pioneered in the Communication for Young People Project with Tatiana and Johnny. A comic book series for young Mexican men is the most recent example of a very popular entertainment medium which JHU/PCS is adapting to convey family planning themes. Another new regional project featuring music videos and two new stars, Charlie and Karina, is underway. The two songs and videos will first be broadcast through the commercial music industry and then linked with youth service organizations in eleven countries in Latin America.

JHU/PCS used an innovative mass media approach in designing projects to promote family planning to specific audiences, such as men and young couples, who traditionally have not had easy access to family planning information or services. Plans have been made to use television for the first time in Brazil to advertise vasectomy; and in Colombia brand names will be advertised on television for the first time as part of a multi-media campaign promoting temporary methods to young couples along the Atlantic coast.

During FY88, JHU/PCS continued working in AIDS prevention. In Brazil a guide was developed to both inform family planning workers and assist them in AIDS prevention counseling with clients. In Peru, information kits were produced for the press and political leaders.

Cost recovery has been an important element to assure that social communication projects can become self-sufficient. CREA, the regional video center in Guatemala produced commercial videos to subsidize family planning and family health videos. In Mexico, JHU/PCS obtained support from the commercial media so that the music videos and comic book series can be sustained after the pilot phase.

Evaluation components were integrated into all six new projects this year in Brazil, Colombia, Mexico and Peru. Evaluation research is used initially for message development as well as to measure the short and long-term impact of communication campaigns.

JHU/PCS staff and consultants worked in nine countries during FY88 monitoring projects, providing technical assistance, participating in workshops and developing country projects. In the coming year, JHU/PCS will focus on regional projects, such as the Communication for Young People II music project and CREA, and activities in Brazil, Colombia, Mexico and Peru. ■

**BRAZIL**  
**AIDS Manual for Family Planning Workers—LA-BRA-02**  
Country Project

**PROJECT GRANTEE:**

Associacao Brasileira de Entidades de Planejamento Familiar (ABEPF)

**PROJECT DURATION:**

December 15, 1987 - September 30, 1988

**PROJECT BUDGET:**

\$19,897

**PROJECT OBJECTIVE:** To produce a training guide on AIDS for health workers.

**SPECIAL FEATURES:** The ABEPF AIDS manual was adapted from an existing guide produced in Mexico by the Institute of Social Security (IMSS). It includes information and recommendations specifically for health workers as well as a slide set and accompanying guide to use with family planning clients.

**PRINCIPAL FY88 ACTIVITIES:** The IMSS AIDS manual was adapted and the slide set was developed using modern communication methodologies, including extensive audience research, pretesting, and modification.

**FUTURE DIRECTIONS:** A workshop for government representatives, private media and private social service organizations is planned to foster inter-institutional cooperation in the use of scarce resources as well as promote the availability and correct use of the AIDS training guide.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JHU/PCS Program Officer H Alice Payne and consultant Beréngère de Negri provided a total of 15 days of technical assistance. ■

**BRAZIL**  
**Mass Media Vasectomy Promotion—LA-BRA-03**  
Country Project

**PROJECT GRANTEE:**

Promocao da Paternidade Responsavel (PRO-PATER)

**PROJECT DURATION:**

September 1, 1988 - January 31, 1990

**PROJECT BUDGET:**

\$,04,563

**PROJECT OBJECTIVES:** To promote vasectomy services through mass media in three key regional centers, Sao Paulo, Salvador and Fortaleza. The specific objectives of the campaign are to create awareness about vasectomy, to motivate men to seek further information, and to refer potential clients to designated clinics for counseling and services. This project follows a successful PRO-PATER print campaign in 1985 in which clinic attendance doubled. Although the prevalence of modern family planning methods in Brazil is high, male methods account for only a small percentage.

**SPECIAL FEATURES:** The mass media package integrates television, radio, print and public relations. A regular newsletter will facilitate communication among service providers by publishing scientific updates, case studies and progress reports on the campaign.

**PRINCIPAL FY88 ACTIVITIES:** Major project development during FY88 included selecting the three target cities for the campaign and designing the baseline survey instrument.

**FUTURE DIRECTIONS:** Creative strategy, television, radio and print materials will be developed by the advertising agency. Spots will be broadcast on prime time radio and television. In-depth project evaluation will be conducted through pre and post campaign surveys of representative samples of men in Sao Paulo and Salvador and ongoing collection of clinic statistics in the three cities. Focus group discussions will be conducted to gather qualitative information.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JHU/PCS Program Officer II Alice Payne and consultant Mario Bravo provided a total of 12 days of technical assistance. ■

**COLOMBIA**  
**Qualitative Research Project—LA-COL-02**  
Country Project

**PROJECT GRANTEE:**

Publicidad Toro

**PROJECT DURATION:**

September 15, 1987 - November 15, 1987

**PROJECT BUDGET:**

\$17,300

**PROJECT OBJECTIVES:** To provide the research basis and marketing strategy for a follow-up program effort to promote temporary family planning methods among potential users, retailers, and community distributors in the Atlantic Region of Colombia. The latest data for this region indicate low prevalence of temporary family planning methods yet the highest prevalence of female sterilization in the country.

**SPECIAL FEATURES:** This project is part of a cohesive program that features the cooperation of JHU/PCS, TFG/SOMARC, PROFAMILIA, and Publicidad Toro (the advertising agency for PROFAMILIA). It includes a) a census of retail outlets; b) pre and post consumer surveys; c) development of a marketing strategy; and d) pre and post retail audits to evaluate the campaign and ongoing sales.

**PRINCIPAL FY88 ACTIVITIES:** The major activities carried out under this contract were focus group discussions with potential users, retailers and distributors in the Atlantic region of Colombia to determine motivations and barriers to the purchase and use of temporary FP methods. This information was used to structure the baseline survey and marketing strategy developed by PROFAMILIA and the marketing strategy developed by Publicidad Toro.

**FUTURE DIRECTIONS:** This preliminary project will lead to a second project with PROFAMILIA in which the major outputs will include: comprehensive communication strategy; communication materials development and pretesting; and launching a six-month multi-media campaign in early 1989. This secondary phase is expected to be completed in FY89.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JHU/PCS Program Officer II Alice Payne provided a total of four days of technical assistance. ■

## ECUADOR Meeting

**OBJECTIVE:** To provide an inter-institutional forum for a family planning IEC strategy for Ecuador. The impetus for the meeting came from a previous JHU/PCS visit where inter-institutional coordination on family planning communication was suggested.

**SPECIAL FEATURES:** The participants included representatives from all public and private agencies offering family planning services. The meeting provided a first-time opportunity for all the family planning groups to share the communication materials they had produced. The JHU/PCS "enter-educate" approach was discussed as well as JHU/PCS plans to produce a second music video in Latin America.

**FUTURE DIRECTIONS:** As a result of the conference, an inter-institutional committee was formed to coordinate future family planning IEC activities and strategies and joint materials development to be used by all agencies.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JHU/PCS Program Officer II Alice Payne participated in the meeting. ■

## EL SALVADOR Technical Assistance

**OBJECTIVE:** To review family planning activities in El Salvador at the request of USAID/San Salvador.

**PRINCIPAL FY88 ACTIVITIES:**

- Review of general FP/IEC strategies and activities;
- Evaluation of FP/IEC research activities;
- Discussion of possibility of Salvadorian family planning groups using CREA, the regional video production center in Guatemala.
- Exploration of how JHU/PCS can support the Salvadorian FP/IEC program.

**FUTURE DIRECTIONS:** The USAID Mission will request JHU/PCS to evaluate the FP/IEC component of the national FP program. The evaluation will be conducted in 1989.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JHU/PCS Project Director Patrick L. Coleman provided four days of technical assistance. ■

**GUATEMALA**  
**Centro Regional de Audiovisuales—CREA—LA-GUA-01**  
Regional Project

**PROJECT GRANTEE:**

Asociacion Pro-Bienestar de la Familia de Guatemala (APROFAM)

**PROJECT DURATION:**

March 1, 1987 - August 31, 1991

**PROJECT BUDGET:**

\$960,000

**PROJECT OBJECTIVE:** To establish a regional video production center to produce high quality family planning broadcast materials for Central American audiences.

**SPECIAL FEATURES:** The production center, known as CREA, boasts state-of-the-art video equipment previously unavailable in the region. It is attractive to advertising agencies who have been using production facilities in the US for post-production work and to social agencies which can purchase CREA's services at prices substantially lower than those offered to commercial agencies, due to a two-tiered price schedule.

**PRINCIPAL FY88 ACTIVITIES:** Basic equipment was delivered and installed at CREA, and technical personnel were trained to operate it. A separate agreement was entered into between JHU/PCS and FFI de Mexico (LA-MEX-08) for a marketing strategy for CREA as well as a procedures manual. CREA personnel developed storylines for demonstration videos to promote services. CREA produced or post-produced 16 videos, 8 of which are social in nature. A two-day meeting was held to inaugurate CREA and acquaint representatives from 11 Latin American family planning and youth counseling centers with CREA's facilities and services.

**FUTURE DIRECTIONS:** Additional equipment will be purchased to enhance CREA's production and post-production capabilities, including animation. A self-sufficiency study will be conducted to determine how CREA can attain financial independence. Work will continue on the pilot/demonstration video series scheduled to be completed in early 1989.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JHU/PCS Project Director Patrick L. Coleman, Senior Program Officer Frank J.P. Segura, Program Assistant J. Eric Davis and consultant Dario Mejia provided a total of 20 days of technical assistance. ■

**MEXICO**  
**Development for Characters and Finished Prototypes for Comics for**  
**Social Communication—LA-MEX-07**  
Country Project

**PROJECT GRANTEE:**

Fuentes y Fomento Intercontinentales de Mexico, S.A. de C.V. (FFI)

**PROJECT DURATION:**

August 1, 1987 - August 31, 1988

**PROJECT BUDGET:**

\$44,365

**PROJECT OBJECTIVES:** To develop, pretest and finally create three finished prototypes of a commercially-oriented comic book series containing attractive characters and storylines with family planning and related IEC messages. The prototypes will be used to negotiate with Novedades Editores, S.A. for the eventual publication and distribution of a high circulation comic book.

**SPECIAL FEATURES:** The income generating characteristics of this project are such that, after an initial funding period to introduce the comic book to the target audience, it should become a self-sustaining and on-going FP/IEC vehicle. The comic book series will be targeted primarily to young male adults in both urban and rural areas of Mexico.

**PRINCIPAL FY88 ACTIVITIES:** The three comic books were developed to the final art stage and storylines were prepared for five additional issues. Pretesting, conducted during both the initial development as well as final production stages, indicated a high level of acceptance among the target audience.

**FUTURE DIRECTIONS:** Negotiations are underway with Novedades Editores for printing the comics. JHU/PCS is contracting with FFI de Mexico for the development of a total of 14 comic books for the series.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JHU/PCS Project Director Patrick L. Coleman and Senior Program Officer Frank J.P. Segura provided a total of six days of technical assistance. ■

**MEXICO**  
**Communication For Young People II—LA-MEX-09**  
Regional Project

**PROJECT GRANTEE:**

FFI de Mexico, S.A. de C.V.

**PROJECT DURATION:**

February 1, 1988 - January 31, 1989

**PROJECT BUDGET:**

\$150,000

**PROJECT OBJECTIVES:** To produce two popular songs and videos for young people in 11 Latin American countries to increase their awareness of responsible parenthood. The project builds on the experience of the first Communication for Young People Project.

**SPECIAL FEATURES:** Karina and Charlie, two young singers with broad appeal throughout Latin America, sing two songs with messages of sexual responsibility. Videos accompany the songs. One of the songs was adapted and re-recorded in Spanish from a similar project in the Philippines that also featured Charlie, a former Menudo. Promotional materials will direct young people to youth counseling centers. Press kits and other materials will support the marketing strategy. Melody de Mexico, the record industry branch of TELEvisa which represents both artists, will contribute nearly \$360,000 toward print, radio, and TV promotion of the songs and videos.

**PRINCIPAL FY88 ACTIVITIES:** Both songs, "Creo en Ti" and "Frena," were recorded and a video was produced for each song. Seventy-five hundred 45-rpm records of the first song, along with special record sleeves, were produced and are ready for distribution. Representatives of family planning and youth counseling centers from the 11 Latin American countries involved attended a meeting at the regional video production center (CREA) in Guatemala to learn about available services and facilities.

**FUTURE DIRECTIONS:** The records, videos and promotional materials will be distributed in October 1988. FFI de Mexico will work closely with the participating family planning and youth counseling center from the 11 targetted countries to maximize the social impact of the expected commercial success as it translates to increased awareness of issues of sexual responsibility.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JHU/PCS Project Director Patrick L. Coleman and Senior Program Officer Frank J.P. Segura provided a total of 10 days of technical assistance. ■

**MEXICO**  
**Evaluation Research Program of the Communication for Young**  
**People II Project—LA-MEX-10**  
Regional Project

**PROJECT GRANTEE:**

Instituto de Investigacion de la Comunicacion, A.C. (IIC)

**PROJECT DURATION:**

July 1, 1988 - October 31, 1989

**PROJECT BUDGET:**

\$109,500

**PROJECT OBJECTIVES:** To evaluate, assess and determine the penetration and impact of the responsible parenthood message contained in the Communication for Young People II project, known as the Karina and Charlie project. Evaluation activities will take place in Mexico and Peru.

**SPECIAL FEATURES:** The results of this project are expected to determine the effectiveness of this communication method for young people, as well as whether this approach can be replicated in other areas of the world.

**PRINCIPAL FY88 ACTIVITIES:** An evaluation questionnaire was designed and distributed. A marketing firm located in Lima has been contracted to conduct research in that city.

**FUTURE DIRECTIONS:** After obtaining the baseline data, the researchers will conduct focus group sessions, surveys, and interviews among young people, communicators and family planning association officials in the major urban centers of Mexico and Peru.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JHU/PCS Project Director Patrick L. Coleman and Evaluation Officer D. Lawrence Kincaid provided a total of six days of technical assistance. ■

**PERU**  
**Involving Family Planning Workers in an AIDS Prevention**  
**Campaign—LA-PER-01**  
Country Project

**PROJECT GRANTEE:**

Ministry of Health

**PROJECT DURATION:**

January 1, 1988 - June 30, 1989

**PROJECT BUDGET:**

\$ 84,939 (JHU/PCS)

\$138,488 (Population Council)

\$238,427

**PROJECT OBJECTIVES:** To involve family planning workers in the National AIDS Prevention Program under the auspices of the Ministry of Health.

**SPECIAL FEATURES:** The major components of the project include: 1) an information clearinghouse; 2) seminars for leaders, health professionals and journalists; 3) a mass media campaign in Lima; and 4) training of family planning workers to promote AIDS information and condom use.

This project is jointly supported by JHU/PCS and the Population Council. Each activity will be carefully evaluated through an operations research component.

**PRINCIPAL FY88 ACTIVITIES:** In early 1988 the content analysis to detect the impact of the information clearinghouse was designed. The clearinghouse has begun to generate weekly press releases to the press corps for broadcasts and publications.

The project's first seminar was held with leaders in the political and medical communities to focus on the AIDS situation in Peru and emphasize the importance of high level support for prevention activities.

The pre-campaign baseline survey was conducted with 3,000 individuals in Lima. The survey is the first attempt to ascertain the Peruvian public's perceptions of AIDS.

**FUTURE DIRECTIONS:** The mass media campaign will be launched in late 1988. Press seminars and ongoing press releases will continue into 1989. Family planning workers will be trained in AIDS prevention counseling and condom distribution. Regional seminars will be held for health and community leaders to discuss AIDS prevention.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JHU/PCS Senior Evaluation Officer D. Lawrence Kincaid, Program Officer II Alice Payne, and AED Consultant Manuel Rodriguez-Casado provided a total of 36 days of technical assistance. ■

## PERU Workshop

**OBJECTIVE:** To introduce local communication experts to family planning and development communication methodologies through a "hands-on" workshop.

**SPECIAL FEATURES:** The two-week workshop included fifteen communication specialists from the public, private, academic and commercial sectors. The workshop focussed on improving the interpersonal communication skills of health workers in the Ministry of Health, an urgent concern in Peru.

After an introduction to local family planning and development communication concepts, the participants visited a variety of public sector health facilities in greater Lima to see family planning services first-hand and talk directly with the health workers. The group developed a communication strategy for training health workers in interpersonal family planning communication and then divided into five technical areas to produce draft materials. Examples of audio, video, print and evaluation materials were developed to support the interpersonal communication curriculum designed by one of the groups. These media, training and evaluation materials serve as examples of the type of materials the MOH can consider when formulating its IEC program. The participants learned a great deal about the MOH family planning program and gained a solid base to continue to work with JHU/PCS to assist the MOH in developing its new family planning communication strategies.

**FUTURE DIRECTIONS:** The workshop was the first step to prepare the participants in the important methodological and contextual framework necessary for their future work in Peru.

The JHU/PCS workshop was held at the University of Lima and co-sponsored by the Pathfinder Fund and Development Associates.

**IN-COUNTRY TECHNICAL ASSISTANCE:** JHU/PCS Senior Research Officer D. Lawrence Kincaid, JHU/PCS Program Officer II Alice Payne, AED Vice President Mark Lediard, Leonel Valdivia of Development Associates, PATH consultant Maria Elena Casanova, and JHU/PCS consultant Lenin Flores provided a total of 60 days of technical assistance to facilitate the workshop. ■

**Table IV-1**  
*LATIN AMERICA AND THE CARIBBEAN: Summary of Major Country Activities  
 by Output Category Indicating Fiscal Year of Activity*

COUNTRY	OUTPUT CATEGORY					
	NEEDS ASSESSMENT AND PLANNING	COUNTRY PROJECT DEVELOPMENT	COUNTRY PROJECT INITIATION	TECHNICAL ASSISTANCE	MEETINGS AND WORKSHOPS	PROVISION OF FILMS AND MATERIALS
Regional		84,87		83,88	83,88	84,85,86,87,88
APROFAM		86	87	88	88	
FFI		84,88	85,86,88	86,88		85
Barbados				87		85,87
Bolivia	83	84	85		86,87	83,84,85,86,87,88
Brazil						
ABEPI		84,87	85,88	88		85,86,87,88
BEMFAM		85				86,87,88
PRO-FATER		88	88	88		86,87,88
Caribbean				87	87	86,87,88
Chile						86
Colombia		84,86,87	84,87	88		84,85,86,87,88
Costa Rica		84	84	83		83,84,85,86,87,88
Dominica						85
Dominican Republic					85	83,85,86,87,88
Ecuador		87		83,85,88	85	83,84,85,86,87,88
El Salvador				86,88		85,86,87,88
Grenada						86
Guatemala						83,84,85,86,87,88
Haiti	83			84,85	85	83,84,85,86,87

Table IV-1—continued

COUNTRY	NEEDS ASSESSMENT AND PLANNING	COUNTRY PROJECT DEVELOPMENT	COUNTRY PROJECT INITIATION	OUTPUT CATEGORY	
				TECHNICAL ASSISTANCE	MEETINGS AND WORKSHOPS PROVISION OF FILMS AND MATERIALS
Honduras	83				86,88
ASHONPLAFA		83	84		84, 83,84,85
IHSS		83	84		85,86, 84,85,86
MOH		83	84		84,85
Jamaica	85*				83,84,85,86,87,88
Mexico		87	87		
FEMAP		83	83		83,84,85,86,87,88
AMIDEM		85	86		
Panama	83			83	83,84,88
Paraguay					83,84,85,87,88
Peru	83	87	88	83,84,85,86,87,88	88, 83,84,85,86,87,88
St. Lucia					86
St. Vincent and The Grenadines					85
Surinam					87
Trinidad and Tobago		86,87,88		88	85,88
Uruguay					87
Venezuela					86,88

\* Partial needs assessment

**Table IV-2**  
*LATIN AMERICA AND THE CARIBBEAN: Technical Assistance Visits - FY88*

COUNTRY	MONTH/YEAR	PERSONNEL/(AFFILIATION)	SPONSORING AGENCY(S)	DURATION IN WEEKS	DESCRIPTION OF ACTIVITIES
Regional	Oct 1987	Segura (JHU/PCS)	JHU/PCS	1/2	To meet with representatives of FONOVISA to discuss a sequel to the Tatiana and Johnny project (CYPP).
Regional	Dec 1987	Ramires (CREA)	FFI de Mexico	1	CREA's Video Editor to Mexico for training in editing of one-inch video at Telerey Studios.
Regional	Jan 1988	Coleman (JHU/PCS) Segura (JHU/PCS)	FFI/USAID	1	To provide TA to LA-MEX-07 project to ensure appropriateness of messages for target audience by increasing amount of developmental research; to discuss follow-up to CYPP project with representatives of Melody S.A. de C.V.; to discuss future JHU/PCS projects in Mexico with USAID; to reestablish the workplan with FFI and Telerey for administrative/marketing support of CREA in Guatemala.
Regional	Feb 1988	Valladares (FFI) Vargas (Telerey)	CREA	2	To develop an operations manual outline with production contracts and schedules; develop marketing strategies and marketing support tools including a first year marketing plan; develop a price list and fixed-price packages; and develop control and records/inventory forms.
Guatemala	Mar 1988	Ross (Subcontract) Kunjiam (Subcontract)	CREA	2	Under a subcontract with JHU/PCS, to install CREA studio equipment and provide quality assurance.
Regional	Mar 1988	Coleman (JHU/PCS)	USAID/FFI	1/2	To meet with FFI de Mexico and Novedades Editores to monitor progress of LA-MEX-07 and LA-MEX-09 projects. Also, meet with USAID/Mexico to discuss future JHU/PCS projects in Mexico.
Regional	June 1988	Coleman (JHU/PCS)	CREA	1/2	To review contractual issues between JHU/PCS- APROFAM/CREA; to review status of "social" production issues; and to monitor progress of demonstration video production.
Regional	Sep 1988	Mejia (Consultant)	CREA	1	To conduct initial self-sufficiency study on CREA; to prepare a pricing schedule for each year (1989-91); to formulate a strategy indicating options for attaining self-sufficiency.

Table IV-2—continued

COUNTRY	MONTH/YEAR	PERSONNEL/(AFFILIATION)	SPONSORING AGENCY(S)	DURATION IN WEEKS	DESCRIPTION OF ACTIVITIES
Regional	Sep 1988	Coleman (JHU/PCS)	FFI	1/2	To finalize project with Novedades Editores for printing/distribution of comic book series; to monitor/wrap-up projects LA-MEX-07 and LA-MEX-09.
Brazil	Mar 1988	Bravo (Consultant) Payne (JHU/PCS)	PRO-PATER/ ABEPF	1	To meet with PRO-PATER to discuss regional media campaign promoting male contraception and develop a project proposal for AID and JHU/PCS consideration; and to review status of AIDS with ABEPF.
Brazil	Mar 1988	de Negri (Consultant)	ABEPF	1	To assist in content and format of the AIDS manual for family planning service providers.
Brazil	May 1988	de Negri (Consultant)	ABEPF	1	To provide follow-up assistance in design of AIDS manual for family planning service providers.
Brazil	Aug 1988	Payne (JHU/PCS)	ABEPF/PRO-PATER	2	To review status of AIDS manual developed by ABEPF for health care workers. To initiate LA-BRA-03 project with PRO-PATER and finalize site selection of participating clinics.
Colombia	Sep 1988	Payne (JHU/PCS)	PROFAMILIA	1	To finalize marketing plan for communications campaign to be implemented in Atlantic Coast region of Colombia.
Ecuador	Jan 1988	Payne (JHU/PCS)	USAID	1	To attend meeting of public/private Ecuadorian agencies and Cooperating Agencies to discuss and design a national communication strategy.
El Salvador	June 1988	Coleman (JHU/PCS)	USAID	1	To review general family planning IEC strategies and activities; evaluate the research component of FP/IEC activities; discuss possible use of CREA in Guatemala; and explore possible JHU/PCS activities in El Salvador.
Peru	Dec 1987	Payne (JHU/PCS)	Universidad de Lima	1	Finalize agenda with University of Lima for communications experts workshop held in February 1988. Also, discuss contractual arrangements and preliminary activities for AIDS project with MOH.
Peru	Mar 1988	Kincaid (JHU/PCS)	Pop. Council/ MOH	1	To meet with Population Council representative to finalize evaluation component of the LA-PER-01 project with the MOH.

Table IV-2—continued

COUNTRY	MONTH/YEAR	PERSONNEL (AFFILIATION)	SPONSORING AGENCY(S)	DURATION IN WEEKS	DESCRIPTION OF ACTIVITIES
Peru	June 1988	Rodriguez-Casado (AED)	MOH	1	To assist in development of journalist and leaders seminars; to work with press via information clearinghouse; to assist in selection of commercial advertising agency.
Peru	July 1988	Payne (JHU/PCS)	MOH	1	To assist in planning various educational materials to be developed by LA-PER-01 project.
Peru	July 1988	Rodriguez-Casado (AED)	MOH	1	To assist in final selection of advertising agency and development of media campaign.
Peru	Sep 1988	Lobo (HC)	INPPARES	2	To meet with Datum, marketing firm carrying out evaluation component of CYPP-II project in Peru; and to train interviewers on how to conduct survey.
Trinidad & Tobago	Nov 1987	Perkins (Consultant)	FPATT	1	To assist in final selection of scriptwriter for radio series and in development of initial scripts. Also to identify production team options, production costs and production schedule.
Trinidad & Tobago	Jan 1988	Lynn (JHU/PCS)	FPATT	1	To finalize agreement for development of radio soap opera series with FPATT. Also, to meet with representatives of local marketing/research agencies to discuss related activities.

LATIN AMERICA AND THE CARIBBEAN

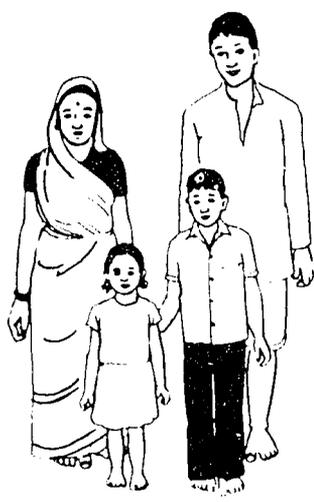
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**Table IV-3**  
*LATIN AMERICA AND THE CARIBBEAN: Meetings, Workshops and Lectures - FY88*

COUNTRY	PROJECT NUMBER	DATES	HOST AGENCY	NUMBER OF PARTICIPANTS	DESCRIPTION OF ACTIVITIES
Regional	LA-GUA-01	Apr 1988	APROFAM (CREA)	15	<i>Regional Meeting on CYPP-II and CREA.</i> Meeting to familiarize representatives of agencies participating in Communication for Young People Project II with the scope of the project and involve them from the outset. Also provided them with first-hand knowledge of the existence of the Regional Video Production Center (CREA) and its services.
Peru		Feb 1988	Universidad de Lima	15	<i>Workshop for Communication Experts.</i> Workshop to introduce local communication experts from private, public, academic and commercial sectors to basic PCS model of FP communication. Provided an introduction to FP and development communication concepts and practical hands-on experience in formulating a communication strategy and developing audio-visual materials.

ASIA

Bangladesh  
India  
Indonesia  
Nepal  
Philippines



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### **RIMON GETS THE MESSAGE**

*Curiosity is what brought JHU/PCS Deputy Project Director Jose G. Rimón to the doorstep of a well-known masseuse during a technical assistance visit to Indonesia. The masseuse is considered the most effective motivator in the area in convincing village women to accept modern family planning methods.*

*"What is your secret?" Rimón asked. "How do you get so many women to use IUDs and pills?"*

*"Beauty," she replied.*

*"Women want to be beautiful. So I massage them, and relax them, and tell them that they will stay beautiful if they don't have more children."*

Jose G. Rimón  
JHU/PCS Deputy Project Director  
Indonesia

## Overview

The ongoing challenge in Asia, where governments have been supporting family planning for the past two decades, is to close the awareness-practice gap and to maintain current users in areas where contraceptive prevalence is already high. The JHU/PCS strategy addresses attention to increasingly segmented audience groups to:

- Encourage participation of selected groups—such as young people, men and women—in health and family planning programs;
- Produce innovative consumer-oriented programs and materials;
- Promote a wide range of methods, especially temporary methods, and encourage child survival through child-spacing; and
- Utilize the commercial sector and private voluntary organizations to promote and generate demand for family planning through cost-effective programs.

JHU/PCS efforts this year focussed on the Philippines, where staff and consultants responded to a rapid expansion in IEC activities with 38 person weeks of technical assistance, and on Bangladesh where an in-country representative was placed to coordinate a massive multi-media family planning/maternal and child health IEC program.

FY88 saw the culmination in the Philippines of a truly multi-national effort in a project that produced two popular songs and music videos. The songs were composed in the Philippines and recorded in the US by a Filipina artist and a popular Puerto Rican music group; the music videos were shot on location in the Philippines. After a major concert in Manila, the songs climbed to the top of the charts and were promoted by television and radio ads that linked them to a counseling hotline in Metro Manila. The line has not stopped ringing since its inception in July.

Innovative approaches abound in projects in the Philippines. One project focusses on “stambayans” or traditional gathering places as a focal point for IEC activities that include a radio magazine and drama performances. In another project, well-known media personalities promote family planning services on their programs. Two on-going projects train workers to motivate their peers to accept family planning; one project uses male farmer leaders, another uses in-plant volunteers.

As the JHU/PCS country representative, Dr Maxwell Senior, took up his post in Bangladesh at the end of FY88, a five-year IEC project that will develop and

test innovative strategies at test sites before using them nationally swung into gear. Plans are underway to hire local staff for the new office which will also provide ongoing support for current activities. JHU/PCS assisted this year with the first regional workshop in IEC in Bangladesh. This many-faceted project is designed to create attractive new messages for a family planning promotional campaign that is integrated with maternal and child health.

Evidence of JHU/PCS's "tailored" approach can be viewed in the on-going technical assistance that JHU/PCS provided this year to Indonesia, India and Nepal. JHU/PCS representatives spent seven weeks in Indonesia redirecting the focus of the second year of a long-term campaign intended to make private, rather than public, family planning services more attractive to acceptors. In India, the JHU/PCS resident advisor continued to assist the Government in a large training project in four northern states, and a JHU/PCS consultant assisted the Ministry of Health to develop a script for a family planning film. In Nepal, discussions were held to determine an appropriate distribution plan for film spots produced under a JHU/PCS project especially for use in theaters.

At the end of a very active year in Asia, JHU/PCS looks forward to developing new projects in the Philippines and continuing to work closely with the Department of Health in both training and strategy and in materials development. JHU/PCS also anticipates working more closely with the Ministry of Health in India on film production, materials for low-literates and training activities. Plans also include conducting needs assessments and evaluations in Nepal, Pakistan and Papua New Guinea and project development in Thailand as well as continuing technical assistance to Indonesia. ■

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## BANGLADESH

### Technical Assistance

**PROJECT OBJECTIVES:** To integrate child survival and child-spacing programs, mobilize community participation and create attractive, new messages for specific audiences in an effort to improve the overall family planning/maternal child health program in Bangladesh.

**SPECIAL FEATURES:** This project will test innovative strategies at pilot project sites and use those that are successful on a nationwide basis. An in-country representative will coordinate a wide range of activities that include:

- Support for indigenous folk singing teams performing songs with family planning and maternal/child health messages in village bazaars.
- Training in interpersonal communication skills for village level health workers.
- Development of IEC materials for non-literates.
- Collaboration with religious leaders.

**PRINCIPAL FY88 ACTIVITIES:**

- Assisted the Ministry of Health Family Planning Wing's Information Education and Motivation (IEM) Unit in planning and conducting the first regional IEC workshop in Moulavibazar.
- Conducted a pre-project site assessment visit to begin selecting sites for the test project areas.
- Assisted the IEM Unit in developing a distribution plan for newly printed IEC materials along with a workshop for the users of the materials.
- Discussed the evaluation plans for the testing of these materials with the relevant research agencies.
- Followed up on ongoing studies with various agencies.
- Established the JHU/PCS Country Representative in Bangladesh to begin implementation of the five-year project.

**FUTURE ACTIVITIES:** A local office will be established and local staff hired to implement and support the IEC project in two test upazillas. Some ongoing IEM Unit activities will also be supported.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:**

JHU/PCS Project Director Patrick Coleman, Financial Manager Paul Bankerd, Senior Program Officer Sung Hee Yun, Senior Program Officer Maxwell Senior, Program Officer Edson Whitney, India Resident Advisor Rolf Lynton, PATH Associate Program Officer Scott Wittet and Bob Porter of Porter Novelli provided a total of 19 person-weeks of technical assistance. ■

**INDIA**  
Technical Assistance

**OBJECTIVE:** To provide assistance to India on population and family planning activities.

**PRINCIPAL FY88 ACTIVITIES:** JHU/PCS Resident Advisor Rolf Lynton was in India for the full year to work with India's Directorate of Health, Population and Nutrition in developing the capacity of four central training institutes in northern India to carry out a large scale training program. The training also has a visiting and evaluation component.

JHU/PCS consultant John Riber went to India at the request of the Ministry of Health and Family Planning to work with the film production unit on developing a script for a film or series of films with family planning themes.

**FUTURE ACTIVITIES:** Consultant John Riber will assist the Ministry of Health and Family Planning film unit in producing a film with a delayed marriage theme to be shown in cinema halls before regular feature films. Also planned are technical assistance in working with local agencies to produce materials for preliterates and curriculum development followed by a training of trainers in interpersonal communication skills and counseling techniques.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** In addition to one year of in-country technical assistance provided by JHU/PCS Resident Advisor Rolf Lynton, JHU/PCS Financial Manager Paul Bankerd and consultant John Riber visited India for a total of three person-weeks. ■

**INDONESIA**  
Technical Assistance

**OBJECTIVE:** To provide assistance to the National Family Planning Coordinating Board (BKKBN) of Indonesia in a campaign designed to encourage clients to seek family planning services in the private sector rather than the public sector.

**SPECIAL FEATURES:** A blue circle campaign kit, containing camera-ready artwork for brochures and posters, will be assembled so that cities not included in the campaign can mount their own local campaigns. The kit will be pretested in cities not included in the campaign.

**PRINCIPAL FY88 ACTIVITIES:** During three visits to Indonesia, JIU/PCS subcontractor Gary Saffitz of Saffitz Alpert and Associates reviewed progress on the Blue Circle condom campaign and assisted BKKBN in redesigning and redirecting the focus of the second year of the campaign.

**FUTURE ACTIVITIES:** Saffitz will continue to provide technical assistance to the BKKBN as the Blue Circle campaign moves into its second year and is launched in an additional seven cities and maintained and modified in the four original cities.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** Subcontractor Gary Saffitz and consultant Daniel Nelson visited Indonesia for a total of eight person-weeks. ■

**PHILIPPINES**  
**Using Male Motivators to Generate Demand for Family Planning**  
**in a Male Farmer Organization—AS-PHI-01**  
Country Project

**PROJECT GRANTEE:**

Population Center Foundation

**PROJECT DURATION:**

July 1, 1987 - June 30, 1989

**PROJECT BUDGET:**

\$125,535

**PROJECT OBJECTIVES:** To develop the capability of the Agrarian Reform Beneficiaries Association (ARBA), a male farmer organization, to establish a community-based program that involves men in family planning by training male farmer leaders to motivate their peers.

**PRINCIPAL FY88 ACTIVITIES:**

- Identified and trained regional trainers who trained 125 farmer leaders in three provinces.
- Developed, pretested and produced a motivator's handbook for farmer leaders.
- Produced t-shirts, caps and bags for the farmer leaders.
- Developed a comic book with family planning themes for potential clients.
- Organized monthly refresher courses/meetings for farmer leaders.
- Developed a jingle and negotiated air time with local radio stations to provide publicity for the project through interviews with project personnel.
- Collaborated with non-governmental organization to provide film shows for motivational meetings in the villages.

**FUTURE ACTIVITIES:** A recognition congress will be held for all farmer leaders. Awards will be given to those who have the greatest number of acceptors. Local organizations have agreed to continue supporting the project beyond its projected completion date.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JHU/PCS Project Director Patrick L. Coleman, Deputy Project Director Jose G. Rimon II, Senior Research Officer D. Lawrence Kincaid, Senior Program Officer Sung Hee Yun, and Program Officer Edson E. Whitney provided a total of four person-weeks of technical assistance. ■

**PHILIPPINES**  
**A Multi-media Campaign for Young People—AS-PHI-02**  
Country Project

**PROJECT GRANTEE:**

Population Center Foundation (PCF)

**PROJECT DURATION:**

June 1, 1987 - December 31, 1988

**PROJECT BUDGET:**

\$391,203

**PROJECT OBJECTIVES:** To raise the level of awareness of young people about responsible sexual behavior through songs and videos using popular young singers as role models.

**SPECIAL FEATURES:** The lead singers, Filipina artist Lea Salonga and Charlie Masso, are backed by Menudo, a young singing group popular in the Philippines. The project is supported by a hotline that refers callers to clinics and counseling centers. Major corporations have donated prime time commercial spots and contributions to the project. Lea's TV appearances have provided additional free publicity for the project.

**PRINCIPAL FY88 ACTIVITIES:**

- The songs—"That Situation" and "I Still Believe"—were written and pre-tested.
- Artists were chosen and the songs and videos were produced.
- A major concert in Manila launched the first song.
- The second song, launched four months later, topped the charts.
- Songs and messages were promoted in school tours led by Lea Salonga.
- Essay and poster contests were held. Awards were presented on TV.
- A hotline was installed and counselors trained for it.
- The hotline was promoted through TV and radio advertisements.
- Existing clinics and counseling centers were set up for hotline referrals.

**FUTURE ACTIVITIES:** Four additional school tours are scheduled for Lea Salonga. An evaluation survey will be conducted at the end of the project.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JHU/PCS Project Director Patrick L. Coleman, Deputy Project Director Jose G. Rimón II, Senior Research Officer D. Lawrence Kincaid, Senior Program Officer Sung Hee Yun, Senior Program Officer Frank J.P. Segura, Program Officer Edson E. Whitney, and consultants Pio De Castro and Rogelio Villarreal provided a total of 12 person-weeks of assistance. ■

**PHILIPPINES**  
**A Responsible Parenthood Program**  
**for the Industrial Sector—AS-PHI-03**  
Country Project

**PROJECT GRANTEE:**

Population Center Foundation

**PROJECT DURATION:**

September 1, 1987 - August 31, 1990

**PROJECT BUDGET:**

\$ 65,363 - JHU/PCS  
165,178 - Enterprise Program  
145,245 - Companies  
\$375,786 - Total

**PROJECT OBJECTIVES:** To institutionalize responsible parenthood in at least 20 manufacturing and service firms in the Metro Manila area by establishing in-plant family planning services that will be models for other industrial programs. The project also seeks active support for inplant programs among national and local labor union leaders.

**SPECIAL FEATURES:** JHU/PCS is supporting the IEC component of this project; the Enterprise Program is funding service delivery. The project is designed to become self-sustaining as the manufacturers absorb an increasingly larger percentage of the costs over the life of the project.

**PRINCIPAL FY88 ACTIVITIES:**

- 20 companies were identified and contracts were signed.
- Workshops to orient and train in-plant volunteers were held.
- Clinic nurses were trained to insert TCu-380 IUDs.
- Slide-tape presentations were developed, pretested and produced.
- Motivational meetings featuring movie stars were held.
- Industry-specific photo display boards featuring in-plant volunteers were developed.
- An ad agency was hired to develop promotional activities.

**FUTURE ACTIVITIES:** A high-visibility promotional contest will be launched along with additional training sessions in motivational techniques, in-factory seminar up-dates, special lectures addressing male health concerns and health promotional activities.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JHU/PCS Project Director Patrick L. Coleman, Deputy Project Director Jose G. Rimon II, Senior Research Officer D. Lawrence Kincaid, Senior Program Officer Sung Hee Yun, and Program Officer Edson E. Whitney provided a total of three person-weeks of technical assistance. ■

**PHILIPPINES**  
**Increasing FP Acceptance and Use Through Improved IEC**  
**Strategies—AS-PHI-04**  
Country Project

**PROJECT GRANTEE:**

Family Planning Organization of the Philippines (FPOP)

**PROJECT DURATION:**

April 1, 1988 - November 30, 1989

**PROJECT BUDGET:**

\$50,000

**PROJECT OBJECTIVES:** To strengthen the IEC capabilities of the Cebu Chapter of the Family Planning Organization of the Philippines and to use mass media and interpersonal communication to increase awareness of family planning, available methods and clinic locations. This project also seeks to increase the contraceptive prevalence rate in the project area.

**SPECIAL FEATURES:** This project features well-known media personalities assisting in the campaign promotion through stories on TV, radio and in newspapers. Another feature is coupons from newspaper ads that offer discounts on family planning services at participating private clinics.

**PRINCIPAL FY88 ACTIVITIES:**

- Baseline data collected and analyzed.
- News conference held to launch the project.

**FUTURE ACTIVITIES:** The media campaign begins in early 1989.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JHU/PCS Senior Research Officer D. Lawrence Kincaid and Program Officer Edson E. Whitney provided a total of one person-week of technical assistance. ■

**PHILIPPINES**  
**AMEC Population Communication Project—AS-PHI-05**  
Country Project

**PROJECT GRANTEE:**

Ago Medical and Educational Center (AMEC)

**PROJECT DURATION:**

March 1, 1988 - February 28, 1989

**PROJECT BUDGET:**

\$50,000

**PROJECT OBJECTIVES:** To develop and implement an integrated IEC campaign through the Ago Medical and Educational Center (AMEC) using existing "stambayans" or local "hangouts" as focal points to increase the number of acceptors of modern family planning methods. AMEC is an established medical and educational center with a radio station as well as outreach and mobile clinics.

**SPECIAL FEATURES:** This campaign is designed to make use of indigenous gathering places, the stambayans, as the focal point for information dissemination, mobile clinics and dramatic performances with a family planning theme.

**PRINCIPAL FY88 ACTIVITIES:**

- Identified 20 stambayans and divided them into 10 high and 10 low treatment areas.
- Developed curriculum and trained stambayan facilitator-moderators.
- Developed curriculum and trained mobile clinic teams in interpersonal communication skills.
- Developed and pretested prototype IEC materials including posters, stickers, and a pamphlet.
- Developed format for radio magazine program to feature a short drama as well as interviews, songs and testimonials.
- Formed a drama team and scripted the family planning drama that will accompany the mobile clinic to the stambayan sites.

**FUTURE ACTIVITIES:** The campaign and the radio magazine will begin in October with the first visits of the clinic and drama teams.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JHU/PCS Deputy Project Director Jose G. Rimon II, Senior Research Officer D. Lawrence Kincaid, Program Officer Edson Whitney, and consultants Ephraim Despabiladeras and Cora Despabiladeras provided technical assistance for a total of five person-weeks. ■

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## PHILIPPINES

### Technical Assistance

**OBJECTIVE:** To provide technical assistance to the Philippines through a buy-in from USAID/Manila to include IEC activities with the Department of Health as well as additional country project development.

**PRINCIPAL FY88 ACTIVITIES:**

- JHU/PCS staff and consultants worked to develop project proposals with private organizations in Pagasinan, with a popular radio station in Ilo Ilo to be linked to service delivery, and with Fabella Memorial Hospital in Manila for an urban poor outreach project.
- Discussions were held with the Population Center Foundation on a possible project to produce a television soap opera with a family planning and sexual responsibility theme for young people.
- A training of trainers curriculum in interpersonal communication skills was revised and adapted for the Philippines; two JHU/PCS staff assisted the Department of Health in its first training of trainers effort.
- Technical assistance was provided to the Population Center Foundation to hire an advertising agency to conduct a nationwide demand generation campaign.

**FUTURE ACTIVITIES:** JHU/PCS will provide technical assistance to the Department of Health in: 1) planning an IEC strategy for the next year; 2) conducting a second training of trainers workshop; 3) developing IEC materials; and, 4) training in the use of IEC materials. New project development will continue and assistance will also be given for the next phase of the demand generation campaign.

**FY88 TECHNICAL ASSISTANCE:** JHU/PCS Project Director Patrick L. Coleman, Deputy Project Director Jose G. Rimon II, Program Officer Edson E. Whitney, Program Assistant Venus Dagdagan and consultant Rosario Lambino provided a total of 13 person-weeks of technical assistance. ■

**NEPAL**  
Technical Assistance

**OBJECTIVE:** To provide assistance to USAID/Nepal in identifying local agencies and developing a distribution plan for film spots that were produced under JHU/PCS project AS-NEP-02.

**PRINCIPAL FY88 ACTIVITIES:**

- JHU/PCS consultant sent to Nepal to develop distribution plan and identify local agencies for film spots.
- AED staff, in Nepal on other business, requested by JHU/PCS to follow-up on the film tags with USAID Mission in Kathmandu.
- USAID Mission requested that prints of the films be sent to Kathmandu under the project budget, but that distribution be handled and funded by an appropriate agency in Nepal.

**FUTURE ACTIVITIES:** JHU/PCS will send the film spots to Nepal and will recommend an appropriate agency to distribute the films.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JHU/PCS consultant Stephen Orr and AED Program Officer Philip Sedlak provided two and a half person-weeks of technical assistance. ■

**Table V-1**  
*ASIA: Summary of Major Country Activities by Output Category*  
*Indicating Fiscal Year of Activity*

COUNTRY	OUTPUT CATEGORY					
	NEEDS ASSESSMENT AND PLANNING	COUNTRY PROJECT DEVELOPMENT	COUNTRY PROJECT INITIATION	TECHNICAL ASSISTANCE	MEETINGS AND WORKSHOPS	PROVISION OF FILMS AND MATERIALS
Bangladesh	86	86,87,88		86,87,88		83,86,87
Burma						85
Fiji						85,86
Hong Kong						86
India				84,85,86,87,88	85	83,84,85,86,87,88
Indonesia				86,87,88		85,86
Korea, South						85
Malaysia						85,86
Micronesia						86
Nepal	84			88		84,85,86
FP/MCH		84	84		84,85	85
DORC		84	84			
COMMAT		84	85			
New Caledonia						86
Pakistan				85,86		86
Philippines		85,86,87,88	87,88	86,87,88		85,86,88
Sri Lanka	84				84	84,85
Thailand	84*	86		84,85,86		84,85
Samoa, Western						86
Solomon Island						86

\* Partial needs assessment

**Table V-2**  
*ASIA: Technical Assistance Visits - FY88*

COUNTRY	MONTH/YEAR	PERSONNEL/(AFFILIATION)	SPONSORING AGENCY(S)	DURATION IN WEEKS	DESCRIPTION OF ACTIVITIES
Bangladesh	Oct 1987	Lynton (JHU/PCS) Whitney (JHU/PCS)	MOH/ USAID	2	Assist with MOH regional IEC workshop.
Bangladesh	Oct 1987	Yun (JHU/PCS)	JOICFP/ USAID	1	Attend JOICFP Annual Conference.
Bangladesh	Dec 1987	Coleman (JHU/PCS) Bankerd (JHU/PCS) Yun (JHU/PCS)	MOH/ USAID	3	Discuss financial and program procedures for five-year project.
Bangladesh	Feb 1988	Whitney (JHU/PCS)	MOH/ USAID	1	TA to MOH on ongoing projects under PIL 102.
Bangladesh	Mar-Apr 1988	Yun (JHU/PCS) Senior (JHU/PCS) Porter (P/N) Wittet (PATH)	MOH/ USAID	9	Begin planning for five-year project and follow up on PIL 102 activities.
Bangladesh	July 1988	Whitney (JHU/PCS)	MOH/ USAID	2	Arrange for distribution of print materials and follow up PIL 102 activities.
Bangladesh	Sep 1988	Coleman (JHU/PCS)	MOH/ USAID	1	Discuss financial & program procedures for five-year project.
Indonesia	Oct 1987	Saffitz (SAA)	BKKBN/ USAID	2	Monitor urban IEC/FP campaign.
Indonesia	Jan 1988	Saffitz (SAA)	BKKBN/ USAID	2	Monitor progress on urban IEC/FP campaign.
Indonesia	June 1988	Saffitz (SAA)	BKKBN/ USAID	2	Assist in designing mid-point research protocol for IEC/FP campaign.
India	Dec 1987	Bankerd (JHU/PCS)	USAID	1 day	Discuss contract and monetary procedures for local consultants with Resident Advisor.
India	Aug-Sep 1988	Riber (DSR)	MOHFW/ USAID	3	Provide technical assistance to Ministry of Health and Family Welfare for the development of family planning film scripts.
Nepal	Jan 1988	Orr (Consultant)	USAID	2	Provide technical assistance to Film Spots for Cinema Halls Project No. AS-NEP-02.

Table V-2—continued

COUNTRY	MDNTH/YEAR	PERSONNEL/(AFFILIATION)	SPONSORING AGENCY(S)	DURATION IN WEEKS	DESCRIPTION OF ACTIVITIES
Philippines	Oct 1987	Segura (JHU/PCS) Villareal (Consultant) Acevedo (Menudo) Diaz (Menudo) Fernandez (Menudo) Gomez (Menudo) Gonzalez (Menudo) Martin (Menudo) Masso (Menudo) Pagan (Menudo) Rodriguez (Menudo) Vega (Menudo) Salonga, Lea (singer) Salonga, Ligaya Riparip (PCF)	USAID	19	To U.S. for TA and recording of songs for AS-PHI-02 plus shooting music video.
Philippines	Nov 1987	Yun (JHU/PCS) Kincaid (JHU/PCS)	USAID	3	TA to ongoing projects in Philippines.
Philippines	Dec 1987	Rimon (JHU/PCS)	USAID	1	TA to AS-PHI-02 launching of first song.
Philippines	Feb 1988	Coleman (JHU/PCS) Whitney (JHU/PCS)	USAID	3	TA to ongoing projects.
Philippines	Apr 1988	Coleman (JHU/PCS)	USAID	2	TA to AS-PHI-02 and Demand Generation Campaign.
Philippines	June-July 1988	Rimon (JHU/PCS) Kincaid (JHU/PCS)	USAID	6	TA to ongoing projects.
Philippines	July 1988	Coleman (JHU/PCS)	USAID	1	TA to ongoing projects.
Philippines	Sep 1988	Whitney (JHU/PCS) Dagdagan (JHU/PCS)	DOH/ USAID	8	Develop training curriculum and assist with training of trainers.

NEAR EAST

Egypt  
Morocco  
Turkey  
Sudan  
Somalia



## Overview

JHU/PCS embarked on major new activities in the Near East as the vital role of IEC in closing the gap between the high level of knowledge about family planning and the relatively low level of use of modern family planning methods continues to be recognized by planners and policymakers. In most countries of the region an active commercial sector has increasingly been at the forefront in producing innovative materials. The JHU/PCS strategy this year in the Near East has been to:

- Support innovative mass media campaigns, and encourage partnerships between private sector professionals and government-controlled media outlets;
- Focus on the individual needs of particular audiences such as getting information to men and improving services to women;
- Encourage understanding of the health benefits of family planning within the context of Islam;
- Support a broad range of training activities from counseling on interpersonal communication to producing innovative materials; and
- Apply modern research and evaluation techniques to all IEC activities to assess and improve their impact.

Through a buy-in from USAID/Cairo, JHU/PCS initiated a three-year program of broad-ranging technical assistance to six family planning organizations in Egypt. JHU/PCS staff and subcontractors AED and PATH spent a total of 51 person-weeks in Egypt this year assisting the agencies with plans to implement comprehensive IEC programs.

This year's efforts in Egypt were geared to improving IEC skills through a wide variety of activities from materials development and video production to evaluation of TV spots and training. The need for training, particularly in interpersonal communication, was recognized as focus groups from six regions confirmed the lack of counseling skills among service providers and the poor treatment of women in clinical situations. Through training workshops, JHU/PCS developed a curriculum that has been used as a model in workshops in Africa and Asia. In the next year, JHU/PCS will work with each agency intensively to develop IEC strategies and promotional campaigns.

In the Near East, convincing men to support family planning is a key to raising contraceptive prevalence rates. A message in the Turkish multi-media campaign is that family planning and family welfare are a man's responsibility. The campaign features top Turkish performing artists in TV spots and posters, an ap-

proach that virtually guarantees the campaign's appeal. Men will also be a primary target audience in a multi-faceted two-year country project in Morocco that was developed this year after a JHU/PCS needs assessment.

Sensitivity to the cultural characteristics shared by many countries in the Near East—the teachings of Islam and the Arabic language—is an important factor in JHU/PCS strategy in the region. Wherever possible, Islam's support of child-spacing is highlighted. In Sudan, for example, to validate child-spacing, print materials developed under a JHU/PCS project quote from the Koran and other religious writings.

As in all JHU/PCS projects, research and evaluation components are integrated into all activities in the Near East. Evaluation is encouraged through all phases of a project to identify, reinforce or re-focus the direction of the project. An important use of evaluation results is to demonstrate to local influentials and decision-makers the acceptability and effectiveness of IEC efforts.

In 1989, JHU/PCS plans to expand its activities to countries in the Near East in which it has not previously worked such as Tunisia, the Yemen Arabic Republic and Jordan. With its common language and nearly universal access to mass media, the Near East is an appropriate area for regional projects as innovative, exciting programs in this region may be useful models for trial elsewhere. ■

## EGYPT

### Technical Assistance

**OBJECTIVES:** To develop local institutional capabilities in IEC through appropriate and timely technical assistance to USAID-funded family planning organizations: Ministry of Health, Egyptian Family Planning Association, Clinical Services Improvement Project, State Information Service IEC Center, Cairo Health Organization, Health Insurance Organization, and Family of the Future.

**SPECIAL FEATURES:** JHU/PCS, with its subcontractors AED and PATH, is forging cooperative efforts among Egyptian family planning agencies and supporting the use of local private sector expertise in marketing, advertising, and social science research.

**PRINCIPAL FY88 ACTIVITIES:**

- Conducted needs assessment to inventory and review existing family planning print materials for low-literates;
- Expanded focus of needs assessment to include full range of IEC interventions for improving public and private sector clinic performance and coordinating media messages among key IEC agencies;
- Conducted inventory of audio-visual materials; and
- Received buy-in from USAID/Cairo for a program of technical assistance to the following USAID-funded family planning agencies:

**Ministry of Health (MOH)**

MOH is the major public sector provider of family planning services in Egypt. Under the USAID project it is upgrading services in 21 governorates. JHU/PCS assisted MOH extensively to:

- Develop curricula for and conduct training workshops in interpersonal communication skills, beginning with Training of Trainers for interagency participants;
- Conduct materials development training workshop for interagency group. In follow-up, assist MOH in developing IUD booklet for illiterates;
- Initiate development of counseling video to train service providers; and
- Design an organizational newsletter.

**Clinical Services Improvement Project (CSI)**

A special project of the Egyptian Family Planning Association, CSI opened six clinics in six governorate capitals in late FY88. CSI's target clientele is middle class willing to pay moderate prices for high quality services. JHU/PCS assisted CSI to:

- Develop curricula for and conduct three training workshops in interpersonal communication skills for doctors, nurses, outreach workers, and clinic receptionist;
- Conduct focus group discussions with potential clients to learn about their experiences, preferences and communication habits; and
- Plan and implement a multi-media campaign to introduce and promote its services, including developing a logo and slogan for the project.

**State Information Service (SIS) IEC CENTER**

The SIS/IEC Center is the central government agency responsible for family planning IEC. It produces the bulk of educational and motivational audio-visual and print materials about family planning. Since it came under the JIU/PCS umbrella in July 1988, AED has assisted the SIS/IEC Center to:

- Evaluate a series of TV spots aired since early 1988.
- Draft a script for pioneering TV drama series addressing family planning issues.
- Develop a comprehensive three-year plan of activities.

**Health Insurance Organization (HIO)**

JIU met with HIO, a parastatal organization providing health care primarily to insured government and other employees, to review and advise on its IEC strategy, assess IEC needs, and plan for appropriate technical assistance. JIU/PCS has committed to assist HIO train its staff in interpersonal communication skills and develop audio-visual and print materials for clients.

**Cairo Health Organization (CHO)**

As a first step in providing technical assistance to CHO, which is comprised of public and private hospitals in the greater Cairo area, JIU/PCS will assist with development of an IEC strategy. The strategy will focus on motivation and education of polyclinic clients and postpartum patients, and outreach activities.

**FUTURE DIRECTIONS:** In the next year, JIU/PCS will greatly expand its technical assistance to the family planning agencies and work intensively with each to develop their IEC strategies, promotional campaigns, appropriate print and audio-visual materials for clients (with a special emphasis on materials for low literates), and train their staff in IEC. While assisting individual agencies with their IEC activities, JIU/PCS will focus equally on improved coordination and integration of the agencies' IEC activities and formulation of an IEC strategy at the national level. JIU/PCS will explore the use of Egyptian entertainment media to deliver family planning messages, with an eye towards using the materials in other Arabic speaking countries as well as in Egypt. Formative research and impact evaluation will be integral parts of IEC projects.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JIU/PCS Project Director Patrick L. Coleman, JIU/PCS Deputy Project Director Jose G. Rimón II, JIU/PCS Senior Program Officer Moncef Bouhafa, JIU/PCS Program Officer Katherine Treiman, JIU/PCS Media Materials Coordinator Hugh Rigby, AED Vice President Mark Lediard, AED Senior Program Officer Michele Lioy, AED Operations Manager Andrea Usiak, PATH Senior Program Advisor Margot Zimmerman, and PATH Associate Program Officer Laurie Krieger provided 51 person-weeks of technical assistance. Nabil Osman, Director of SIS/IEC Center, visited JIU/PCS and AED in the US for 10 days of technical assistance. ■

**MOROCCO**  
Technical Assistance

**OBJECTIVES:** To assess Morocco's IEC needs and develop a two-year IEC program at the request of the Ministry of Public Health (MOPH) and the USAID Mission in Rabat under a buy-in from the Mission.

**PRINCIPAL FY88 ACTIVITIES:**

- Drafted IEC needs assessments report.
- Met with senior government officials and representatives from key private sector media companies and international agencies.
- Drafted a program strategy with USAID officials.
- Identified objectives of program: to increase knowledge of services, use of effective methods, and awareness among influentials about the importance of family planning.
- Identified target audience: potential users, men, decision-makers and influentials, and health care workers.
- Identified IEC activities: development of print materials, training for fieldworkers, development of mass media campaign.

**FUTURE DIRECTIONS:** JHU/PCS staff will return to Morocco in late 1988 to initiate program activities.

**FY88 TECHNICAL ASSISTANCE:** JHU/PCS Senior Program Officer Moncef Bouhafa provided two weeks of technical assistance. ■

**TURKEY**  
**National Mass Media Family Planning Project—NE-TUR-01**  
Country Project

**PROJECT GRANTEE:**

Turkish Family Health and Planning Foundation

**PROJECT DURATION:**

April 1, 1987 - February 28, 1989

**PROJECT BUDGET:**

\$264,952

**PROJECT OBJECTIVE:** To conduct a national communication campaign with the Turkish Family Health and Planning Foundation (TFHPF) to promote family planning through increased awareness and use of methods and services. The project seeks to involve men in family planning and to promote discussion between spouses. The project also seeks to develop the IEC capabilities of the Foundation and private sector advertising, media production, and research agencies.

**SPECIAL FEATURES:** The campaign promotes family planning through mass media on a scale never previously attempted in Turkey. Strong TFHPF ties with radio, TV and other influentials combined with evidence that people desire more information about family planning have made this pioneering campaign possible.

**PRINCIPAL FY88 ACTIVITIES:**

- Defined campaign messages based on focus group research in seven regions.
- Developed multi-media campaign strategy to utilize TV, radio, print, video, and interpersonal communication.
- Developed a unifying campaign logo and slogan.
- Produced five TV spots featuring top Turkish star; a three episode TV drama; two posters with a famous actress and a protonovella; and a method booklet for clients.
- Developed two radio dramas, one video on modern methods and one on the Turkish population problem for TV.
- Contracted with local research firm which has completed baseline survey and is preparing post-campaign survey and qualitative research.

**FUTURE ACTIVITIES:** The campaign will be kicked off in October 1988 by a widely publicized, high-level symposium and will continue through December 1988.

**FY88 IN-COUNTRY TECHNICAL ASSISTANCE:** JHU/PCS Senior Program Officer Sung Hee Yun, Senior Program Officer Moncef Bouhafa, Program Officer Katherine Treiman and consultants Mona Grieser and Carl Kendall provided 15 person-weeks of technical assistance. ■

**SUDAN**  
**Print Materials on Family Planning—AF-SUD-01\***  
Country Project

**PROJECT GRANTEE:**

Sudan Community Based Family Health Project, Department of Community Medicine,  
University of Khartoum

**PROJECT DURATION:**

March 1, 1985 to March 31, 1989

**PROJECT BUDGET:**

\$38,940

**PROJECT OBJECTIVES:** To increase the use of modern family planning methods by providing carefully developed print materials with up-to-date information on family planning to clients. The project is also aimed at strengthening the role of fieldworkers by providing them with print materials to use in counseling clients and training them in the use of the materials.

**SPECIAL FEATURES:** All materials developed are appropriate for an Islamic culture and draw heavily on the Koran and other Islamic teachings. The booklets are to be distributed initially in the area of the Community Based Family Health Project (SCBFHP), a project under which village midwives are trained to provide maternal child health and family planning services.

**PRINCIPAL FY88 ACTIVITIES:**

- 7,000 copies of two booklets for clients were printed and distributed. The booklets—"Contraceptive Pill Use" and "How to Build a Healthy Family"—rely heavily on pictures and are appropriate for low literate and illiterate women.
- In April 1988 volunteer health workers and heads of health teams in the SCBFHP project area were trained in how to use the booklets.
- Two draft booklets on oral contraceptives and child-spacing for health workers were submitted to JHU/PCS for review and are now under final revision.

**FUTURE DIRECTIONS:** A final technical assistance visit will be made in late 1988 to finalize the two remaining booklets and to plan for printing, distribution, and training of health workers.

**MEETINGS:** Dr. Atif Abdelrahman Saghayroun, Secretary General of the National Population Commission of the Sudan, visited JHU/PCS in May 1988 for discussions about possible JHU/PCS technical assistance in Sudan in the future. ■

\* Formerly under JHU/PCS Africa region

**SOMALIA**  
Technical Assistance\*

**OBJECTIVES:** To provide assistance in developing the infrastructure for a family health care system for the Family Health Services Project which is funded by USAID and administered by University Research Corporation (URC).

**SPECIAL FEATURES:** As subcontractor to URC, JHU/PCS has provided technical assistance since 1986 in a three year IEC strategy to promote female planning, the dangers of female circumcision and the correct use of oral rehydration solution to cooperating Somali agencies, including Somalia Family Health Care Association, Ministry of Education's Curriculum Development Organization, Somalia Women's Democratic Organization, Ministry of National Planning's Central Statistical Department, Ministry of Health Curriculum Development Center, and Women's Education Department.

**PRINCIPAL FY88 ACTIVITIES:**

- Conducted three trainings for regional communicators on using radio in family health programs, techniques for evaluating radio programs, and organizing radio listening groups.
- Produced a training video on conducting listening groups.
- Conducted radio production training for representatives of Radio Mogadishu and cooperating agencies.
- Assisted Somalia Family Health Care Association in developing a radio drama series, "Kalabayr," which began airing in late 1988. The series' theme song, about the benefits of small families, has become popular on its own.
- Developed plan for regional communicators to establish listening groups for "Kalabayr."
- Conducted video training for personnel from Somalia TV and participating agencies.
- Prepared ideas on uses of video in a national IEC program for the Family Health Services Project.

**FUTURE DIRECTIONS:** Funding and production capacity are in place to continue airing "Kalabayr" through 1989. Cost recovery schemes will be explored to enable it to continue beyond the period of outside funding.

**FY88 TECHNICAL ASSISTANCE:** JHU/PCS consultants Chris Hardin and Julie Ann Hill provided 15 weeks of technical assistance.

**MEETINGS:** Dr. Abdullahi Mohammed Said, Somalia Vice Minister of Health, and Dr. Warsame Ali, Chief of Obstetrics and Gynecology at Benadir Teaching Hospital, visited JHU/PCS to discuss IEC needs in the Somalia family planning program. ■

\* Funded through subcontract with other AID Cooperating Agencies

**Table VI-1**  
*NEAR EAST: Summary of Major Country Activities by Output Category*  
*Indicating Fiscal Year of Activity*

COUNTRY	OUTPUT CATEGORY					
	NEEDS ASSESSMENT AND PLANNING	COUNTRY PROJECT DEVELOPMENT	COUNTRY PROJECT INITIATION	TECHNICAL ASSISTANCE	MEETINGS AND WORKSHOPS	PROVISION OF FILMS AND MATERIALS
Regional				84	85	84,85,87,88
Algeria						87
Egypt	88	88	88	83,88	88	85,86,87,88
Israel						85,86,87,88
Jordan	83	83	83		84,85	84,85,86,87,88
Lebanon						84,85,87
Morocco	88	88		88		86,87,88
Saudi Arabia						86,88
Somalia**	84			84,87,88	86,88	85,86
Sudan	83	84	85	87		84,85
Tunisia					87	83,85,86,87,88
Turkey	86	86,87	87	87,88		85,86,87,88
Yemen, North	84*			84		84,85

\* Partial needs assessment

\*\* Activities in FY86-FY88 were funded through a subcontract with an AID Cooperating Agency

**Table VI-2**  
*NEAR EAST: Needs Assessments Conducted - FY88*

COUNTRY	MONTH/YEAR	PERSONNEL	HOST AGENCY	DURATION IN WEEKS	DESCRIPTION OF ACTIVITIES
Egypt	Oct 1987	Rimon (JHU/PCS) Zimmerman (PATH)	MOH	2	Review print materials developed in Egypt on family planning and make recommendations to USAID/Cairo on improving both content and use.
Morocco	Aug 1988	Bouhafa (JHU/PCS)	MOPH	2	Review materials developed for family planning with MOPH and develop a two-year plan of activities to provide MOPH with a new up-to-date set of materials on methods to help achieve better and more use of semi-permanent and permanent methods.

**Table VI-3**  
**NEAR EAST: Technical Assistance Visits - FY88**

COUNTRY	MONTH/YEAR	PERSONNEL/(AFFILIATION)	SPONSORING AGENCY(S)	DURATION IN WEEKS	DESCRIPTION OF ACTIVITIES
Egypt	Oct 1987	Rimon/(JHU/PCS) Zimmerman/(PATH)	MOH	2	Develop IEC print materials needs assessment.
Egypt	Jan-Feb 1988	Rimon (JHU/PCS) Zimmerman (PATH) Krieger (PATH) Bouhafa (JHU/PCS)	MOH	15	Develop training of trainers (TOT) curriculum in face-to-face IEC.
Egypt	Mar 1988	Rimon (JHU/PCS) Treiman (JHU/PCS) Krieger (PATH)	MOH	9	On-site assistance for TOT workshop in IEC at Alexandria.
Egypt	May-June 1988	Bouhafa (JHU/PCS) Treiman (JHU/PCS) Rigby (JHU/PCS) Zimmerman (PATH) Krieger (PATH)	MOH/CSI	12	On-site assistance to MOH for materials development workshop to produce IUD booklet for illiterate audiences; assistance in developing a family planning newsletter and implementing training in face-to-face communication for doctors and nurses clinical services improvement; project monitoring.
Egypt	July-Aug 1988	Lioy (AED) Usiak (AED) Krieger (PATH)	SIS/MOH	9	On-site assistance for district level training of health workshop in IEC (Krieger); prepare quarterly report; develop request for proposal for new TV spots for State Information Service (SIS)—Lioy and Usiak.
Egypt	Aug-Sep 1988	Treiman (JHU/PCS)	MOH/CSI	2	Provide CSI technical assistance with print and audio-visual materials for use in newly established clinics; revise training curriculum for IEC; establish evaluation mechanism for campaign; project monitoring.
Egypt	Sep 1988	Coleman (JHU/PCS) Lediard (AED)	MOH/CSI/ C/O/SIS	2	Project monitoring, technical discussions with USAID/Cairo.
Morocco	Aug 1988	Bouhafa (JHU/PCS)	MOPH	2	Develop two-year work plan of activities for IEC with MOPH and USAID.
Somalia*	Apr-May 1988	Hill (Consultant)	SFHCA	4	TA in radio production and evaluation.
Somalia*	July-Aug 1988	Hill (Consultant)	SFHCA	4	TA in radio production and evaluation.

\* Activities in FY88 were funded through a subcontract with an AID Cooperating Agency

Table VI-3—continued

COUNTRY	MONTH/YEAR	PERSONNEL/(AFFILIATION)	SPONSORING AGENCY(S)	DURATION IN WEEKS	DESCRIPTION OF ACTIVITIES
Somalia*	Nov-Dec 1988	Hardin (Consultant) Hill (Consultant)	SFHCA	7	Conduct television production workshop.
Turkey	Oct 1987	Greiser (JHU/PCS) Kendall (JHU/PCS)	MOPH/ FARTW	3	Development and technical assistance.
Turkey	Mar 1988	Yun (JHU/PCS) Greiser (JHU/PCS)	TFHPE/ FARTW	4	Project monitoring and project development.
Turkey	June 1988	Bouhafa (JHU/PCS)	TFHPE/ FARTW	1	Provide technical assistance to A/V materials development; project monitoring.
Turkey	July 1988	Yun (JHU/PCS) Kendall (JHU/PCS)	TFHPE	3	Develop campaign evaluation methodology for mass media campaign and project monitoring.
Turkey	Sep 1988	Treiman (JHU/PCS)	TFHPE	1	Project monitoring; assist with campaign preparations.

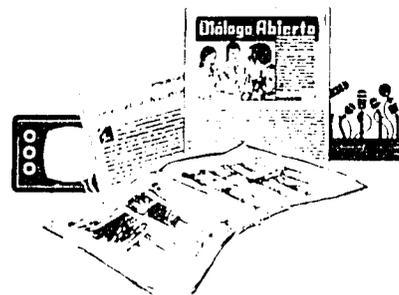
**Table VI-4**  
*NEAR EAST: Meetings, Workshops and Lectures - FY88*

COUNTRY	PROJECT NUMBER	DATES	HOST AGENCY	NUMBER OF PARTICIPANTS	DESCRIPTION OF ACTIVITIES
Egypt		Mar 1988	MOH	24	<i>Training of Trainers (TOT) Workshop in IEC.</i> Two-week workshop in Alexandria, Egypt for governorates level doctors from Ministry of Health in USAID-funded family planning project in seven governorates. Also participating were staff from other agencies: CSI, the Cairo Health Organization (CHO) and SIS. Workshop was designed to upgrade skills in interpersonal communication.
Egypt		June 1988	MOH	13	<i>Materials Development Workshop.</i> A two-week workshop in Fayoum, Egypt was held for personnel in the MOH as well as staff from other selected agencies working in family planning (CSI, SIS, etc.). A booklet on the Copper T,300 IUD was designed for subsequent further testing by the MOH.
Egypt		June 1988	EFPA/CSI	24	<i>IEC Skills Development Workshop.</i> Held in Alexandria, Egypt. A series of trainings for newly appointed doctors and nurses for the CSI project of family planning services.
Somalia*		Nov-Dec 1987	SFHCA	21	<i>Television Production Workshop.</i> JIU/PCS conducted a 10-day practical television production training workshop for 21 participants from Radio-Television Mogadishu, MOH, and four other organizations.

\* Funded through a subcontract with an AID Cooperating Agency



# MEDIA/MATERIALS CENTER



### **Reader Response To Packets**

*"The charts and sample materials for young adults were quite unique and useful. We intend to copy quite a lot of them."*

State Coordinator, Health Department, Nigeria

*"Your packages have been extremely helpful to us in our work on public education on family planning and population awareness. Thanks a million."*

President, Medex Incorporated, Liberia

*"I have found the PCS packet series very interesting in the field of public health and family planning respectively."*

Teacher, Uganda

*"Really they are helpful and are continuing lessons to those who are willing to develop their IEC program."*

Administrator, Ministry of Health, Somalia

*"Very useful for me and my organization. The answer to most of the current public health problems is effective communication."*

Executive Director, Yayasan Kusuma Buana,  
Indonesia

*"The PCS packet is wonderful."*

Director, Institute of Business Administration,  
Bangladesh

*"I have recently become familiar with your services, and am quite impressed with the materials I've seen so far. Keep up the good work!"*

Media Specialist, Ministry of Health, Seychelles

*"Congratulations on the last package about the condom. The samples included were excellent!!"*

Regional Director, The Pathfinder Fund,  
Colombia

*"Excellent materials."*

Executive Director, Social Marketing Project,  
Bangladesh

*"Materials very helpful to our Family Life Educators."*

Coordinator, Operation Friendship, Jamaica

*"Very useful to field work."*

Project Director, India

## **Overview**

The JHU/PCS Media/Materials Center (M/MC) has continued to gain prominence as a unique international clearinghouse for sample materials and reference information. Materials are actively collected in the areas of family planning, family life education, contraception, population, sexually transmitted diseases, AIDS and maternal/child health. These items emanate from IEC efforts worldwide, and especially from developing countries. The materials are cataloged on computer for easy reference. Sharing these ideas and the strategies exemplified in these items is the major part of the M/MC's activities. M/MC services include:

- Provision of sample IEC materials in response to specific requests;
- Development and distribution of a collection of sample materials and information on various FP/IEC topics through the PCS Packet Series;
- Maintenance of sample materials in an easily accessible and visible manner to facilitate use of the M/MC by visitors and touring groups;
- Orientation and demonstration for visitors;
- Distribution of films produced by the Airlie Foundation/ George Washington University;
- Development of composite video and audio tapes of samples of various IEC strategies for training and other uses;
- Development of slide presentations on family planning communication themes;
- Training of visitors on setting up a resource center in their own countries; and
- Development and distribution of generic FP/IEC materials for adaption in developing countries.

## **Activities**

### **Acquisition**

As seen in Table VII-1, the M/MC acquired over 2,000 items during FY88, and as a result the total of items in the Collection grew to over 10,000, a 26 percent increase over FY87. Most of these items are obtained free of charge. As the issues of adolescent sexuality and AIDS continued to gain prominence throughout the developing world, a large percentage of the new materials

focused on these topics. The M/MC continues to order and stock multiple copies of reference materials on communication topics. These are provided in response to requests and are used heavily by staff on field trips.

### **PCS Packet Series**

Periodic distribution of sample IEC materials from the Collection is accomplished through the PCS Packet Series. Ten packets have been produced to date (see Table VII-2). Packet 8, "Pamphlets about the Condom," was second in a series of Packets which provide samples of print materials on specific contraceptive methods. Also produced were Packets 9, "Pamphlets about the Pill," and 10, "Pamphlets about Voluntary Surgical Contraception." Packet 11, "Pamphlets about the IUD," will be distributed early in FY89. Response to these simple and concise Packets has been extremely favorable (see Reader Response in box that follows). The hints about how to produce pamphlets and the attractive samples have been very useful and many recipients of the Packets ask for multiple copies for their staff and for workshops in their countries.

The Packets have also been used as resource-handout material in workshops run by international development/health education institutions such as John Snow, FHI, JIPIEGO, and AED.

### **M/MC Productions**

The number of slide sets available to staff and visitors continues to grow, the most notable addition being a set on the issue of informed choice. Other sets are available on message development, pretesting and the IEC process. In addition, several composite videos of JHU/PCS project work have been produced.

### **Visitors and Tours**

The increase in number of visitors to the Media/Materials Center has continued in FY88. More than 700 people visited the M/MC in FY88 including ten groups from organizations such as CEDPA and JIPIEGO, in addition to many individuals from all over the world. All visitors are shown sample materials geared to their interests and are provided with one or more of the Packets.

## **Equipment**

Due to the unprecedented growth of the Center during FY88 and the anticipation of similar growth over the next few years, several new pieces of storage equipment were added to the M/MC. These include a shelf storage system which increases storage capability by over 200 percent and a storage cabinet which should meet growth needs for about three years.

## **Film Distribution**

With the exception of a massive 367 percent increase in demand from Latin American countries, the decline in demand for Airlie Films, noted in FY87, has continued through FY88. This may be due in part to the increasing popularity of video as a more user-friendly medium than 16mm film as well as the fact that these films are more than 10 years old.

Table VII-3 shows the distribution of Airlie Films in all categories.

## **Distribution of Materials**

The Distribution Center is shared with the Population Information Program and other CCP activities to make optimum use of this resource. The center handles mailing of PCS Packets to US organizations, distribution of Airlie Films, and mailing of all requested materials. ■

**Table VII-1**  
*Materials in the M/MC*

	FY87	FY88	INCREASE	% INCREASE
<b>Items in the Collection (End of Year)</b>				
Audio tapes	300	343	43	14%
Films	275	282	7	3%
Novelty (3-D)	750	1,018	268	36%
Pamphlets	3,200	3,932	732	23%
Photographs	1,200	1,910	710	59%
Posters	920	1,040	120	13%
Reference	1,100	1,150	50	5%
Slide Sets	70	81	11	16%
Video Tapes	170	278	108	64%
<b>TOTAL</b>	<b><u>7,985</u></b>	<b><u>10,034</u></b>	<b><u>2,049</u></b>	<b><u>26%</u></b>
<b>Requests for Sample Materials (excluding Packets and Airlie Films)</b>				
Africa	197	237	40	20%
Latin America	101	97	-4	-4%
Asia	65	116	51	78%
Near East	18	29	11	61%
Other*	<u>376</u>	<u>297</u>	<u>-79</u>	<u>-27%</u>
<b>TOTAL</b>	<b><u>757</u></b>	<b><u>776</u></b>	<b><u>19</u></b>	<b><u>3%</u></b>
<b>Requests as % of Total</b>				
Africa	26%	31%		
Latin America	13%	12%		
Asia	9%	15%		
Near East	2%	4%		
Other*	50%	38%		

\* Cooperating agencies, AID/W, and international organizations

**Table VII-2**  
*JHU/PCS Packet Series*

	FY87	FY88	INCREASE	% INCREASE
<b>Number of Addresses on Mailing List</b>				
Africa	530	571	41	8%
Latin America	350	375	25	7%
Asia	262	277	15	6%
Near East	51	59	8	16%
Other*	<u>573</u>	<u>650</u>	<u>77</u>	<u>13%</u>
<b>TOTAL</b>	<u><b>1,766</b></u>	<u><b>1,932</b></u>	<u><b>166</b></u>	<u><b>9%</b></u>

		% of Total
<b>Number of Packets Mailed</b>		
Africa	1,713	30%
Latin America	1,125	19%
Asia	831	14%
Near East	177	3%
Other*	<u>1,950</u>	<u>34%</u>
<b>TOTAL</b>	<u><b>5,796</b></u>	<u><b>100%</b></u>

Packets Produced FY83-FY88		
Packet	Title	Year Produced
1	Print Materials for Nonreaders	FY83
2	Male responsibility	FY84
3	Basic Processes and Principles for Population/Family Planning Communication	FY84
4	Social Marketing and Packages for Contraceptive Products	FY85
5	Reaching Young People	FY85
6	Working with the Media	FY86
7	Wallcharts about Contraceptive Methods	FY87
8	Pamphlets about the Condom	FY88
9	Pamphlets about the Pill	FY88
10	Pamphlets about Voluntary Surgical Contraception	FY88

\* Cooperating agencies, AID/W, and international organizations

**Table VII-3**  
*Distribution of Airlie Films*

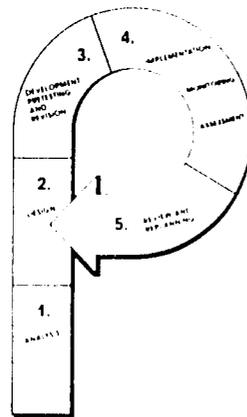
	FY87	FY88	INCREASE	% INCREASE
<b>Films Provided as Gifts</b>				
Africa	33	25	-8	-24%
Latin America	24	112	88	367%
Asia	0	0	0	0%
Near East	4	0	-4	-100%
Other*	4	0	-4	-100%
TOTAL	65	137	72	111%
<b>Film Loans</b>	6	6	0	0
<b>Film Sales and Rentals</b>				
Number	153	23	-130	-85%
Fees received	\$17,865	\$2,645	-\$15,220	-85%
<b>Gifts as % of Total Gifts</b>				
Africa	51%	18%		
Latin America	37%	82%		
Asia	0%	0%		
Near East	6%	0%		
Other*	6%	0%		

\* Cooperating agencies, AID/W, and international organizations

*Films Distributed as Gifts and Loans*

<b>Language</b>	<b>Number Distributed</b>	<b>TITLE</b>
<b>Spanish</b>	12	Lessons for the Future
	9	Two Roads
	8	You
	7	Sowing the Seeds of Health
	7	The City: Implication for the Future
	7	Social Marketing
	7	Cheerful Revolution
	6	Women & The Pill
	6	A Method for John & Mary
	6	Techniques of Laparoscopy
	5	Time of Your Life
	5	Breast Self-Exam
	5	Talk About Nutrition
	5	Talk About Vasectomy
	4	We Go Where They Are
	4	Mexico 2000
	4	A Question of Choice
	3	Laparoscopic Equipment Care
	1	Communicating Family Planning: Speak-They are Listening
	1	Somebody's Already Doing It
<b>French</b>	5	Cheerful Revolution
	5	Social Marketing
	2	Lessons for the Future
	1	The City: Implication for the Future
	1	A Question of Choice
<b>English</b>	3	Speak-They are Listening
	3	Cheerful Revolution
	2	Choice Not Chance
	2	We Go Where They Are
	2	Time of Your Life
	2	Moment of Truth
	1	Two Roads
	1	You
	1	A Question of Choice

# RESEARCH AND EVALUATION



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**COLEMAN'S NIGHT OUT**

*Is it true that JHU/PCS Project Director Patrick L. Coleman spent an evening in a whorehouse in Peru—strictly in the line of duty?*

*He said it was legit—to find out about the safe sex habits of prostitutes in Peru where houses of ill repute are owned by local governments. Mr. Coleman was part of a 13-man team consisting Latinos and Americans, sponsored by the Population Council. Each team member was assigned to interview three prostitutes to find out:*

- The kind of sex she usually had;*
- If she had any condoms; and*
- If she could get condoms if she wanted them.*

*Of the total 39 prostitutes interviewed, only one had condoms and only two said they could get them if they wanted them. Not one of the prostitutes said she would use condoms with a client.*

Patrick L. Coleman  
JHU/PCS Project Director  
Lima, Peru

## Overview

During FY88 JHU/PCS was actively implementing thirty-one projects world-wide, each one at some stage of evaluation planning or implementation (see Table VIII-1). Some thirty-five other projects have been completed to date. Eighteen projects are now underway in Africa, seven in Latin America, five in Asia, and one in the Near East. Many new projects are also under development. The most frequently used communication media in PCS projects have been radio, television, posters, booklets, and pamphlets/leaflets/brochures. Innovative use has also been made of commercial songs and records, videos, comic books and photo novellas, cassette tapes for buses, calendars, logos, seminars for community leaders, interpersonal communication training for service providers, slide-tape sets, and even telephone counseling for adolescents.

PCS experience with evaluation of communication projects in a variety of different settings has led to a model for the assessment of mass media impact in terms of population and family planning objectives. Because it involves a combination of research designs and data collection techniques, it is now referred to as MIRS, or "media impact research system." In general, it is a set of quasi-experimental research designs applied to communication projects. For national or regional family planning communication campaigns, MIRS has evolved into a combination of baseline and follow-up sample surveys with probability samples, time-series analysis of clinic/hospital client records before, during, and after the campaign, exit interviews with clients after clinic visits, and structured interviews with small purposive samples of health personnel and community leaders associated with the campaign. The projects from Bolivia and Kwara State, Nigeria, discussed later, illustrate the application of such a system for evaluation.

At the end of FY88, the U.S. Agency for International Development published PCS's final evaluation of the Music for Young People Project in Mexico and Latin America (Evaluation Special Study No. 56, 1988). The widely acclaimed project employed popular music and videos sung by two young music stars, Tatiana and Johnny, to reach out to young adolescents with a message of responsibility for sexual relations and behavior. The follow-up survey of 2,400 young people in Mexico revealed an almost universal recall of the two songs "When We Are Together" and "Wait." As many as 80 percent of those interviewed could correctly remember the key sexual responsibility messages from the songs, and many adolescents were stimulated by the songs and accompanying campaign to discuss the topic with their parents. Some reported visiting

youth centers and other places to obtain more information, advice, or contraceptives after hearing the songs.

In his foreward to the publication, W. Haven North, Associate Assistant Administrator, Bureau for Program and Policy Coordination, USAID, emphasized that this report was published not only because of the interest in the Tatiana and Johnny Project, but also because of the combination of methods used by the investigators in a situation in which before and after measures and controls were not available. "The solution applied by the evaluators," he points out, "was itself quite innovative."

As a result of the increased emphasis placed upon evaluation in the past three years, JHU PCS has begun to accumulate a number of high quality data sets from its projects. The size of this computerized database steadily grows with the completion of each project. As a result, a variety of data sets are now available for additional analysis and analysis with advanced statistical techniques. This capacity will increase what can be learned from JHU PCS projects, provide insights for design of new projects, and allow the development of new methods for message design and communication evaluation.

Two completed project evaluations stand out in 1988: the Bolivian national family planning communication campaign (LA-BOL-01) and Nigeria's first family planning communication campaign (AF-NGA-01), in Kwara State. The major results of these two campaigns are highlighted below.

## Project Highlights

### BOLIVIA

#### **National Family Planning Communication Campaign: The Final Evaluation**

For social, political, and religious reasons Bolivia had not conducted any systematic communication program before 1985 to promote family planning and contraceptive use. In that year the Center for Family Orientation (COF) initiated a comprehensive communication project in cooperation with JHU PCS to promote family planning by means of radio, printed educational materials, seminars with influential national leaders, and an innovative use of cassette tapes on public buses. An analysis of COF clinic records was conducted to determine the impact of the project's 1986 mass media campaign on the rate of new family planning acceptors at COF family planning clinics.

The contraceptive prevalence rate in Bolivia is the lowest in Latin America. According to 1988 estimates, only four percent of married women use modern contraceptives and just three percent more use non-program methods. The population reached 6.9 million by the mid-1980's, and now has a natural annual increase of 2.6 percent. Conditions in Bolivia make communication with potential FP clients very difficult: half the population lives in mountainous rural areas and there is a large Indian population; hence, three different languages—Spanish, Quechua, and Aymara.

### **Campaign Implementation and Evaluation**

The overall objectives of the campaign were to:

- INFORM potential users of COF's services;
- INCREASE attendance at COF's clinics; and
- OBTAIN support for family planning from influential opinion leaders.

COF carried out the following activities to implement the campaign:

- Ten conferences for influentials were conducted on population and economic development, population and health, the social status of women, population and ecology, population and politics, population and religion, and population and socio-economic development. The results were:
  - 83 percent of the participants thought the conferences were good or very good.
  - 80 percent said that they talked to their professional colleagues, government officials, other professionals, friends and family members about the conferences.
  - 85 percent agreed that family planning ought to become the official policy of the Bolivian government.
- Thirty-two thousand pamphlets were pretested and produced for each method: the IUD, oral pills, natural methods, and barrier methods. Ten thousand family planning/COF calendars were produced for 1986 and for 1987, along with 4,500 wall posters. They were distributed nationwide to all of the COF clinics, and other private and public hospitals, clinics, transportation terminals, and so forth. The results were:
  - 82 percent of the medical and service personnel of COF said that they personally approved of the family planning themes and messages used.
- Eight separate radio spots were developed, pretested, and produced in the three main languages of Bolivia (Spanish, Quechua, and Aymara), and transmitted from February through December of 1986 via 17 radio stations in eight regions where COF operated its clinics. The themes emphasized in the spots matched the printed materials: responsible parenthood, services, and

health, education, and love; family planning, services, and child health (breast-feeding), maternal health (spacing to maintain health), reproductive health (best age to have healthy children) or prenatal care. The results were:

- COF service personnel considered the radio campaign a success because of the noticeable increase in family planning users during the campaign.
  - 80 percent thought that the radio messages were completely acceptable, and asked for an increase in the number of transmissions in each city.
  - All 17 radio stations transmitted the messages as planned.
  - A total of 36,767 transmissions were broadcast nationwide during the campaign, for an estimated total broadcast time of 29,878 minutes or 498 hours.
  - In a follow-up sample survey in areas inside and outside COF clinic areas, more than 80 percent said that they had heard messages on the radio dealing with family planning and health.
  - 99 percent said the radio messages were clear and helpful.
  - 80 percent surveyed said that they intended to visit one of the health clinics as a result of hearing the radio spots.
  - 82 percent in Santa Cruz, 60 percent in Cochabamba, and 45 percent in La Paz said the radio messages encouraged them to use a contraceptive method.
- A series of audio cassettes were produced with family planning and health messages, music, and jokes, and then used on long distance buses, city buses and minibuses, and in COF clinics. The results were:
    - 90 percent of 96 men and women in an informal survey of 96 male and female bus riders between 19 and 45 years of age thought the tapes were either good or very good.
    - The most frequently remembered message was family planning followed by reproductive health, and breastfeeding.
    - 43 percent remembered the key theme: "Have the number of children that you can take care of."
    - 33 percent remembered that there were healthy and safe methods for family planning.

COF clinic records from January, 1985, through August, 1987, were analyzed in order to estimate the impact of the communication campaign which lasted from February through December of 1986. Figure 1 displays the number of new acceptors each month before, during, and after the major activities of the campaign. The mean number of new acceptors increased 71 percent from 230.9 new acceptors per month before the campaign to 394.6 new acceptors per month during the campaign period, with a slight decrease to a mean of 369.8 new acceptors following the campaign. Had the precampaign trend continued

(see solid straight line in Figure 1) an average of 248.4 new acceptors per month would have been reached compared to a mean of 385.9 new acceptors per month for the campaign and post-campaign periods combined, an increase of 55 percent.

A comparison of the total number of new acceptors and other health related visits to COF clinics (Figure 3) confirmed that the campaign produced a substantial increase in visits for other health reasons as well: from 12,367 in 1985 to 18,636 in 1986, an increase of 51 percent.

In summary, the family planning communication campaign conducted by COF with JHU/PCS technical assistance was successfully planned, implemented, and evaluated. The strategy of combining conferences for opinion leaders, well designed and widely reaching radio messages, a variety of supporting print materials, and cassette tape recordings on public buses provided Bolivia with an initial public communication program which generated no serious opposition, increased attendance at COF clinics by 51 percent and new family planning acceptors by 71 percent, and appeared to have created a general climate of acceptance for the idea of family planning and responsible parenthood.

## **NIGERIA**

### **The First Family Planning Communication Campaign in Kwara State**

The Kwara State family planning program was the first statewide family planning initiative in Nigeria. It provided family planning information within a context of child-care and parental responsibility for the protection of the health of children. This project began in 1984 and was completed in August of 1987.

A multi-media communication program which included an active role with outreach workers was developed to support this statewide expansion of family planning services by the Kwara State Ministry of Health and JHU/PCS project team.

The pretesting component of the project demonstrated to the staff the importance of the intended audience's views. For example, during the pretesting mothers identified easily with the health appeal of the family planning messages while fathers thought that economic appeals were more effective in promoting family planning services. These events made the Ministry of Health project staff very excited about the value of communication and, as a consequence, they began to develop a professional self-confidence in the materials development process. Increasingly the Ministry of Health staff began to assume a more active role at radio and television station recording sessions.

In the second year of the state-wide family planning program the number of health centers where family planning services were offered increased from seven in 1984—all of which were in the state capital Ilorin—to fifty-five: 14 in the capital city of Ilorin, 15 in other urban centers, and 26 health centers in outlying rural areas. This increase represents a tremendous increase of resources to the health sector, a level of effort which the IEC campaign helped push and build upon.

After the project began in January 1984, new acceptors of family planning services jumped from 258 per quarter to 3,545 per quarter by the end of March, 1987. Figure 3 reveals a low and stable level of new acceptors prior to the IEC campaign and the expansion of services. The change in the level of new acceptors after the campaign began was quite dramatic. The pre-campaign trend line (straight line in Figure 3) indicates that only 1,000 new acceptors per month would have been obtained without the campaign compared to over 3,500 new acceptors as a result of the campaign.

Figure 5 indicates the impact of the IEC campaign only on the original maternal and child health centers in Ilorin where family planning services were offered prior to the state-wide expansion. With the full scale launch of expansion and the IEC program the number of new acceptors in these eight clinics increased steadily every quarter. In the fourth quarter of 1987, 1,526 women came to these clinics to request family planning services for the first time, an increase of almost 500 percent.

The increase in new acceptors was attributed by senior clinic staff to the mass media campaign. The success of the project became a source of pride for the Ministry of Health and probably contributed to the sustained level of IEC activities over a much longer period of time than originally projected by project planners.

## **New Developments in PCS Evaluation Methods**

Several innovative research activities were initiated in 1988 which will be featured in future reports:

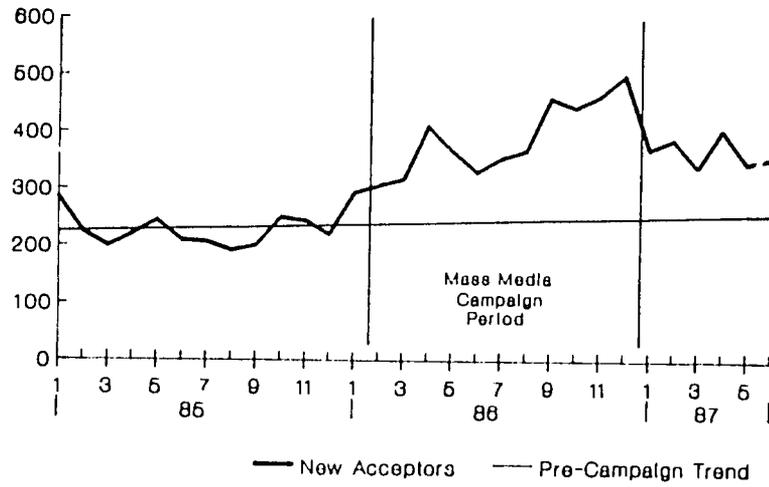
- The use of phone banks and telephone counseling in the Music for Young People project in the Philippines. In addition to providing immediate response to a mass media campaign to promote sexual responsibility among

- teenagers in Manila, the use of the phone banks also allowed for daily monitoring of impact of the campaign.
- The use of a laptop computer in the field in the Niger Family Health IEC Project to input survey data on-the-spot as it came in from the field. With data entered into a form on the screen similar to the questionnaire itself, the data was entered with less error approximately one to two weeks after each interview, which meant that data cleaning and analysis itself could begin soon after the end of data collection.
  - The first use of a new descriptive statistical methodology known as “correspondence analysis” or “dual scaling” to display graphically the results of qualitative data such as the transcripts from focus group discussions or open-ended questions from sample surveys. For the first time one sample, two-dimensional plot can objectively display the words most frequently used in a discussion by different segments of the target audience (men versus women, family planning acceptors versus non-acceptors, etc.).
  - Implementation of a standardized, national level monitoring system in the Ghana Health and Family Planning Information Program. Data collection from twenty-five local sites is conducted every three months using both qualitative and quantitative research methods. Results are tabulated locally at each site then aggregated nationally and used to design or modify message appeals and to evaluate the progress of the communication program.

Evaluation continues to be an integral component of all JHU/PCS communication projects—from the initial planning and design phases, through monitoring of operations, to the assessment of ultimate impacts. As a consequence, the skill and confidence of host-country project managers improves with each project undertaken and the level of activity and enthusiasm for family planning IEC continues to increase.

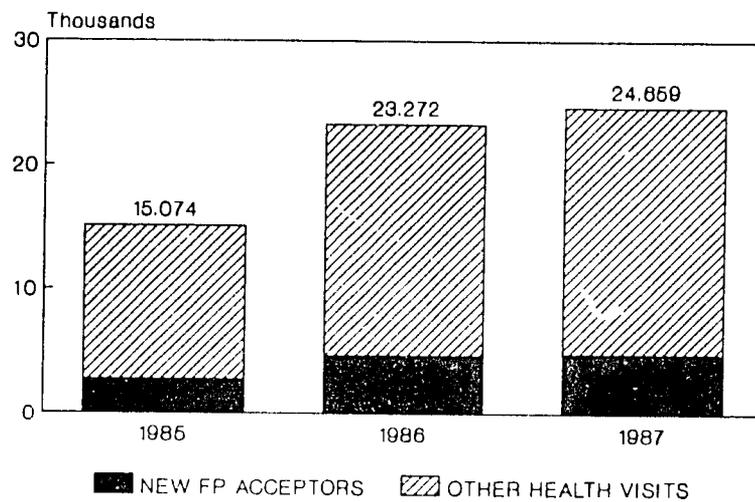
At the same time, JHU/PCS is able to assess the impact of different interventions and combinations of interventions on knowledge, attitudes, and practices of clients and in many cases of health care providers as well. By identifying intermediate changes in attitudes and behavior and quantifying the strength of these changes through various innovative concepts and measures, JHU/PCS expects to add to the growing body of knowledge on health promotion. New hypotheses can be developed and new behavior models tested to advance both theoretical understanding and programmatic impact of health promotion interventions. ■

**Figure VIII-1**  
*New Family Planning Acceptors in Bolivia*  
*Compared to the Pre-Campaign Trend*

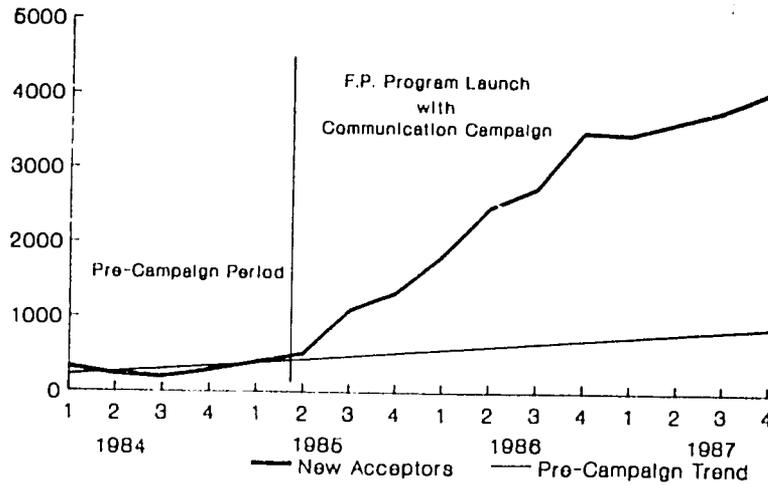


JHU/PCS & CCF (1988)

**Figure VIII-2**  
*Number of Clinic Visits and New FP Acceptors in Bolivia 1985-1987*

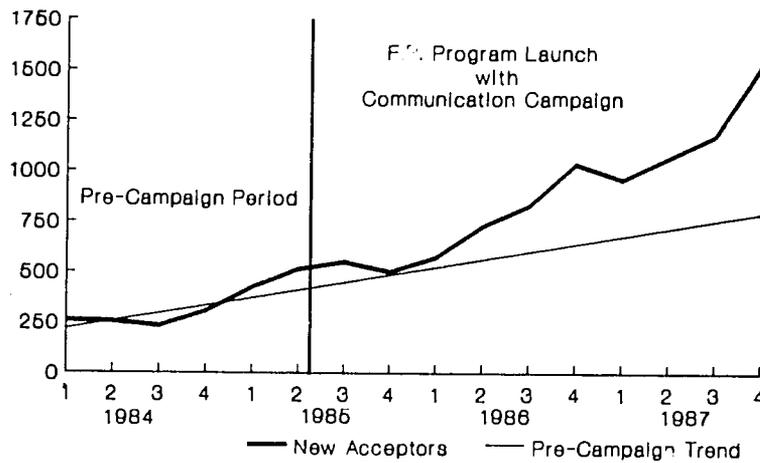


**Figure VIII-3**  
*New Family Planning Acceptors in Kwara State, Nigeria 1984-1987*



JHU/PCS & MOH/Kwara State (1988)

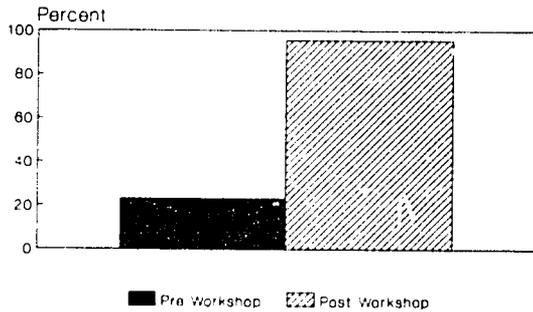
**Figure VIII-4**  
*New Family Planning Acceptors in Ilorin, Kwara State, Nigeria 1984-1987*



JHU/PCS & MOH, Kwara State (1988)

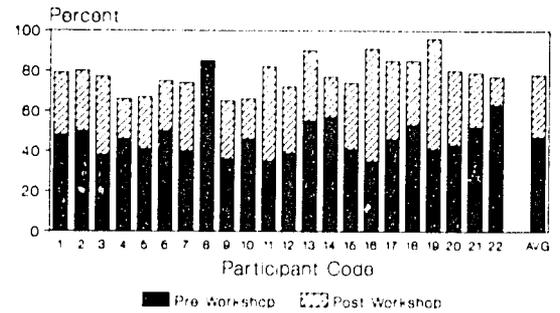
**Figure VII-5**  
*Evaluation of Training Workshops*

**EGYPT Ministry of Health**  
**Training of Trainers Workshop**  
**Pre/Post Test Results**



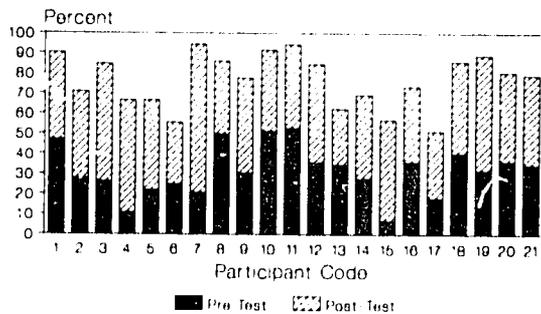
March, 1988

**EGYPT Family Planning Association**  
**Clinical Services Improvement Workshop**  
**Pre/Post Test Results**



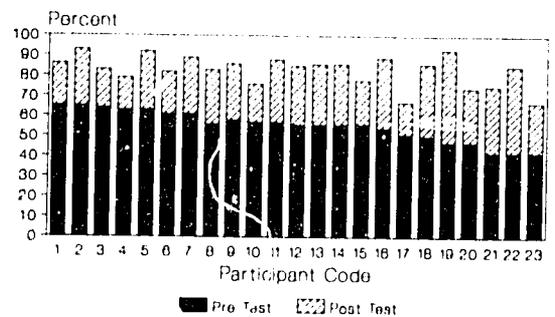
June, 1988

**GHANA Ministry of Health**  
**Health Education Div. Training Workshop**  
**Pre/Post Test Results**



March-April, 1988

**PHILIPPINES Department of Health**  
**Training of Trainers Workshop**  
**Pre/Post Test Results**



September 18 - October 1, 1988

**Table VIII-1**  
*Project Evaluation Status*  
*Years 1 through 6*

REGION/COUNTRY	PROJECT NUMBER	RECIPIENT	PERIOD OF ACTIVITIES	PROJECT TITLE	COMMUNICATION MEDIA	FGD FOR DESIGN	PRE-TEST MESS.	RESEARCH DESIGN*	SAMPLING METHOD	SALES/SERV. STATS	COM-PUTER ANAL.	EVAL. PHASE
<b>AFRICA: Underway</b>												
Regional	AF-SEN-02	URTNA	1988-91	URTNA Fam Hlth Bdcasting Proj., Phase III	Radio, TV	no	no	1	saturated	no	no	rep sub
Burkina Faso	AF-BKF-02	MSWNS	1987-89	Burkina 1987-1989 IEC Program	Logo decals, signs	yes	yes	1,3	saturated	yes	no	design
Cote d'Ivoire	AF-IVO-01	CERAV	1987-88	Pan-African Print Material Project	Posters, booklets	yes	yes	1,2	saturated	yes	yes	data an
Ghana	AF-GHA-01	MOH	1987-89	Ghana Health and FP Info Program 1987-1989	Booklets, posters, radio, flip charts	yes	yes	2,3	prob/conv	yes	yes	data coll
Ghana	AF-GHA-02	NAFTI	1988-89	Natl. Film and Television Institute Video	TV	no	yes	3	prob/conv	yes	yes	data coll
Kenya	AF-KEN-04	FPAK	1988-89	Community Based Training Materials	Manual	no	yes	[to be determined]				
Niger	AF-NIR-01	MOPH SA	1987-89	Niger Family Health IEC Project	FP kits, logo	yes	yes	3,5	probab.	yes	yes	data coll & an
Nigeria	AF-NGA-06	MOH Imo	1986-88	Imo State Women's Workshop	Posters, radio, TV	yes	yes	3	saturated	yes	no	data coll
Nigeria	AF-NGA-09	PPFN	1987-88	Reprint Client Booklets	Booklets	yes	yes	N/A	N/A	N/A	N/A	none
Nigeria	AF-NGA-10	MOH Borno	1987-89	Primary Health Care Promotion-Borno State	Radio, TV, print	yes	yes	1,2 B.A survey	probab.	yes	yes	design
Nigeria	AF-NGA-11	MOH Ogun	1987-89	Communication Outreach Phase II-Ogun State	Flyers, posters, radio, TV, drama	yes	yes	1,2 B&A trainees	sat. all trainees	yes	yes	data coll
Nigeria	AF-NGA-13	Prime TV	1987	RAPID Video Production	Video	no	yes	N/A	N/A	N/A	N/A	N/A
Nigeria	AF-NGA-14	Mut-Moksions	1987-89	FP Music Campaign for Males (1 area only)	Radio, records	yes	yes	1	probab.	no	yes	design
Nigeria	AF-NGA-15	ABS	1987-89	Integrate FP Themes into Radio Soap Opera	Radio, posters	yes	yes	3	probab.	yes	yes	design
Nigeria	AF-NGA-16	J. Snow	1988-89	Photonovella	Booklets	yes	yes	2	saturated	no	yes	data an
Nigeria	AF-NGA-17	MOL/Oyo	1989	Rural Health & FP Film	Film	yes	yes	2	convenience	yes	no	design
Zimbabwe	AF-ZIM-01	ZNFPC	1988-89	Male Motivation Project	Radio, leaflets	yes	yes	2,3	probab.	yes	yes	design

Code for Type of Design:

1. Posttest only, corr. exposure & outcome
2. Pretest/posttest, corr. exp. & outcome
3. Interrupted time-series design
4. Posttest only experimental design with control group
5. Pretest/posttest experimental design with control

RESEARCH AND EVALUATION

Table VIII-1—Continued

REGION COUNTRY	PROJECT NUMBER	RECIPIENT	PERIOD OF ACTIVITIES	PROJECT TITLE	COMMUNICATION MEDIA	FOD FOR DESIGN	PRE- TEST MESS.	RESEARCH DESIGN*	SAMPLING METHOD	SALES/ SERV. STATS	COM- PUTER ANAL.	EVAL. PHASE
<b>AFRICA: Completed</b>												
Regional	AF-SEN-01	URTNA	1984-88	URTNA Family Health Broadcasting Project	Radio, TV	no	no	1	saturated	no	no	rep sub
Regional	AF-KEN-03	URTNA PEC	1987-88	Model TV Program on Family Planning	TV	[Not applicable]						
Burkina Faso	AF-BKF-01	MSWNS	1985-87	IEC Development Project	Posters, booklets	yes	no	2	convenience	yes	no	rep sub
Kenya	AF-KEN-01	Stla-Graphics	1985-86	Family Planning Films	TV, film	yes	yes	1,2	con/quota	yes	no	rep sub
Kenya	AF-KEN-02	RETCO, Ltd.	1985-86	Evaluation of Film Project	N/A	yes	yes	1,2	con/quota	yes	no	rep sub
Liberia	AF-LIB-01	Medex	1984-86	RAPID Television Program	Videotape	[Not applicable]						
Mali	AF-MAL-01	AMPPF	1985-87	Family Planning IEC Project	Booklets, posters, video, radio, seminar	yes	yes	1,3	convenience	yes	yes	data an
Nigeria	AF-NGA-01	MOH Kwara	1984-87	Kwara State Family Health Project	Posters, radio, TV, newspaper	no	yes	3	saturated	yes	yes	rep prep
Nigeria	AF-NGA-02	PPFN	1984-86	FP Information Booklet Production and Distrib.	Booklets	yes	yes	4	probab.	no	yes	rep sub
Nigeria	AF-NGA-03	PPFN	1985-87	Plateau State FP Communication Campaign	Fliers, booklets, posters, radio, TV, newspaper, song	yes	yes	1,3	quota	yes	no	rep prep
Nigeria	AF-NGA-04	U. of Ibadan	1986-87	Female VSC Booklets	Leaflet, booklet, TV	yes	yes	2	quota	yes	yes	rep prep
Nigeria	AF-NGA-05	PPFN	1986-87	FH FP Broadcasting Workshop	Fliers, posters, radio, TV	no		1,2	quota	DK	no	rep sub
Nigeria	AF-NGA-07	NTA Enugu	1986-87	Anambra State TV Program	TV	yes	yes	1,3	convenience	yes	no	rep sub
Nigeria	AF-NGA-08	NTA Enugu	1987	Anambra State Health FP TV Program	TV	yes	yes	1,3	convenience	yes	no	rep sub
Nigeria	AF-NGA-12	NTA Ibadan	1987-88	Integrate FP Themes into 2 TV Series	TV	yes	yes	1,3	probab.	yes	yes	rep sub
<b>LATIN AMERICA: Underway</b>												
Regional	LA-GUA-01	APROFAM	1987-91	Regional Video Production Center (CREA)	Video	[Not applicable]						
Regional	LA-MEX-08	FFI	1987-88	Technical Assistance to CREA	Booklets	[Not applicable]						
Regional	LA-MEX-09	FFI	1988-89	Comm. for Young People II	Songs, records	yes	no	2,3	probab.	yes	yes	data coll
Regional	LA-MEX-10	IIC	1988-89	Evaluation of CYPP II	N/A	yes	no	2,3	probab.	yes	yes	data coll
Brazil	LA-BRA-02	ABEPF	1987-88	AIDS Manual for FP Workers	Booklet	[Not applicable]						
Brazil	LA-BRA-03	PRO-PATER	1988-90	Mass Media Vasectomy Promotion	TV, radio, leaflets	yes	yes	2,3	probab.	yes	yes	data coll
Peru	LA-PER-01	MOH	1988-89	FP Workers in an AIDS Prevention Campaign	Newspapers, radio, seminars	yes	yes	2,3,5	quo/prob	yes	yes	data coll & an

Table VIII-1—Continued

REGION COUNTRY	PROJECT NUMBER	RECIPIENT	PERIOD OF ACTIVITIES	PROJECT TITLE	COMMUNICATION MEDIA	FGD FOR DESIGN	PRE- TEST MESS.	RESEARCH DESIGN*	SAMPLING METHOD	SALES/ SERV. STATS	COM- PUTER ANAL.	EVAL. PHASE
<b>LATIN AMERICA: Completed</b>												
Bolivia	LA-BOL-01	COF	1984-87	Family Health IEC	Radio, pamphlets, posters, calendars, cassettes	yes	yes	2,3	quota	yes	yes	rep sub
Brazil	LA-BRA-01	ABEPEF	1985-87	Basic IEC Materials	Booklets, posters, brochures	yes	yes	N/A	N/A	yes	N/A	rep sub
Colombia	LA-COL-01	PROFAMILIA	1984-85	Generic Condom Promotion and Evaluation	Radio, other	yes	yes	2,3	quota	no	yes	rep sub
Colombia	LA-COL-02	Pub. Toro	1987	Research Phase of Comm. Marketing Project	N/A	yes	yes	3,5	probab.	yes	yes	rep sub
Costa Rica	LA-COS-01	COF	1984-85	Educational Radio for Costa Rican Women	Radio, booklets	yes	yes	1,3	probab.	yes	yes	rep sub
Honduras	LA-HON-01	MOH	1984-87	Ministry of Health FP IEC Activities	Radio, posters, comics	yes	yes	N/A	N/A	N/A	N/A	rep sub
Honduras	LA-HON-02	IHSS	1984-87	IHSS Family Planning IEC System	Pamphlets	yes	yes	N/A	N/A	N/A	N/A	rep sub
Honduras	LA-HON-03	ASHONPLAFA	1984-86	Radio Print Materials for Rural CBD Program	Radio, pamphlets, posters, flip chart	yes	yes	2,3	probab.	yes	yes	rep sub
Mexico	LA-MEX-01	FEMAP	1983-86	Print, Radio, TV to Reinforce Promotoras	Radio, TV, fliers, posters, booklets	yes	yes	2,4	probab.	no	yes	rep sub
Mexico	LA-MEX-02	FFI	1985-86	Com for Young People (T&J)	Songs, posters, radio, TV	yes	yes	1	probab.	no	yes	rep sub
Mexico	LA-MEX-03	AMIDEM	1986-87	IEC Materials for Health Workers	Booklets	no	yes	5	convenience	no	no	rep prep
Mexico	LA-MEX-04	FFI	1986-87	Educational Video (T&J)	Video, TV	yes	yes	1	probab.	no	yes	rep sub
Mexico	LA-MEX-05	FFI	1986-87	Entertainment Video (T&J)	Video, TV	yes	yes	1	probab.	no	yes	rep sub
Mexico	LA-MEX-06	IIC	1987	Eval. Research Program of the CYPP	N/A	yes	yes	1	probab.	no	yes	rep sub
Mexico	LA-MEX-07	FFI	1987-88	Comic Book Devel. Project	Comic booklets	yes	yes	1	probab.	yes	yes	design
<b>LATIN AMERICA: Under Development</b>												
Colombia	LA-COL-03	PROFAMILIA	1989	Comm. Marketing Project Implementation	N/A	yes	yes	3,5	probab.	yes	yes	rep sub
Mexico	LA-MEX-11	FFI	1988-89	Comic Book Project II	Booklets	yes	yes	1	probab.	yes	yes	design
Mexico	LA-MEX-12	Novedades Editores	1988-89	Comic Book Project III	Booklets	yes	yes	1	probab.	yes	yes	design

Code for Type of Design

1. Posttest only, corr. exposure & outcome
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5. Pretest-posttest experimental design with control

RESEARCH AND EVALUATION

Table VIII-1—Continued

REGION/COUNTRY	PROJECT NUMBER	RECIPIENT	PERIOD OF ACTIVITIES	PROJECT TITLE	COMMUNICATION MEDIA	FGD FOR DESIGN	PRE-TEST MESS.	RESEARCH DESIGN*	SAMPLING METHOD	SALES/SERV. STATS	COM-PUTER ANAL.	EVAL. PHASE
<b>ASIA: Underway</b>												
Philippines	AS-PHI-01	PCF	1987-89	Male FP Motivators in Farmer Organization	Interpersonal, radio, booklets, fliers, other	yes	yes	2,3	probab.	yes	yes	design
Philippines	AS-PHI-02	PCF	1987-89	A Multi-Media Campaign for Young People	Songs, records, video, TV, radio, poster, telephone	yes	yes	2,3	probab.	yes	yes	design
Philippines	AS-PHI-03	PCF	1987-90	A FP Program for the Industrial Sector	Posters, brochures, comics, slide-tape	yes	yes	2,3	prob/sat	yes	yes	design
Philippines	AS-PHI-04	FPOP	1988-89	Improve IEC Strategies to Increase FP Use	Radio, leaflets, posters	yes	yes	3,5	probab.	yes	yes	design
Philippines	AS-PHI-05	AMEC-BCCM	1988-89	AMEC Population Communication Center	Radio, drama, groups	yes	yes	5	probab.	yes	yes	design
<b>ASIA: Completed</b>												
Nepal	AS-NEP-01	FP MCH	1984-86	Print Materials Development	Booklets	yes	yes	4	convenient	no	yes	rep sub
Nepal	AS-NEP-02	COMMAT	1984-86	Film Spots for Cinema Halls	Film	yes	yes	4	convenient	no	yes	design
Nepal	AS-NEP-03	DORC	1984-86	Financial Mgm't of Print Materials Project	N/A	[Not applicable]						
<b>ASIA: Under Development</b>												
Bangladesh	AS-BAN-01	MOHFP	1989-90	Support IEM Unit Activities	N/A	[To be determined]						
<b>NEAR EAST: Underway</b>												
Sudan	AF-SUD-01	U. Khartoum	1985-88	Print Materials on Family Health	Booklets	yes	yes	5	D/K	no	yes	data an
Turkey	NE-TUR-01	TFHFP	1987-89	Turkish Family Planning Campaign 1987-89	TV, calendars, photonovellas, posters	yes	yes	2	probab.	no	yes	design
<b>NEAR EAST: Completed</b>												
Egypt	NE-EGY-01	CDC	1988	TOT Workshop in Face-to-Face Communication	Interpersonal	no	no	2	saturation	N/A	no	rep prep
Jordan	NE-JOR-01	JFPPA	1983-85	IEC Program Development	N/A	no	yes	0	convenient	no	no	rep sub

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# PROGRAM ADMINISTRATION



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**PARTICIPANTS RESPOND**

**The Philippines**

*A Training-of-Trainers workshop on interpersonal communication, held in the Philippines in September 1988 elicited some interesting responses from participants:*

*"... the cold nights and homesick feelings we had were somehow overcome because of the warm atmosphere in the training ... This happens to be one of the best trainings I've attended ... The training approaches employed provided us with experience which improved our knowledge, attitudes and skills as trainers. What I've gained has given me an added armor of strength in technical knowhow and self-sufficiency."*

Joni D. Dichosa  
Health Educator  
Integrated Provincial Health Office  
Guimaras, Iloilo, Philippines

## Overview

The JHU/PCS project is administered through the Center for Communication Programs (CCP) of the Johns Hopkins University School of Hygiene and Public Health. Phyllis T. Piotrow, Ph.D., is the Director of the Center and serves as the Principal Investigator of the JHU/PCS Project.

The establishment of the center in September 1988 strengthens the ability of PCS to draw on other resources such as the Population Information Program and the AIDSCOM project and to secure funds from other public and private agencies to strengthen its institutional base. Within CCP, the PCS project has expanded space and facilities and additional support from the School of Hygiene and Public Health in The Johns Hopkins University.

The Project Director, Patrick L. Coleman, M.A., is responsible for overall management of JHU/PCS activities, working in close collaboration with the PCS Deputy Project Director, Jose G. Rimon II, M.A., who directs program and field operations. The CCP Financial Manager, Paul Bankerd, M.B.A., oversees fiscal and contractual management of the project.

Eight Senior Program Officers are responsible for overseeing all JHU/PCS activities in their respective regions and countries, including project development and monitoring. They are assisted by nine Program Officers and three Program Assistants. The program staff is further supported by a Senior Research Officer, Senior Program Evaluation Officer. Materials collection and dissemination are handled by the Media/Materials Center staff and the CCP Distribution Center.

## Staffing

To improve the ability to respond to the increasing demand for PCS technical assistance, responsibility for activities in a number of subregions was consolidated under two regional divisions. Activities in Anglophone and Francophone Africa are now supervised by Philippe Langlois, Senior Program Officer responsible for the Africa division; and the former Asia and Near East regions are combined under Senior Program Officer Sung Hee Yun into the Asia and Near East division. The continuing growth of PCS activities has also resulted in an increase of four Program Officer and two Program Assistant positions.

Enriching the multi-talented PCS staff are eight members who joined the program staff during the year. All have masters degrees in disciplines such as

communication, journalism, population and family planning, public health and education. Almost all have experience in Africa, Asia, or Latin America. The group includes a Registered Nurse, a citizen of Ghana, and a native of the Philippines. Collectively the new staff members speak nine languages including French, Spanish, Portuguese, Arabic, Tagalog, Akan, Bambara, Creole, and Fookienese Chinese.

Among these new employees are Moncef M. Bouhafa, M.A., Senior Program Officer for the Near East, who has extensive experience in Africa and Asia with UNICEF and who is fluent in Arabic and French. The group also includes the new Senior Program Evaluation Officer Dale E. Huntington, M.A., who speaks French and has extensive experience with public health communication projects in Africa and Program Officer for Francophone Africa Opia Mensah Kumah, a Ghanaian advertising executive who is fluent in four languages.

Three professional staff members left PCS to pursue other opportunities. These include Mona Y. Grieser, Senior Program Officer for the Near East; Joan W. Schubert, Program Officer for Francophone Africa; and Frank J.P. Segura, Senior Program Officer for Latin America and the Caribbean.

Other staff changes include the addition of Hugh M. Rigby who filled the Media/Materials Coordinator vacancy. Mr. Rigby is an expert in visual communication with several years experience with UNICEF in Africa. In addition, Maxwell S. Senior, Ed.D., was transferred to Bangladesh where he will establish a JHU/PCS Dhaka office and become the new PCS Country Representative; and Kim E. Winnard, M.A., was transferred to Nigeria to become the JHU/PCS Country Representative in Lagos under the new Nigeria contract. Also partly supported under the Nigeria contract are Senior Program Evaluation Officer Dale Huntington, Program Officer Julie Convisser and Program Assistant Jennifer Daves who divide their time between PCS and Nigeria activities.

## Audits

According to the terms of the PCS Cooperative Agreement, JHU/PCS will ensure that an audit is conducted on all subagreements in which annual expenditures exceed \$50,000. JHU/PCS has contracted with Peat, Marwick, Main and Co. (PMM) to perform these services. During the period October 1, 1987 through September 30, 1988 audits were performed on the following organizations:

Organization	Country	PCS Project #	Audit Cost
Planned Parenthood Federation of Nigeria (PPFN)	Nigeria	AF-NGA-03	\$ 6,500
Associaçao Brasileira de Entidades de Planejamento Familiar (ABEPF)	Brazil	LA-BRA-01	\$ 6,000
Centro de Orientacion Familiar (COF)	Bolivia	LA-BOL-01	\$ 4,400
Association Malienne Pour la Protection et la Promotion de la Famille (AMPPF)	Mali	AF-MAI-01	\$ 7,000
Union des Radiodiffusions et (Dakar) Televisions Nationales d'Afrique (URTNA)	Senegal	AF-SEN-01	\$ 7,600
Union of National Radio and Television (Nairobi) Organizations of Africa-Programme Exchange Centre (URTNA/PEC)	Kenya	AF-SEN-01	\$ 4,900
<b>Total Audit Cost</b>			<b>\$36,400</b>

Final reports have been received for all of the above audits. No major problems were found. Copies of the reports are available to AID upon request.

## Support for US Contractors

JHU/PCS has continued to maintain close working relationships with two US organizations—the Academy for Educational Development (AED) and the Program for Appropriate Technology in Health (PATH). Each is experienced in different aspects of population/family planning communication programs and both have earned worldwide respect.

The Academy for Educational Development has particular expertise in development communication, in the organization and planning of training workshops, use of mass media for health programs, and educational broadcasting. PATH is well known for its pioneering work in the development of print materials for nonreaders. Each organization has contributed significantly to a variety of JHU/PCS activities and has worked closely with JHU/PCS staff.

JHU/PCS has also entered into subcontracts with Porter/Novelli (P/N) for support of projects in Bangladesh, and with Saffitz Alpert & Associates, Inc. (SAA) to provide technical assistance to communication projects in Indonesia. Both are advertising agencies.

Staff members of AED and PATH provide continuing assistance and advice on project development and monitoring; suggestions for identifying consultants;

assistance in preparing packets of sample materials for mailings; identification of pamphlets, brochures, and other materials for the Media/Materials Collection; and help in generating new projects. Major contractor activities are summarized in Tables IX-1 through IX-4 by country and type of activity. Both AED and PATH remained significantly involved in the implementation of JIU/PCS projects.

AED staff and consultants were heavily involved in providing technical assistance and training to regional projects in Africa including extensive support to the URTNA project and to the CAFS workshops. In addition AED provided technical assistance to projects in Zaire, Zimbabwe, Peru, and Egypt. AED is expected to continue to play a key role in monitoring, development, and initiation of related projects designed to teach effective message design and broadcasting.

PATH, as well, was extensively involved in JIU/PCS efforts, particularly by monitoring and providing technical support to country projects in Nigeria, Ghana, and Sudan, and by assisting with the development and conduct of workshops in Egypt, Ghana, and Peru.

P/N staff provided technical assistance in Bangladesh and assisted with the design of IEC projects and market research studies. P/N support is expected to grow as PCS activities in Bangladesh increase.

SAA provided technical assistance in Indonesia in strategic planning, evaluation, and implementation of the urban IEC campaign for the national family planning program.

The activities of AED, PATH, P/N, and SAA are described in detail in their annual reports, included as Appendices C, D, E, and F.

Expenditures (including accruals) by each contractor for the 12 month period October 1, 1987 through September 30, 1988 were:

AED:	\$408,297
PATH:	289,357
P/N:	31,598
SAA:	53,975

**Table IX-1**  
*The Johns Hopkins University Staff Working on The PCS Project  
as of September 30, 1988*

NAME	TITLE	PERCENT OF TIME ALLOCATED TO PCS	FUNCTION
Phyllis T. Piotrow	Director, CCP and Principal Investigator, PCS Project	37%	Program guidance and communication expertise (13% funded under the Nigeria contract)
Patrick L. Coleman	Project Director	90%	Program management and coordination (10% funded under the Nigeria contract)
Jose G. Rimón II	Deputy Project Director	80%	Programming and supervision of field operations (20% funded under the Nigeria contract)
Paul Bankerd	Financial Manager	73%	Administration (15% funded under the Nigeria contract)
D. Lawrence Kincaid	Senior Research Officer	75%	Evaluation design and planning
Philippe F. Langlois	Senior Program Officer	100%	Programs in Africa and Haiti
Sung Hee Yun	Senior Program Officer	100%	Programs in Asia and the Near East
Moncef M. Bouhafa	Senior Program Officer	97%	Programs in the Near East
Wilma H. Lynn	Senior Program Officer	100%	Programs in Anglophone East and Southern African countries
Dale E. Huntington	Senior Program Evaluation Officer	50%	Evaluation of Programs (50% funded under the Nigeria contract)
Rolf P. Lynton	Regional Communication Advisor (Asia)	100%	Technical assistance to USAID/New Delhi and to other Asian programs
Maxwell S. Senior	Country Representative Bangladesh	100%	Programs in Bangladesh
Kim E. Winnard	Country Representative Nigeria	0%	(Funded under the Nigeria contract)
Michelle Bashin	Program Officer	100%	Backstopping for programs in Francophone Africa
Sandra Buffington	Program Officer	100%	Backstopping for programs in Latin America
Julie M. Convisser	Program Officer	15%	Backstopping for programs in Africa (85% funded under the Nigeria contract)
Susan C. Krenn	Program Officer	100%	Backstopping for programs in Anglophone Africa
Opia-Mensah Kumah	Program Officer	100%	Backstopping for programs in Francophone Africa
Alice I. Payne	Program Officer	100%	Backstopping for programs in Latin America

**PROGRAM ADMINISTRATION**

**Table IX-1—continued**

NAME	TITLE	PERCENT OF TIME ALLOCATED TO PCS	FUNCTION
Katherine Treiman	Program Officer	100%	Backstopping for programs in the Near East
Edson E. Whitney	Program Officer	100%	Backstopping for programs in Asia
Venus Dagdagan	Program Assistant	100%	Administration and backstopping for programs in Asia and the Near East
Jennifer A. Daves	Program Assistant	25%	Administration and backstopping for programs in Africa (75% funded under the Nigeria contract)
J. Eric Davis	Program Assistant	100%	Administration and backstopping for programs in Latin America
Hugh M. Rigby	Media/Materials Coordinator	100%	Media/Materials Center
Susan A. Leibtag	Librarian	60%	Media/Materials Center
Rita C. Meyer	Editor	85%	Field reports and publications
Sandra Krome	Media/Materials Specialist	100%	Media/Materials Center
Cynthia B. Shaw	Media/Materials Assistant	100%	Media/Materials Center
Denise Cherry	M/MC Clerk/Typist	100%	Media/Materials Center
Vera E. Ford	PCS Administrator	84%	Administration (16% funded under the Nigeria contract)
Laurence S. Campf	Computer Specialist	60%	Computer systems support
Jennifer E. Ashcraft	Senior Contract Specialist	83%	Grants and subcontract management (17% funded under the Nigeria contract)
Carol A. Haddaway	Field Support/Travel Coordinator	58%	Coordination of overseas travel, briefing and reports (17% funded under the Nigeria contract)
Ann W.H. Gibbins	Financial Analyst	83%	Administration (17% funded under the Nigeria contract)
Karen M. Coonan	Budget Assistant	52%	Administration (12% funded under the Nigeria contract)
Barry Freeman	Budget Assistant	100%	Administration
Katherine M. Milchling	Secretary to Project Director	100%	Administrative support
Andriel R. Matthews	Secretary to Deputy Project Director	100%	Clerical support
Valerie Gebre-Amlak	Secretary/Asia and the Near East	98%	Clerical support

Table IX-1—continued

NAME	TITLE	PERCENT OF TIME ALLOCATED TO PCS	FUNCTION
Z. Pilar Chiarito	Secretary/Latin America	100%	Clerical support
Cynthia N. Hayes	Secretary/Anglophone Africa	100%	Clerical support
Susan J. Gaztañaga	Secretary/Francophone Africa	100%	Clerical support
Alsandria Miller	Secretary/Media Materials Collection	100%	Clerical support
Trina T. Spearman	Financial/Admin. Secretary	90%	Clerical support
Rachael Tilghman	Secretary/Africa	15%	Clerical support (85% funded under the Nigeria contract)
Mariam H. Labbok	Assistant Professor, Department of Population Dynamics	5%	Project development, evaluation
Carl Kendall	Assistant Professor, Department of International Health	25%	Technical support, project development and evaluation
Debra Roter	Associate Professor, Department of Behavioral Sciences and Health Education	20%	Technical support, project development and evaluation
Nina Jones	Secretary to Principal Investigator	50%	Clerical support
Rodolfo B. Aparentado	Distribution Manager	17%	Mailing
Elizabeth Tuder	Postal Clerk	25%	Mail sorting and distribution

**Table IX-2**  
*Background Information on JHU/PCS Staff*

**SENIOR STAFF**

**Phyllis T. Piotrow, Ph.D.** (Political Science and Population Dynamics)— Director, Center for Communication Programs (CCP) and Principal Investigator, Population Communication Services project. Dr. Piotrow has worked in international population, population policy, and communication programs since 1965. She initiated the Population Information Program (PIP) in 1972. She has served in numerous advisory and/or executive positions, both in the public and private sectors.

**Patrick L. Coleman, M.A.** (Communication)—Project Director. Mr. Coleman is a specialist in developing communication strategies, radio and TV production and audio-visual equipment. He has been working in development communication for over 14 years. He served as PCS Senior Program Officer for Latin America for three years before becoming Project Director in 1986.

**Jose G. Rimón II, M.A.** (Communication)—Deputy Project Director. Mr. Rimón has had a decade of experience in communication planning and strategy; design, development, management, implementation, and evaluation of IEC programs and projects involving various forms of media in the Philippines. He has taught courses on development communication and worked as a short-term consultant to international regional organizations. He served as Senior Program Officer for Asia and Nigeria before becoming Deputy Project Director in 1986.

**Paul Bankerd, M.B.A.** (International Business)—Financial Manager. Mr. Bankerd is a management expert with almost twenty years experience in finance and accounting, contract administration, and management systems development. He has an extensive background in managing government grants and contracts, and in providing support to public health projects operating in developing countries.

**D. Lawrence Kincaid, Ph.D.** (Communication)—Senior Research Officer. Dr. Kincaid has worked in international communication and development for more than 20 years. He is an expert in qualitative and quantitative research methodologies for the development of messages and evaluation of communication in health and related fields.

**FIELD OPERATIONS**

**Philippe F. Langlois, B.A.** (English Literature)—Senior Program Officer for Africa and Haiti. Mr. Langlois has extensive experience in audio-visual production, communication, training, and media materials development, especially in relation to health and population programs in developing countries.

**Sung Hee Yun, Dr.Ph., M.P.H.** (Public Health/Population Communications)—Senior Program Officer for Asia and the Near East. Dr. Yun is a native of Korea with 24 years of continuous and extensive work experience in international health and family planning communication project development in Africa, the Middle East and Asia, initially for the Korean Family Planning Association and later with the World Bank for seven years as a professional population communication staff member.

**Moncef M. Bouhafa, M.A.** (International Economics)—Senior Program Officer for the Near East. Mr. Bouhafa has worked in more than 30 countries in Asia, Africa, the Middle East, and Latin America. A community mobilization specialist with UNICEF for more than 12 years, he developed training curricula and designed multi-media strategies for health-related behavior change. Mr. Bouhafa is fluent in Arabic and French.

**Wilma H. Lynn, M.A.** (Communication)—Senior Program Officer for Anglophone East and Southern Africa. Ms. Lynn is an international communication specialist from Trinidad with expertise in broadcast media (radio and TV). Ms. Lynn has worked in the development communication field for over ten years in Africa, the Near East, and the Caribbean.

**Dale E. Huntington, M.A.** (Education)—Senior Program Evaluation Officer. Mr. Huntington has worked in public health communication projects for twelve years, including eight years as resident advisor for programs in Africa. He is an expert in applied research, including the use of both qualitative and quantitative methodologies. He has worked as a short term consultant for UNICEF, the World Bank and various AID contracting agencies. Mr. Huntington, who is fluent in French, is finishing his doctorate in health services research.

Table IX-2—Continued

**Rolf P. Lynton, Ph.D.** (Policy Sciences)—Regional Communication Advisor for Asia. Dr. Lynton has an extensive background in development consulting in Asia and Africa. He was the first Dean of the School of Public Health at the University of South Carolina and served as Lead Consultant to the Government of Indonesia managing a manpower development technical assistance project for the Ministry of Health.

**Maxwell S. Senior, Ed.D.** (Educational Media/Technology)—Country Representative Bangladesh. Dr. Senior is a development communication specialist from Jamaica with broad experience in a variety of media, including radio, TV and print materials. He has 15 years experience in communication training, program management and evaluation, and broadcasting.

**Kim E. Winnard, M.A.** (International Development)—Country Representative Nigeria. Mr. Winnard has extensive management experience in the United States, Asia and Nigeria in development communication and extension projects for various local and international organizations. As a visual media specialist and cross-cultural trainer, he has played a key role in the development and implementation of over a dozen projects in Nigeria.

**Michelle Bashin, M.H.S.** (Public Health and Family Planning)—Program Officer for Francophone Africa. Ms. Bashin has worked with USAID in Mali in drought relief assistance and developing the Famine Early Warning System. Ms. Bashin also worked as a Peace Corps volunteer in Mali on rural water supply and for the Department of Defense as an auto mechanic in a project to recruit women into the blue collar trades. She speaks French fluently.

**Sandra Buffington, R.N., M.P.H.** (International Health/Population Dynamics)—Program Officer for Latin America. Ms. Buffington has more than 14 years experience in family planning, midwifery, maternal child health and communications in Brazil, Bolivia, Argentina and New Mexico. She speaks Portuguese and Spanish fluently.

**Julie M. Convisser, B.A.** (English Literature/African Studies)—Program Officer for Nigeria. Ms. Convisser has experience in Family Planning, training and counseling programs both in the United States and Africa.

**Susan C. Krenn, B.A.** (Modern Languages)—Program Officer for Anglophone Africa. Ms. Krenn has previous family

planning/population experience through the administration of international training programs focusing on management of family planning, development and health organizations. She served as Media/Materials Specialist before becoming Program Officer in 1986.

**Opia-Mensah Kumah, M.A.** (Journalism and Communication)—Program Officer for Francophone Africa. Mr. Kumah is a citizen of Ghana who has worked in educational radio/TV production, taught international broadcasting and served as communication consultant to international organizations. He has long-term residential field experience managing USAID primary health care training projects in Africa and has served as a health consultant for international organizations in both Africa and Asia. Mr. Kumah has a graduate academic background in non-formal education and training and speaks four languages.

**Alice I. Payne, M.P.H.** (International Health/Population and Family Health)—Program Officer for Latin America. Ms. Payne has experience in a wide range of mass media techniques including developing a commercial and family life education comic book aimed at urban Hispanic adolescents. She has also worked in health education and integrated rural development projects in Latin America.

**Katherine Treiman, M.P.H.** (Public Health)—Program Officer for the Near East. Ms. Treiman has worked in Egypt training health workers in counseling and personal communication. She administered a refugee relief program in the Sudan for several years and worked in health education in the Philippines. She is conversant in Arabic and Tagalog.

**Edson E. Whitney, M.P.S.** (Communication Arts)—Program Officer for Asia. Mr. Whitney has extensive experience in training and education in both Asia and Africa. He has served as Project Director for a Peace Corps training program in Thailand, as Program Supervisor for a refugee training program in Indonesia, and as a secondary school teacher in Swaziland.

**Venus Dagdagan, M.A.** (Communication)—Program Assistant for Asia and the Near East. Ms. Dagdagan was born in the Philippines and speaks both Tagalog and Fookienese Chinese. She has broad experience in management and implementation of communication projects and teaching interpersonal communication in the Philippines and Hawaii.

Table IX-2—Continued

**Jennifer A. Daves, M.A.** (Population Studies)—Program Assistant for Nigeria. Ms. Daves has experience in video publication and marketing in addition to family planning communication program monitoring. She also has worked as a family planning counselor and has conducted research in the area of adolescent pregnancy prevention.

**J. Eric Davis**—Program Assistant for Latin America. Mr. Davis has worked in a number of administrative and management positions including prior experience as the JHU/PCS Field Support Assistant. He is fluent in Spanish and has a working knowledge of French and Portuguese.

#### MEDIA/MATERIALS CENTER

**Hugh M. Rigby, B.A., P.G.C.E.** (Design/Education)—Media/Materials Coordinator. Mr. Rigby comes to PCS from the Eastern and Southern Africa Regional Office of UNICEF, where he was Visual Communication Officer for five years. Previously he practiced as a Graphic Designer developing media materials and also as a teacher of the visual arts.

**Susan A. Leibtag, M.L.S.** (Library Science)—Librarian. Ms. Leibtag has worked as a cataloguer/reference librarian at the JHU Population Dynamics/Maternal and Child Health Library and as an abstractor and indexer for PIP. She is particularly experienced in the cataloguing and maintenance of special collections.

**Rita C. Meyer, B.A.** (English Literature)—Editor. Ms. Meyer provides editorial and creative support to PCS staff by editing, writing, designing, and illustrating PCS field reports, scripts and other materials. Her background includes training in music and the visual arts (painting and drawing) and experience in writing and editing for magazines and journals in New York City.

**Sandra Krome, M.S.** (Instructional Technology)—Media/Materials Specialist. Ms. Krome provides support to PCS staff by maintaining the photographic and video collection, and developing materials for training, exhibit displays and special presentations. Her background is in the design and production of educational audio-visual media.

#### ADMINISTRATION

**Vera E. Ford, B.S.** (Business Administration)—PCS Administrator. Ms. Ford has over eleven years experience in financial and administrative operations in both the public and private sectors including budget analysis, evaluation and implementation, auditing, and program management.

**Laurence S. Campf, B.S.** (Information Systems Management)—Computer Specialist. Mr. Campf provides support for the development and maintenance of computer systems used by the Project. He has developed systems under contract to the Social Security Administration, and has designed and implemented systems for the Population Information Program.

**Jennifer E. Ashcraft, B.S.** (Chemistry)—Senior Contract Specialist. Ms. Ashcraft has five years experience managing government contracts from agencies such as Department of Defense, Internal Revenue Service, and Department of Health and Human Services. She is responsible for drafting and monitoring country projects and subcontracts, and for developing and maintaining financial and management systems.

**Carol A. Haddaway, B.S.** (Spanish)—Field Support/Travel Coordinator. Ms. Haddaway has over twenty years experience in the travel industry. She has worked for a number of international airlines and travel agencies, and has owned and managed a travel agency in Trinidad. Ms. Haddaway is fluent in both Spanish and French.

**Ann W.H. Gibbins**—Financial Analyst. Ms. Gibbins's financial and administrative experience includes work with the Saint Louis University, and with the Accounting Department of The Johns Hopkins University.

**Karen M. Coonan**—Budget Assistant. Mrs. Coonan provides financial and administrative support to the PCS Administrator. She handles the fiscal management of special projects and processes and maintains personnel records.

**Barry Freeman, B.S.** (Management Science)—Budget Assistant. Mr. Freeman provides financial support to the PCS Administrator and manages the day to day operational functions for the project. Over the past four years he has worked in accounting and management positions with local banks and other businesses.

**Table IX-3**  
*Summary of US Contractor Activities—FY88*  
*Academy for Educational Development (AED)*

AFRICA		
Regional	Country Projects	<p>Parlato provided oversight of URTNA Family and Health Broadcast Project and ongoing TA for Phase I activities. Also, Parlato provided technical assistance in the design of Phase II activities.</p> <p>Parlato and Sedlak attended URTNA Annual General Assembly in January 1988 to meet with broadcast directors from member countries.</p>
	Technical Assistance	<p>In October 1987, Lioy and Lediard reviewed the curriculum and assisted CAFS Deputy Director, Dr. Yao Abade and Trainer Mr. Guy Moutia during a training workshop for FP managers of Francophone Africa.</p> <p>In May 1988, Lioy and Kulakow assisted CAFS Directors during a training workshop for FP managers of Francophone Africa.</p> <p>In July 1988, Lioy and Kulakow assisted CAFS Directors during a training workshop for FP managers of Francophone Africa.</p> <p>Radio producer Betty Rogers and radio trainer Skip Pizzi produced the URTNA Program Submissions Guidelines to be used by radio producers who have been contracted by URTNA to conduct interviews, produce documentaries, and cover conferences.</p> <p>At the October 1987 workshop, AED Consultant Snyder assisted with focus group research sessions and Consultant Fall acted as resource person for the IEC management sessions.</p>
Côte d'Ivoire	Country Projects	Parlato provided technical assistance to the Pan African Print Materials Project in Côte d'Ivoire.
Kenya	Technical Assistance	AED Consultant Edward Ulzen provided URTNA coverage and distribution of information from "Better Health for Women and Children" conference in Nairobi.
Zaire	Technical Assistance	<p>In October 1987, Parlato worked with the USAID/Kinshasa Mission in planning a production workshop in Zaire for radio and television, also discussed buy-in into JHU/PCS project for IEC support to Projet des Services des Naissances Désirables.</p> <p>In January and June 1988, Lioy provided technical assistance to the PSND to monitor progress of the project, assist in the development of messages, select AV materials, and assist in the preparation of workshop for print media journalists.</p> <p>AED Consultants M'Baye Seye (TV) and Dennis Caneff (radio) provided training in the design and production of radio/TV workshop for Zaire mass media specialists.</p> <p>AED Consultant M'Baye Seye assisted with the planning of the IEC campaign entitled "Family Planning Is Also the Concern of Men."</p>

Table IX-3—Continued

AFRICA		
	Films and Materials	AED developed a package of audio, visual and print materials for use in the radio/TV workshop in Zaire.
Zimbabwe	Country Projects	Levy assisted the ZNFPC in its male motivation program by reviewing bids, developing a contract and guidelines for monitoring contractors' performance, holding strategy sessions for developing motivational activities, and selecting a local consultant to provide ongoing technical assistance for the male motivation campaign.
LATIN AMERICA AND THE CARIBBEAN		
Peru	Country Projects	In June and July 1988, Rodriguez-Casado assisted in materials development, journalists' and leaders' seminars development, and media campaign development, including selecting an appropriate advertising agency with which to collaborate.
	Meetings and Workshops	In February 1988, Lediard assisted in conducting the Communication Experts' Workshop at the University of Lima.
ASIA		
Nepal	Technical Assistance	Sedlak conducted and evaluated an audience survey on the film spots produced in regional languages Maithili and Bhojpuri.  Consultant Steven Orr worked with the Director of the Nepal Contraceptive Retail Sales Company to develop a distribution plan for FP film spots and to identify an appropriate Nepali organization or individual to assist in conducting an evaluation of the films' impact.
NEAR EAST		
Egypt	Technical Assistance	In August 1988, Lioy and Usiak provided ongoing support to the SIS/IEC Center project, assisted the Center in preparing quarterly reports, and developed a Request for Proposals for a set of television spots for the Center.  Lediard and Lioy oversaw the development of a family planning social drama, being prepared by a local TV producer and writer.

**Table IX-4**  
*Summary of US Contractor Activities—FY88*  
*Program for: Appropriate Technology in Health (PATH)*

AFRICA		
Ghana	Country Projects	<p>Asiedu provided ongoing project monitoring and TA to the Ghana Health and Family Planning Program.</p> <p>In June/July 1988, Asiedu conducted a training of trainers (TOT) workshop, and assisted in conducting four one-week FP/IEC practicum workshops for field workers.</p> <p>In August/September 1988, Asiedu conducted another TOT workshop and monitored practicum workshops conducted by participants of the TOT workshop.</p>
Nigeria— Borno State	Country Projects	<p>Kazi provided ongoing TA and project monitoring for the Primary Health Care Promotion Project.</p> <p>In October and November 1987, Kazi helped conduct a materials development and project orientation workshop, plan follow-up activities, and worked with Borno project staff on designing project outputs including posters and a treatment for a TV drama.</p> <p>In January 1987, Kazi helped plan a symposium on FP and Islam, the production of the print and broadcast materials, and the implementation of the mass media component of the project.</p>
Nigeria— Imo State	Country Projects	<p>Kazi helped prepare draft cue cards on the pill, intrauterine contraceptive device, and condom for review and field-testing.</p>
Nigeria— Lagos State	Country Projects	<p>Kazi provided continued TA and project monitoring to the Planned Parenthood Federation of Nigeria (PPFN); reviewed and finalized the booklets on the pill, IUCD, and condom in preparation for reprinting under the FP Method Booklets Reprinting Project; and worked with PPFN's IEC Program Officer and Financial Accountant to review status of the FP Communication Campaign in Plateau State.</p>
Nigeria— Ogun State	Country Projects	<p>Kazi provided continued TA and project monitoring to the Ogun State Communication Outreach Phase II project.</p> <p>In October 1987, Kazi prepared materials and participated in planning and conducting a materials development session and TOT FP counseling workshop.</p> <p>In January/February 1988, Kazi worked with trainers on the integration of a one-week IEC training session and IEC activities into the curriculum of Ogun State School of Family Planning.</p>
Nigeria— Oyo State	Country Projects	<p>Kazi assisted in the development of a project with the Ministry of Information, monitored the progress of the NTA/Ibadan project and wrapped up activities under the VSC booklet project.</p>

Table IX-4—Continued

AFRICA		
Zaire	Technical Assistance	Casanova and Frumin provided technical assistance to the Projet des Services des Naissance Désirables (PSND) on the development of FP/IEC print materials, monitored the development of a FP manual for field workers, and met with several NGOs to coordinate FP IEC efforts in Zaire.
LATIN AMERICA AND THE CARIBBEAN		
Peru	Meetings and Workshops	In January/February 1988, Casanova assisted in preparation and logistics for a Communication Experts' Workshop, assisted in coordinating and conducting the workshop, and worked with participants to refine their skills in print materials development.
ASIA		
Bangladesh	Technical Assistance	Wittet assisted in monitoring various ongoing MOH IEM Unit activities under PH. 102.
NEAR EAST		
Egypt	Technical Assistance	In October 1987, Zimmerman helped plan and participate in a needs assessment of FP print materials, reviewed print materials developed in Egypt on FP and made recommendations to USAID/Cairo on improving both content and use. In January/February 1988, Zimmerman and Krieger assisted in the development of TOT curriculum in face-to-face IEC. In March 1988, Krieger provided on-site assistance for the TOT workshop in IEC at Alexandria. In May/June 1988, Zimmerman and Krieger provided on-site assistance for materials development workshop to produce IUD booklet for illiterate audiences. In July/August 1988, Krieger provided on-site assistance for district level training.
	Meetings and Workshops	Zimmerman and Krieger, in cooperation with the MOH, conducted a materials development workshop in June 1988.
Sudan	Country Projects	Haffey provided ongoing TA and project monitoring of the Sudan Community Based Family Health Project.
	Technical Assistance	Haffey provided TA on the Oral Contraceptive and Child Spacing project.

**Table IX-5**  
*Summary of US Contractor Activities - FY88*  
*Porter/Novelli (P/N)*

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ASIA		
Bangladesh	Technical Assistance	Porter served as member of a three-person JHU/PCS team which began pre-project preparation and preliminary site selection for test project.

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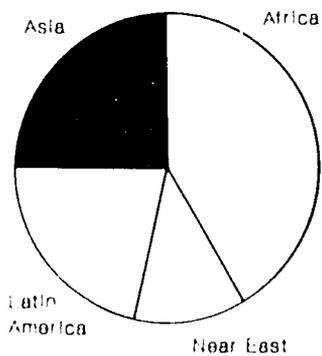
**Table IX-6**  
*Summary of US Contractor Activities—FY88*  
*Saffitz Alpert & Associates (SAA)*

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ASIA		
Indonesia	Technical Assistance	Saffitz provided TA to BKKBN on the Blue Circle Urban IEC campaign during three separate visits.

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# FINANCIAL REPORT



## Overview

The FY88 Financial Report for Cooperative Agreement No. DPE-3004-A-00-6057 covers the period October 1, 1987 through September 30, 1988. The following tables include a Financial Summary for the total Cooperative Agreement and for each source of Regional Bureau or Mission buy-in funding.

The total project budget for the five-year period September 1, 1986 through August 31, 1991 is \$30 million. Total obligation funding of \$21,325,277 has been provided through September 30, 1988 leaving an unobligated balance of \$8,674,723. As shown in Table X-1, FY87 and FY88 total project expenditures (including accruals) of \$10,150,026 leave a remaining obligated balance of \$11,175,251. Following is a list of funding by region as of September 30, 1988.

Source	Total Funds Obligated	% of Funds Obligated
Core	\$ 8,831,726	41
38 Regional and Mission Buy-ins		
Africa (16)	\$ 2,675,726	13
Latin America ( 9)	\$ 2,121,410	10
Asia (11)	\$ 6,646,938	31
Near East ( 2)	\$ 1,049,477	5
Total Buy-ins	\$12,493,551	59
<b>Grand Total</b>	<b>\$21,325,277</b>	<b>100</b>

The FY88 budget totals \$6,494,817. Actual expenditures of \$6,344,416 represent 98 percent of the budget, a reduction of \$150,401. Table X-2 shows a comparison of actual and budgeted expenses. During this year \$6,115,476 was disbursed, and year-end accruals and adjustments of \$228,940 produced the total of \$6,344,416.

Core expenditures for FY88 equaled \$3,473,089 or 55 percent of total funds expended, and buy-in expenses were \$2,871,327 or 45 percent of the total. Table X-3 shows project expenditures as they are distributed among core and buy-in funding sources. A statement of account for each buy-in is included as Tables X-4 through X-29, and each of these tables includes a list of activities conducted under the buy-in during the year.

Expenditures for country projects during the second year totaled \$1,411,247 or 22 percent of project expenses. Core funds supported \$236,363 of this amount, while buy-ins provided \$1,174,884 or 83 percent of FY88 country project funding. As of September 30, 1988 an additional amount of \$1,701,038 was committed to the support of future subproject activities. ■

**Table X-1**  
**CUMULATIVE EXPENDITURES 1986-1988**  
*DPE-3004-A-00-6057-00*

	FY87 EXPENDITURES FR: 09/01/86 TO: 09/30/87	FY88 EXPENDITURES FR: 10/01/87 TO: 09/30/88	TOTAL EXPENDITURES FR: 09/01/86 TO: 09/30/88
Salaries & Wages	\$ 963,126	\$1,133,118	\$ 2,096,244
Fringe Benefits	226,754	257,662	484,416
Consultants	180,794	237,818	418,612
Travel & Allowances	400,400	459,276	859,676
Equipment and Supplies	231,808	514,174	745,982
Subcontracts			
Country Projects	414,636	1,409,747	1,824,383
AED	335,595	458,727	794,322
PIACT	133,746	315,202	448,948
Other Subcontracts	18,544	134,067	152,611
Audits	0	42,700	42,700
Subtotal	902,521	2,360,443	3,262,964
Other Direct Costs	268,010	543,262	811,272
Indirect Costs	632,197	838,663	1,470,860
<b>Total</b>	<b><u>\$3,805,610</u></b>	<b><u>\$6,344,416</u></b>	<b><u>\$10,150,026</u></b>
Obligated as of 9/30/88		\$21,325,277	
Balance of Funds as of 9/30/88		\$11,175,251	

See Notes on Table X-2

**Table X-2**  
**ACTUAL EXPENDITURES vs. BUDGET FY88**  
**DPE-3004-A-00-6057-00**

	ACTUAL EXPENDITURES FR: 10-01-87 TO: 09-30-88	BUDGET FR: 10-01-87 TO: 09-30-88	DEVIATION
Salaries & Wages	\$1,133,118	\$1,086,749	(\$ 46,369)
Fringe Benefits	257,662	249,954	(7,708)
Consultants	237,818	300,900	63,082
Travel & Allowances	459,276	313,838	(145,438)
Equipment and Supplies	514,174	402,382	(111,792)
Subcontracts			
Country Projects	1,409,747	1,861,312	451,565
AED	458,727	828,851	370,124
PIACT	315,202	292,798	(22,404)
Other Subcontracts	134,067	100,000	55,933
Audits	42,700	50,000	7,300
Subtotal	2,360,443	3,222,961	862,518
Other Direct Costs	543,262	238,011	(305,251)
Indirect Costs	838,663	680,022	(158,641)
<b>Total</b>	<b><u>\$6,344,416</u></b>	<b><u>\$6,494,817</u></b>	<b><u>\$150,401</u></b>

## NOTES.

- (1) Includes regional and mission buy-in funds.
- (2) FY88 Expenditures include accruals and adjustments as follows: Consultants--(\$1,316); Travel & Allowances--(\$6,035); Equipment & Supplies--(\$29,396); Country Projects--(\$2,566); AED--\$123,712; PIACT--\$73,284; Other Subcontracts--\$19,099; Audits--\$36,400; Other Direct Costs--\$7,134; Indirect Costs--\$8,541.
- (3) Expenditures for consultants include both fees for services and travel costs.
- (4) Expenditures for Other Direct Costs are reduced by \$2,165 film revenue in FY88.

**Table X-3**  
**TOTAL EXPENDITURES BY SOURCE OF FUNDING**  
*DPE-3004-A-00-6057-00*

	FY87 EXPENDITURES FR: 09/01/86 TO: 09/30/87	FY88 EXPENDITURES FR: 10/01/87 TO: 09/30/88	TOTAL EXPENDITURES FR: 09/01/86 TO: 09/30/88
<b>Core Funds</b>	\$2,786,192	\$3,473,089	\$ 6,259,281
<b>Buy-Ins:</b>			
Africa Nigeria ( \$1 Million )	352,149	60,868	413,017
Latin America ( \$280,000 )	23,045	75,865	98,910
CAFS ( \$160,000 )	45,409	0	45,409
Asia ( \$125,000 )	23,663	5,963	29,626
India/Regional Advisor ( \$500,000 )	170,925	204,687	375,612
Philippines ( \$934,312 )	163,712	476,449	640,161
Bangladesh ( \$150,000 )	97,486	52,514	150,000
Redso (Ivory Coast) ( \$50,000 )	30,340	8,287	38,627
NE/Asia ( \$50,000 )	2,531	0	2,531
Latin America (RVPC) ( \$1,360,000 )	96,238	643,557	739,795
Burkina Faso ( \$340,000 )	10,512	131,276	141,788
Niger ( \$67,300 )	655	52,104	52,759
Ghana ( \$475,000 )	1,120	219,969	221,089
Haiti ( \$147,000 )	1,633	6,298	7,931
Turkey ( \$406,707 )		194,112	194,112
CAFS ( \$140,000 )		140,000	140,000
Brazil/AIDS ( \$20,000 )		17,949	17,949
Peru/AIDS ( \$20,000 )		17,798	17,798
Francophone Africa/AIDS ( \$10,000 )		3,539	3,539
Zimbabwe ( \$50,000 )		50,000	50,000
Sahel ( \$180,000 )		23,215	23,215
India ( \$300,000 )		21,943	21,943
Indonesia ( \$130,000 )		78,197	78,197
Egypt ( \$642,770 )		181,274	181,274
Zaire ( \$360,000 )		39,523	39,523
Bangladesh ( \$3,510,000 )		165,940	165,940
Subtotal Buy-Ins	<u>1,019,418</u>	<u>2,871,327</u>	<u>3,890,745</u>
<b>Total</b>	<b><u>\$3,805,610</u></b>	<b><u>\$6,344,416</u></b>	<b><u>\$10,150,026</u></b>

**Table X-4**  
**SUMMARY OF BUY-IN EXPENDITURES**  
**Africa Nigeria Buy-In (\$1 Million)**  
**DPE-3004-A-00-6057-00**

TRANSFERRED FROM CA-1	FY87 EXPENDITURES FR: 09/01/86 TO: 09/30/87	FY88 EXPENDITURES FR: 10/01/87 TO: 09/30/88	TOTAL FUNDING FR: 09/01/86 TO: 09/30/88
Salaries & Wages	\$ 59,924	\$ 5,850	\$ 65,774
Fringe Benefits	14,382	1,345	15,727
Consultants	38,475	(8,364)	30,111
Travel & Allowances	77,453	(47,898)	29,555
Equipment and Supplies	6,009	2,693	8,702
Subcontracts			
Country Projects	40,256	84,263	124,519
AED	0	0	0
PIACT	52,673	31,161	83,834
Other Subcontracts	0	0	0
Subtotal	92,929	115,424	208,353
Other Direct Costs	3,157	4,408	7,565
Indirect Costs	59,820	(12,590)	47,230
<b>Total</b>	<b><u>\$352,149</u></b>	<b><u>\$60,868</u></b>	<b><u>\$413,017</u></b>

**Funding Sources**

FY86 & FY87 CA-1:	DPE-3004-A-00-2018-00	\$ 586,983
FY87 CA-2:	DPE-3004-A-00-6057-00	352,149
FY88 CA-2:	DPE-3004-A-00-6057-00	60,868
<b>Total Budget</b>		<b><u>\$1,000,000</u></b>

**Activities during FY88**

1. Kwara State FP/IEC Campaign: Printed 1,000 posters for distribution to five Yoruba-speaking states at The State FP Coordinators Conference.
2. VSC Booklet Production: Completed post-distribution survey of HW-client KAP of VSC.
3. Imo State Women's Workshop: Radio soap opera series containing family health themes began airing; 2,000 posters, two radio spots and one TV spot were produced; and zonal workshops were held.
4. NTA/Enugu Television Episodes: Seven episodes of a popular TV program which contained FH/FP themes were produced.
5. PPFN Reprints of Methods Booklets: Contract with printer was negotiated and signed.
6. Borno State Primary Health Care Promotion: Five-day Project Orientation and Materials Development Workshop was attended by 18 participants; monitoring source of referral at four clinics commenced.
7. Ogun State Community Outreach Phase II: Three-week TOT workshop introducing the project and developing an IEC curriculum was held and the IEC curriculum, including materials development and counseling, was pretested and revised.
8. NTA/Ibadan Television: A total of 39 episodes of existing TV programs containing FP topics were produced and aired and spot announcements advertising Ibadan clinics were aired twice during each program.
9. RAPID Video: The video entitled "Our Destiny Is In Our Hands" was shot and edited.
10. Anambra State Radio Program: A script writing contest was held and nine episodes were produced.

**Table X-5**  
**SUMMARY OF BUY-IN EXPENDITURES**  
*Latin America Buy-In (\$280,000)*  
 DPE-3004-A-00-6057-00

TRANSFERRED FROM CA-1	FY87 EXPENDITURES FR: 09/01/86 TO: 09/30/87	FY88 EXPENDITURES FR: 10/01/87 TO: 09/30/88	TOTAL FUNDING FR: 09/01/86 TO: 09/30/88
Salaries & Wages	\$ 2,106	\$ 0	\$ 2,106
Fringe Benefits	505	0	505
Consultants	3,147	11,040	14,187
Travel & Allowances	1,900	282	2,182
Equipment and Supplies	69	0	69
Subcontracts			
Country Projects	0	61,146	61,146
AED	0	0	0
PIACT	0	0	0
Other Subcontracts	0	0	0
Subtotal	0	61,146	61,146
Other Direct Costs	10,000	0	10,000
Indirect Costs	5,318	3,397	8,715
<b>Total</b>	<b><u>\$23,045</u></b>	<b><u>\$75,865</u></b>	<b><u>\$98,910</u></b>
<b>Funding Sources</b>			
FY85-FY87 CA-1:	DPE-3004-A-00-2018-00	\$181,090	
FY87 CA-2:	DPE-3004-A-00-6057-00	23,045	
FY88 CA-2:	DPE-3004-A-00-6057-00	75,865	
<b>Total Budget</b>		<b><u>\$280,000</u></b>	

NOTE: Includes accruals and adjustments as follows: Country Projects-\$368.

**Activities during FY88**

Completion of Evaluation Research Program of the Communication for Young People Project (LA-MEX-06).

**Table X-6**  
**SUMMARY OF BUY-IN EXPENDITURES**  
*CAFS Buy-In (\$160,000)*  
*DPE-3004-A-00-6057-00*

<b>TRANSFERRED FROM CA-1</b>	<b>FY87 EXPENDITURES FR: 09/01/86 TO: 09/30/87</b>
Salaries & Wages	\$ 0
Fringe Benefits	0
Consultants	4,029
Travel and Allowances	5,751
Equipment & Supplies	33
Subcontracts	
Country Projects	0
AED	30,549
PIACT	0
Other Subcontracts	0
Subtotal	30,549
Other Direct Costs	1,618
Indirect Costs	3,429
<b>Total</b>	<b><u>\$45,409</u></b>
Funding Sources	
FY86 CA-1: DPE-3004-A-00-2018-00	\$114,591
FY87 CA-2: DPE-3004-A-00-6057-00	45,409
<b>Total Budget</b>	<b><u>\$160,000</u></b>

**Activities during FY88**

No activities were undertaken under this buy-in during this year.

**Table X-7**  
**SUMMARY OF BUY-IN EXPENDITURES**  
*Asia Buy-In (\$125,000)*  
*DPE-3004-A-00-6057-00*

TRANSFERRED FROM CA-1	FY87 EXPENDITURES FR: 09/01/86 TO: 09/30/87	FY88 EXPENDITURES FR: 10/01/87 TO: 09/30/88	TOTAL FUNDING FR: 09/01/86 TO: 09/30/88
Salaries & Wages	\$ 0	\$ 0	\$ 0
Fringe Benefits	0	0	0
Consultants	18,089	0	18,089
Travel & Allowances	0	4,587	4,587
Equipment and Supplies	110	0	110
Subcontracts			
Country Projects	0	0	0
AED	0	0	0
PIACT	0	0	0
Other Subcontracts	0	0	0
Subtotal	0	0	0
Other Direct Costs	3	0	3
Indirect Costs	5,461	1,376	6,837
<b>Total</b>	<b><u>\$23,663</u></b>	<b><u>\$5,963</u></b>	<b><u>\$29,626</u></b>

**Funding Sources**

FY86 CA-1:	DPE-3004-A-00-2018-00	\$ 95,374
FY87 CA-2:	DPE-3004-A-00-6057-00	23,663
FY88 CA-2:	DPE-3004-A-00-6057-00	5,963
<b>Total Budget</b>		<b><u>\$125,000</u></b>

NOTE: Includes accruals and adjustments as follows: Travel & Allowances-\$2,290, Indirect Costs-\$687.

**Activities during FY88**

1. One visit to Indonesia by JIU/PCS subcontractor Gary Saffitz to provide technical assistance to the National Family Planning Coordinating Board (BKKBN) to review progress of the Blue Circle urban IEC campaign.
2. One visit to Philippines by JIU/PCS Project Director to provide project monitoring and technical assistance.

**Table X-8**  
**SUMMARY OF BUY-IN EXPENDITURES**  
*India/Regional Advisor Buy-In ( \$500,000)*  
*DPE-3004-A-00-6057-00*

AWARD DATED 9/1/86	FY87	FY88	FY89	TOTAL
	EXPENDITURES FR: 09/01/86 TO: 09/30/87	EXPENDITURES FR: 10/01/87 TO: 09/30/88	BUDGET FR: 10/01/88 TO: 09/30/89	FUNDING FR: 09/01/86 TO: 09/30/89
Salaries & Wages	\$ 68,957	\$ 90,227	\$ 19,178	\$178,362
Fringe Benefits	16,354	20,752	4,411	41,517
Consultants	2,507	2,203	15,014	19,724
Travel and Allowances	38,333	41,143	18,827	98,303
Equipment & Supplies	1,826	41	2,586	4,453
Subcontracts				
Country Projects	0	0	0	0
AED	0	0	0	0
PIACT	0	0	0	0
Other Subcontracts	0	0	0	0
Subtotal	0	0	0	0
Other Direct Costs	3,504	3,085	35,667	42,256
Indirect Costs	39,444	47,236	28,705	115,385
<b>Total</b>	<b>\$170,925</b>	<b>\$204,687</b>	<b>\$124,388</b>	<b>\$500,000</b>

NOTE: Includes accruals and adjustments as follows: Consultants--(\$3,009), Travel & Allowances--\$5,589, Other Direct Costs--\$939, Indirect Costs--\$1,056

#### Activities during FY88

1. Support the JHU/PCS Communication Advisor to USAID/India Directorate of Health, Population and Nutrition in his work to develop and advance The Four States IEC Project.
2. Develop a network of Indian consultants to use in maximizing and sustaining improvements in the delivery of health and family planning services.
3. Develop the following four types of activities in support of the Four States projects:
  - Faculty development in Central and State-level institutions selected to train IIFW officials and to support local IIFW Training Centres;
  - Involving and strengthening non-governmental organizations (NGO's) in selected Districts and States;
  - Involving Central and State governments in developing strategies for successful implementation of the IEC program; and
  - Developing and distributing population and training materials.

**Table X-9**  
**SUMMARY OF BUY-IN EXPENDITURES**  
*Philippines Buy-In (\$934,312)*  
*DPE-3004-A-00-6057-00*

AWARD DATED 9/01/86	FY87 EXPENDITURES FR: 09/01/86 TO: 09/30/87	FY88 EXPENDITURES FR: 10/01/87 TO: 09/30/88	FY89 BUDGET FR: 10/01/88 TO: 09/30/89	FY90 BUDGET FR: 10/01/89 TO: 09/30/90	TOTAL FUNDING FR: 09/01/86 TO: 09/30/90
Salaries & Wages	\$ 15,927	\$ 11,854	\$ 0	\$ 0	\$ 27,781
Fringe Benefits	7,022	2,726	0	0	9,748
Consultants	919	10,903	0	0	11,822
Travel and Allowances	11,326	71,711	0	0	83,037
Equipment & Supplies	514	568	0	0	1,082
Subcontracts					
Country Projects	116,421	346,990	276,014	18,137	757,562
AED	0	0	0	0	0
PIACT	0	0	0	0	0
Other Subcontracts	0	0	0	0	0
Subtotal	116,421	346,990	276,014	18,137	757,562
Other Direct Costs	670	1,822	0	0	2,492
Indirect Costs	10,913	29,875	0	0	40,788
<b>Total</b>	<b>\$163,712</b>	<b>\$476,449</b>	<b>\$276,014</b>	<b>\$18,137</b>	<b>\$934,312</b>

**Activities during FY88**

1. Seven visits by JHU/PCS technical assistance teams for project monitoring, development and subsequent initiation.
2. Using Male Motivators to Generate Demand for Family Planning in a Male Farmer Organization (AS-PHI-01) Project:  
Trained 125 farmer leaders in three provinces, produced a motivator's handbook for use by farmer leaders, and developed a comic book with family planning themes for potential clients.
3. A Multi-Media Campaign for Young People (AS-PHI-02) Project:  
The songs "That Situation" and "I Still Believe" were produced, along with accompanying videos; and a hotline was installed and counselors trained for it.
4. A Responsible Parenthood Program for the Industrial Sector (AS-PHI-03) Project:  
Contracts were signed with 20 companies; workshops to orient and train in-plant volunteers were held; slide-tape presentations geared for union officials, managers and workers were produced; and industry-specific photo display boards featuring in-plant volunteers were developed for the work place.
5. Develop and initiate Project AS-PHI-04: "Increasing FP Acceptance and Use Through Improved IEC Strategies" which seeks to increase both the awareness of family planning, available methods and clinic locations and the contraceptive prevalence rate in the project area.
6. Develop and initiate Project AS-PHI-05 "AMEC Population Communication Project" which seeks to increase the number of acceptors of modern family planning methods by using local "hangouts" as focal points.

**Table X-10**  
**SUMMARY OF BUY-IN EXPENDITURES**  
*Bangladesh Buy-In (\$150,000)*  
*DPE-3004-A-00-6057-00*

AWARD DATED 9/01/86	FY87 EXPENDITURES FR: 09/01/86 TO: 09/30/87	FY88 EXPENDITURES FR: 10/01/87 TO: 09/30/88	TOTAL FUNDING FR: 09/01/86 TO: 09/30/88
Salaries & Wages	\$27,886	(\$ 1,875)	\$ 26,011
Fringe Benefits	6,644	(431)	6,213
Consultants	0	0	0
Travel & Allowances	23,143	18,454	41,597
Equipment and Supplies	649	0	649
Subcontracts			
Country Projects	0	0	0
AED	0	0	0
PIACT	0	22,891	22,891
Other Subcontracts	<u>21,187</u>	<u>8,378</u>	<u>29,565</u>
Subtotal	21,187	31,269	52,456
Other Direct Costs	370	194	564
Indirect Costs	<u>17,607</u>	<u>4,903</u>	<u>22,510</u>
<b>Total</b>	<b><u>\$97,486</u></b>	<b><u>\$52,514</u></b>	<b><u>\$150,000</u></b>

NOTE: Includes accruals and adjustments as follows: PIACT-4896

**Activities during FY88**

Provide ongoing technical assistance to support IEM activities under PIL 102, including several visits to Bangladesh by JHU/PCS staff and subcontractor personnel.

**Table X-11**  
**SUMMARY OF BUY-IN EXPENDITURES**  
**REDSO (Ivory Coast) Buy-In (\$50,000)**  
**DPE-3004-A-00-6057-00**

AWARD DATED 9/01/86	FY87 EXPENDITURES FR: 09/01/86 TO: 09/30/87	FY88 EXPENDITURES FR: 10/01/87 TO: 09/30/88	FY89 BUDGET FR: 10/01/88 TO: 09/30/89	TOTAL FUNDING FR: 09/01/86 TO: 09/30/88
Salaries & Wages	\$ 0	\$ 0	\$ 0	\$ 0
Fringe Benefits	0	0	0	0
Consultants	9,506	(9,506)	0	0
Travel and Allowances	20,709	0	0	20,709
Equipment & Supplies	0	0	0	0
Subcontracts				
Country Projects	0	17,793	11,373	29,166
AED	0	0	0	0
PIACT	0	0	0	0
Other Subcontracts	0	0	0	0
Subtotal	0	17,793	11,373	29,166
Other Direct Costs	125	6	0	125
Indirect Costs	0	0	0	0
<b>Total</b>	<b><u>\$30,340</u></b>	<b><u>\$8,287</u></b>	<b><u>\$11,373</u></b>	<b><u>\$50,000</u></b>

NOTE: Includes accruals and adjustments as follows. Country Projects--\$17,793.

**Activities during FY88**

Monitored and provided technical assistance to the "Pan-African Print Materials Project" (AF-IVO-01):

- conducted focus group discussions to develop messages and KAP survey;
- completed mock-ups for three leaflets on the Pill, IUD and condom;
- completed mock-ups for three posters: an FP motivational poster for the MOH, a sexual responsibility poster for Ivoirian youth, and a contraceptive methods poster.

**Table X-12**  
**SUMMARY OF BUY-IN EXPENDITURES**  
*NE/Asia Buy-In (\$50,000)*  
*DPE-3004-A-00-6057-00*

AWARD DATED 9/01/86	FY87 EXPENDITURES FR: 09/01/86 TO: 09/30/87	FY88 EXPENDITURES FR: 10/01/87 TO: 09/30/88	FY89 BUDGET FR: 10/01/88 TO: 09/30/89	TOTAL FUNDING FR: 09/01/86 TO: 09/30/89
Salaries & Wages	\$ 0	\$ 0	\$ 0	\$ 0
Fringe Benefits	0	0	0	0
Consultants	1,880	0	13,000	14,880
Travel and Allowances	0	0	23,500	23,500
Equipment & Supplies	44	0	16	60
Subcontracts				
Country Projects	0	0	0	0
AED	0	0	0	0
PIACT	0	0	0	0
Other Subcontracts	0	0	0	0
Subtotal	0	0	0	0
Other Direct Costs	23	0		23
Indirect Costs	584	0	10,953	11,537
<b>Total</b>	<b><u>\$2,531</u></b>	<b><u>\$0</u></b>	<b><u>\$47,469</u></b>	<b><u>\$50,000</u></b>

NOTE: Includes accruals and adjustments as follows: Equipment & Supplies--(\$16); Indirect Costs--(\$5)

#### Activities during FY88

No activities were undertaken under this buy-in during this year.

**Table X-13**  
**SUMMARY OF BUY-IN EXPENDITURES**  
**Latin America (CREA) Buy-In (\$1,360,000)**  
**DPE-3004-A-00-6057-00**

AWARD DATED 9/01/86 & AMENDMENTS NO. 2, 5, & 15 DATED 6/18/87; 8/4/87; 9/8/88	FY87 EXPENDITURES FR: 09/01/86 TO: 09/30/87	FY88 EXPENDITURES FR: 10/01/87 TO: 09/30/88	FY89 BUDGET FR: 10/01/88 TO: 09/30/89	FY90 BUDGET FR: 10/01/89 TO: 09/30/90	TOTAL FUNDING FR: 09/01/86 TO: 09/30/90
Salaries & Wages	\$ 11,702	\$ 26,523	\$ 10,270	\$ 10,347	\$ 58,842
Fringe Benefits	2,768	6,100	2,362	2,380	13,610
Consultants	386	2,050	22,157	22,157	46,750
Travel and Allowances	478	23,118	15,871	15,870	55,337
Equipment & Supplies	76,233	348,145	129,551	129,549	683,478
Subcontracts					
Country Projects	0	143,016	63,981	63,981	270,978
AED	0	0	0	0	0
PIACT	0	0	0	0	0
Other Subcontracts	0	0	0	0	0
Subtotal	0	143,016	63,981	63,981	270,978
Other Direct Costs	0	58,985	22,000	21,168	102,153
Indirect Costs	4,671	35,620	44,392	44,170	128,853
<b>Total</b>	<b>\$96,238</b>	<b>\$643,557</b>	<b>\$310,584</b>	<b>\$309,621</b>	<b>\$1,360,000</b>

**Activities during FY88**

1. Monitored and provided technical assistance to LA-GUA-01: "Regional Video Production Center (RVPC)."
2. Purchased and installed equipment for the RVPC.
3. Produced or post-produced 16 videos, 8 of which are social in nature.
4. Conducted self-sufficiency analysis of RVPC.

**Table X-14**  
**SUMMARY OF BUY-IN EXPENDITURES**  
*Burkina Faso Buy-In ( \$340,000 )*  
*DPE-3004-A-00-6057-00*

AWARD DATED 9/01/86	FY87 EXPENDITURES FR: 09/01/86 TO: 09/30/87	FY88 EXPENDITURES FR: 10/01/87 TO: 09/30/88	FY89 BUDGET FR: 10/01/88 TO: 09/30/89	FY90 BUDGET FR: 10/01/89 TO: 09/30/90	TOTAL FUNDING FR: 09/01/86 TO: 09/30/90
Salaries & Wages	\$ 6,527	\$ 7,071	\$ 14,027	\$ 0	\$ 27,625
Fringe Benefits	1,550	1,626	3,226	0	6,402
Consultants	0	18,992	0	0	18,992
Travel and Allowances	0	6,551	0	0	6,551
Equipment & Supplies	0	467	0	0	467
Subcontracts					
Country Projects	0	85,000	87,500	87,500	260,000
AED	0	0	0	0	0
PIACT	0	0	0	0	0
Other Subcontracts	0	0	0	0	0
Subtotal	0	85,000	87,500	87,500	260,000
Other Direct Costs	9	890	600	0	1,499
Indirect Costs	2,426	10,679	5,359	0	18,464
<b>Total</b>	<b><u>\$10,512</u></b>	<b><u>\$131,276</u></b>	<b><u>\$110,712</u></b>	<b><u>\$87,500</u></b>	<b><u>\$340,000</u></b>

NOTE: Includes accruals and adjustments as follows: Country Projects--\$35,000, Other Direct Costs--\$78, Indirect Costs--\$23.

#### Activities during FY88

1. Provided technical assistance to a two-week Advanced TOT Workshop attended by 18 participants.
2. Provided technical assistance to two Interpersonal Communication Workshops for social educators attended by a total of 40 participants.
3. Burkina 1987-1989 IEC Program: Installed 42 FP clinic signs identifying service locations, produced 5,000 FP logo decals, prepared program contents for upcoming radio series, and preliminary production of brochure and poster.

**Table X-15**  
**SUMMARY OF BUY-IN EXPENDITURES**  
*Niger Buy-In (\$67,300)*  
*DPE-3004-A-00-6057-00*

AMENDMENTS NO. 3 & 4 DATED 6/18/87 & 7/15/87	FY87 EXPENDITURES FR: 09/01/86 TO: 09/30/87	FY88 EXPENDITURES FR: 10/01/87 TO: 09/30/88	FY89 BUDGET FR: 10/01/88 TO: 09/30/89	TOTAL FUNDING FR: 09/01/86 TO: 09/30/89
Salaries & Wages	\$ 0	\$ 0	\$ 0	\$ 0
Fringe Benefits	0	0	0	0
Consultants	0	0	0	0
Travel and Allowances	0	0	2,700	2,700
Equipment & Supplies	384	194	138	716
Subcontracts				
Country Projects	0	51,000	9,000	60,000
AED	0	0	0	0
PIACT	0	0	0	0
Other Subcontracts	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Subtotal	0	51,000	9,000	60,000
Other Direct Costs	120	655	1,425	2,200
Indirect Costs	<u>151</u>	<u>255</u>	<u>1,278</u>	<u>1,684</u>
<b>Total</b>	<u><b>\$655</b></u>	<u><b>\$52,104</b></u>	<u><b>\$14,541</b></u>	<u><b>\$67,300</b></u>

**Activities during FY88**

1. Monitored and provided technical assistance to Project AF-NIR-01: "Niger Family Health IEC Project."
2. Provided technical assistance to two-week IEC workshop for Ministry of Public Health and Social Affairs and Ministry of Information representatives.
3. Provided technical assistance to KAP survey on family planning in Niamey, Maradi and Zinder.
4. Niger Family Health IEC Project: Produced 125 FP methods sample kits for field workers and designed national FP logo.

**Table X-16**  
**SUMMARY OF BUY-IN EXPENDITURES**  
**Ghana Buy-In (\$475,000)**  
**DPE-3004-A-00-6057-00**

AMENDMENT NO. 4 DATED 7/15/87	FY87 EXPENDITURES FR: 09/01/86 TO: 09/30/87	FY8 EXPENDITURES FR: 10/01/87 TO: 09/30/88	FY89 BUDGET FR: 10/01/88 TO: 09/30/89	FY90 BUDGET FR: 10/01/89 TO: 09/30/90	TOTAL FUNDING FR: 09/01/86 TO: 09/30/90
Salaries & Wages	\$ 700	\$ 5,727	\$ 8,404	\$ 8,397	\$ 23,228
Fringe Benefits	161	1,317	1,933	1,931	5,342
Consultants	0	22,946	14,000	15,694	52,640
Travel and Allowances	0	24,233	8,407	5,000	37,640
Equipment & Supplies	0	12,364	8,000	3,988	24,352
Subcontracts					
Country Projects	0	129,360	90,001	19,149	238,510
AED	0	0	0	0	0
PIACT	0	1,460	22,977	0	24,437
Other Subcontracts	0	0	0	0	0
Subtotal	0	130,820	112,978	19,149	262,947
Other Direct Costs	0	3,892	10,024	7,902	21,818
Indirect Costs	259	18,670	15,230	12,874	47,033
<b>Total</b>	<b>\$1,120</b>	<b>\$219,969</b>	<b>\$178,976</b>	<b>\$74,935</b>	<b>\$475,000</b>

#### Activities during FY88

1. Eight visits by JHU/PCS technical assistance teams for project development and subsequent start-up, monitoring and technical assistance.
2. Developed and initiated Project AF-GHA-01: "Ghana Health and Family Planning Information Program" which seeks to improve the attitudes and knowledge of service providers towards family planning, increase the awareness and acceptance of modern contraceptive methods, and strengthen the capability of MOH/HED to manage comprehensive health communication programs.
3. Developed and initiated Project AF-GHA-02: "National Film and Television Institute Video" which will produce a 20-30 minute video based on the RAPID presentation.

**Table X-17**  
**SUMMARY OF BUY-IN EXPENDITURES**  
*Haiti Buy-In (\$147,000)*  
*DPE-3004-A-00-6057-00*

AMENDMENT NO. 4 DATED 7/15/87	FY87 EXPENDITURES FR: 09/01/86 TO: 09/30/87	FY88 EXPENDITURES FR: 10/01/87 TO: 09/30/88	FY89 BUDGET FR: 10/01/88 TO: 09/30/89	TOTAL FUNDING FR: 09/01/86 TO: 09/30/89
Salaries & Wages	\$1,021	\$3,939	\$ 7,155	\$ 12,115
Fringe Benefits	235	906	1,646	2,787
Consultants	0	0	5,060	5,060
Travel and Allowances	0	0	4,980	4,980
Equipment & Supplies	0	0	4,000	4,000
Subcontracts				
Country Projects	0	0	100,000	100,000
AED	0	0	2,000	2,000
PIACT	0	0	2,000	2,000
Other Subcontracts	0	0	0	0
Subtotal	0	0	104,000	104,000
Other Direct Costs	0	0	4,135	4,135
Indirect Costs	22	1,453	8,093	9,923
<b>Total</b>	<b>\$1,633</b>	<b>\$6,298</b>	<b>\$139,069</b>	<b>\$147,000</b>

NOTE: Includes accruals and adjustments as follows: Country Projects--(\$10,000), Salaries--(\$661), Fringe Benefits--(\$152), Indirect Costs--(\$241)

**Activities during FY88**

Planning and development of IEC activities in Haiti.

**Table X-18**  
**SUMMARY OF BUY-IN EXPENDITURES**  
*Turkey Buy-In (\$406,707)*  
*DPE-3004-A-00-6057-00*

AMENDMENTS NO. 4, 5 & 6 DATED 7/15/87; 8/4/87; & 8/28/87	FY88 EXPENDITURES FR: 10/01/87 TO: 09/30/88	FY89 BUDGET FR: 10/01/88 TO: 09/30/89	TOTAL FUNDING FR: 10/01/87 TO: 09/30/89
Salaries & Wages	\$ 9,788	\$ 12,293	\$ 22,081
Fringe Benefits	2,225	2,827	5,052
Consultants	4,263	5,000	9,264
Travel & Allowances	10,412	14,621	25,033
Equipment and Supplies	665	0	665
Subcontracts			
Country Projects	156,521	167,431	323,952
ACD	0	0	0
PIACT	0	0	0
Other Subcontracts	0	0	0
Subtotal	156,521	167,431	323,952
Other Direct Costs	1,562	0	1,562
Indirect Costs	8,675	10,422	19,097
<b>Total</b>	<b><u>\$194,112</u></b>	<b><u>\$212,595</u></b>	<b><u>\$406,707</u></b>

NOTE: Includes accruals and adjustments as follows: Travel & Allowances--\$1,805; Other Direct Costs--\$1,008; Indirect Costs--\$844.

#### Activities during FY88

Monitored and provided technical assistance to Project NE-TUR-01: "Turkish Family Planning Campaign 1987-1988."

**Table X-19**  
**SUMMARY OF BUY-IN EXPENDITURES**  
*CAFS Buy-In (\$140,000)*  
*DPE-3004-A-00-6057-00*

AMENDMENT NO. 5 DATED 8/04/87	FY88 EXPENDITURES FR: 10/01/87 TO: 09/30/88
Salaries & Wages	\$ 0
Fringe Benefits	0
Consultants	800
Travel and Allowances	2,914
Equipment & Supplies	148
Subcontracts	
Country Projects	0
AED	134,869
PIACT	0
Other Subcontracts	<u>0</u>
Subtotal	134,869
Other Direct Costs	85
Indirect Costs	<u>1,184</u>
<b>Total</b>	<b><u>\$140,000</u></b>

NOTE: Includes accruals and adjustments as follows: AED--\$26,072.

**Activities during FY88**

1. Conducted Francophone four-week workshop in Lomé, Togo in October 1987 with 22 participants.
2. Conducted Anglophone four-week workshop in Accra, Ghana in October and November 1987 with 25 participants.
3. Conducted second Francophone four-week workshop in Lomé in May 1988 with 20 participants.
4. Conducted third Francophone four-week workshop in Lomé in July 1988 with 25 participants.

**Table X-20**  
**SUMMARY OF BUY-IN EXPENDITURES**  
*Brazil/AIDS Buy-In (\$20,000)*  
*DPE-3004-A-00-6057-00*

AMENDMENT NO. 5 DATED 8/04/87	FY88 EXPENDITURES FR: 10/01/87 TO: 09/30/88	FY89 BUDGET FR: 10/01/88 TO: 09/30/89	TOTAL FUNDING FR: 10/01/87 TO: 09/30/89
Salaries & Wages	\$ 0	\$ 0	\$ 0
Fringe Benefits	0	0	0
Consultants	0	0	0
Travel & Allowances	0	0	0
Equipment and Supplies	0	0	0
Subcontracts			
Country Projects	17,949	2,051	20,000
AED	0	0	0
PIACT	0	0	0
Other Subcontracts	<u>0</u>	<u>0</u>	<u>0</u>
Subtotal	17,949	2,051	20,000
Other Direct Costs	0	0	0
Indirect Costs	<u>0</u>	<u>0</u>	<u>0</u>
<b>Total</b>	<b><u>\$17,949</u></b>	<b><u>\$2,051</u></b>	<b><u>\$20,000</u></b>

NOTE: Includes accruals and adjustments as follows: Consultants—(\$1,719); Country Projects—\$8,000; Indirect Costs—(\$516).

**Activities during FY88**

Developed, initiated, monitored and provided technical assistance to Project LA-BRA-02: "AIDS Manual for Family Planning Workers."

**Table X-21**  
**SUMMARY OF BUY-IN EXPENDITURES**  
*Peru/AIDS Buy-In ( \$20,000)*  
*DPE-3004-A-00-6057-00*

AMENDMENT NO. 5 DATED 8/03/87	FY88 EXPENDITURES FR: 10/01/87 TO: 09/30/87	FY89 BUDGET FR: 10/01/88 TO: 09/30/89	TOTAL FUNDING FR: 10/01/87 TO: 09/30/89
Salaries & Wages	\$ 0	\$ 0	\$ 0
Fringe Benefits	0	0	0
Consultants	0	0	0
Travel & Allowances	0	0	0
Equipment and Supplies	0	0	0
Subcontracts			
Country Projects	17,798	2,202	20,000
AED	0	0	0
PIACT	0	0	0
Other Subcontracts	<u>0</u>	<u>0</u>	<u>0</u>
Subtotal	17,798	2,202	20,000
Other Direct Costs	0	0	0
Indirect Costs	<u>0</u>	<u>0</u>	<u>0</u>
<b>Total</b>	<b><u>\$17,798</u></b>	<b><u>\$2,202</u></b>	<b><u>\$20,000</u></b>

NOTE: Includes accruals and adjustments as follows: Consultants-( \$3,062), Indirect Costs-( \$919).

**Activities during FY88**

Developed, initiated, monitored and provided technical assistance to Project LA-PER-01: "Involving Family Planning Workers in an AIDS Prevention Campaign" which is being co-sponsored by the Population Council.

**Table X-22**  
**SUMMARY OF BUY-IN EXPENDITURES**  
*Francophone Africa/AIDS Buy-In ( \$10,000)*  
*DPE-3004-A-00-6057-00*

AMENDMENT NO. 5 DATED 8/04/87	FY88 EXPENDITURES FR: 10/01/87 TO: 09/30/88	FY89 BUDGET FR: 10/01/88 TO: 09/30/89	TOTAL FUNDING FR: 10/01/87 TO: 09/30/89
Salaries & Wages	\$1,793	\$ 207	\$ 2,000
Fringe Benefits	412	48	460
Consultants	0	4,000	4,000
Travel & Allowances	0	0	0
Equipment and Supplies	517	0	517
Subcontracts			
Country Projects	0	0	0
AED	0	0	0
PIACT	0	0	0
Other Subcontracts	0	0	0
Subtotal	0	0	0
Other Direct Costs	0	716	716
Indirect Costs	817	1,491	2,308
<b>Total</b>	<b><u>\$3,539</u></b>	<b><u>\$6,461</u></b>	<b><u>\$10,000</u></b>

**Activities during FY88**

Translation of AIDS information and prevention handbook for health professionals.

**Table X-23**  
**SUMMARY OF BUY-IN EXPENDITURES**  
**Zimbabwe Buy-In (\$50,000)**  
**DPE-3004-A-00-6057-00**

AMENDMENT NO. 6 DATED 8/26/87	FY88 EXPENDITURES FR: 10/01/87 TO: 09/30/88
Salaries & Wages	\$ 0
Fringe Benefits	0
Consultants	0
Travel and Allowances	0
Equipment & Supplies	0
Subcontracts	
Country Projects	50,000
AED	0
PIACT	0
Other Subcontracts	0
Subtotal	50,000
Other Direct Costs	0
Indirect Costs	0
<b>Total</b>	<b><u>50,000</u></b>

**Activities during FY88**

Developed and initiated Project AF-ZIM-01: "Male Motivation Program."

**Table X-24**  
**SUMMARY OF BUY-IN EXPENDITURES**  
*Sabel Buy-In (\$180,000)*  
*DPE-3004-A-00-6057-00*

AMENDMENT NO. 6 DATED 8/26/87	FY88	FY89	FY90	TOTAL
	EXPENDITURES FR: 10/01/87 TO: 09/30/88	BUDGET FR: 10/01/88 TO: 09/30/89	BUDGET FR: 10/01/89 TO: 09/30/90	FUNDING FR: 10/01/87 TO: 09/30/90
Salaries & Wages	\$ 5,677	\$ 4,372	\$ 3,101	\$ 13,150
Fringe Benefits	1,306	1,006	713	3,025
Consultants	1,020	3,000	0	4,020
Travel and Allowances	9,765	8,000	8,000	25,765
Equipment & Supplies	90	1,005	1,005	2,100
Subcontracts				
Country Projects	0	30,000	30,000	60,000
AED	0	15,572	15,571	31,143
PIACT	0	5,191	5,191	10,382
Other Subcontracts	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Subtotal	0	50,763	50,762	101,525
Other Direct Costs	0	6,101	6,205	12,306
Indirect Costs	<u>5,357</u>	<u>7,045</u>	<u>5,707</u>	<u>18,109</u>
<b>Total</b>	<b><u>\$23,215</u></b>	<b><u>\$81,292</u></b>	<b><u>\$75,493</u></b>	<b><u>\$180,000</u></b>

NOTE: Includes accruals and adjustments as follows. Indirect Costs—\$5,357.

#### Activities during FY88

1. Conducted needs assessment in Mauritania.
2. Duplicated two sets of slide shows: one on family planning and one on sexually transmitted diseases.
3. Two technical assistance visits by JHU/PCS for project development and monitoring in Mali.

**Table X-25**  
**SUMMARY OF BUY-IN EXPENDITURES**  
*India Buy-In (\$300,000)*  
*DPE-3004-A-00-6057-00*

AMENDMENT NO. 6 DATED 8/26/87	FY88 EXPENDITURES FR: 10/01/87 TO: 09/30/88	FY89 BUDGET FR: 10/01/88 TO: 09/30/89	FY90 BUDGET FR: 10/01/89 TO: 09/30/90	TOTAL FUNDING FR: 10/01/87 TO: 09/30/90
Salaries & Wages	\$13,557	\$ 12,724	\$ 3,513	\$ 29,794
Fringe Benefits	3,118	2,927	808	6,853
Consultants	0	65,890	66,890	132,780
Travel and Allowances	0	10,650	10,650	21,300
Equipment & Supplies	0	1,930	2,070	4,000
Subcontracts				
Country Projects	0	0	0	0
AED	0	0	0	0
PIACT	0	0	0	0
Other Subcontracts	0	16,047	15,894	31,941
Subtotal	0	16,047	15,894	31,941
Other Direct Costs	204	5,997	5,271	11,472
Indirect Costs	5,064	30,035	26,761	61,860
<b>Total</b>	<b>\$21,943</b>	<b>\$146,200</b>	<b>\$131,857</b>	<b>\$300,000</b>

NOTE: Includes accruals and adjustments as follows: Travel and Allowances—(\$2,580); Other Direct Costs—(\$306); Indirect Costs—(\$866).

**Activities during FY88**

Provision of technical assistance to and backstopping of the India IEC Project, including the development of a script for a film or series of films with family planning themes.

**Table X-26**  
**SUMMARY OF BUY-IN EXPENDITURES**  
**Indonesia Buy-In (\$130,000)**  
**DPE-3004-A-00-6057-00**

AMENDMENT NO. 8 DATED 12/11/87	FY88 EXPENDITURES FR: 10/01/87 TO: 09/30/88	FY89 BUDGET FR: 10/01/88 TO: 09/30/89	TOTAL FUNDING FR: 10/01/87 TO: 09/30/89
Salaries & Wages	\$ 5,802	\$ 8,006	\$ 13,808
Fringe Benefits	1,335	1,341	3,176
Consultants	6,265	0	6,265
Travel & Allowances	2,996	12,004	15,000
Equipment and Supplies	0	123	123
Subcontracts			
Country Projects	0	0	0
AED	0	0	0
PIACT	0	0	0
Other Subcontracts	<u>56,764</u>	<u>23,236</u>	<u>80,000</u>
Subtotal	56,764	23,236	80,000
Other Direc. Costs	89	0	89
Indirect Costs	<u>4,946</u>	<u>6,592</u>	<u>11,539</u>
<b>Total</b>	<b><u>\$78,197</u></b>	<b><u>\$51,803</u></b>	<b><u>\$130,000</u></b>

NOTE: Includes accruals and adjustments as follows: Consultants--\$691, Travel & Allowances--(\$2,290), Other Direct Costs--\$2, Indirect Costs--(\$479)

#### Activities during FY88

1. Three visits by JHU/PCS subcontractor Gary Saffitz to provide technical assistance to the National Family Planning Coordinating Board (BKKBN) to review progress of The Blue Circle urban IEC campaign and assist BKKBN in redesigning and redirecting the focus of the second year of the campaign.
2. Backstopping by JHU/PCS staff.

**Table X-27**  
**SUMMARY OF BUY-IN EXPENDITURES**  
*Egypt Buy-In (\$642,770)*  
*DPE-3004-A-00-6057-00*

AMENDMENTS NO. 9 & 13 DATED 2/24/88 & 6/10/88	FY88 EXPENDITURES FR: 10/01/87 TO: 09/30/88	FY89 BUDGET FR: 10/01/88 TO: 09/30/89	FY90 BUDGET FR: 10/01/89 TO: 09/30/90	TOTAL FUNDING FR: 10/01/87 TO: 09/30/90
Salaries & Wages	\$ 9,545	\$ 13,445	\$ 14,781	\$ 37,771
Fringe Benefits	2,149	3,092	3,400	8,641
Consultants	11,499	24,995	24,994	61,488
Travel and Allowances	32,634	3,405	3,405	39,444
Equipment & Supplies	6,830	1,566	1,567	9,963
Subcontracts				
Country Projects	12,548	0	0	12,548
AED	41,740	55,352	96,626	193,718
PIACT	1,460	39,960	41,420	82,840
Other Subcontracts	41,325	50,000	49,852	141,177
Subtotal	97,073	145,312	187,898	430,283
Other Direct Costs	2,982	1,898	2,134	7,014
Indirect Costs	18,562	14,520	15,084	48,166
<b>Total</b>	<b>\$181,274</b>	<b>\$208,233</b>	<b>\$253,263</b>	<b>\$642,770</b>

NOTE: Includes accruals and adjustments as follows: Consultants-(\$1,391), Equipment & Supplies-(\$14,197), AED-441,274; PIACT-  
\$1,460, Other Subcontracts-\$15,806, Indirect Costs-(\$4,676)

**Activities during FY88**

1. Six visits by JHU/PCS technical assistance teams for project development, initiation and monitoring.
2. Assisted the MOH and Clinical Services Improvement project (CSI) develop curricula for and conduct trainings in interpersonal communication, beginning with a two-week TOT workshop attended by 24 participants.
3. Assisted CSI plan and implement a multi-media campaign to introduce and promote its services, and conduct focus group discussions with potential clients to research their experiences and preferences regarding FP services.
4. Initiated development of a training video about FP counseling to be used by MOH training service providers.
5. Conducted a two-week materials development workshop held in Fayoum in June 1988 attended by 13 participants, and assisted in the development of an IUD booklet for illiterates.
6. JHU/PCS subcontractor AED assisted the State Information Service IEC Center evaluate TV spots aired since 1988, draft a script for a pioneering television social drama series addressing family planning issues, and develop a three-year plan.

**Table X-28**  
**SUMMARY OF BUY-IN EXPENDITURES**  
*Zaire Buy-In ( \$360,000)*  
*DPE-3004-A-00-6057-00*

AMENDMENT NO. 10 DATED 3/18/88	FY88 EXPENDITURES FR: 10/01/87 TO: 09/30/88	FY89 BUDGET FR: 10/01/88 TO: 09/30/89	fy90 BUDGET FR: 10/01/89 TO: 09/30/90	TOTAL FUNDING FR: 10/01/87 TO: 09/30/90
Salaries & Wages	\$ 1,412	\$ 6,933	\$ 6,244	\$ 14,589
Fringe Benefits	325	1,595	1,436	3,356
Consultants	21,984	27,088	11,287	60,359
Travel and Allowances	0	9,957	4,149	14,106
Equipment & Supplies	0	79,615	7,210	86,825
Subcontracts				
Country Projects	0	0	0	0
AED	8,571	61,923	29,372	99,866
PIACT	0	29,014	12,089	41,103
Other Subcontracts	0	0	0	0
Subtotal	8,571	90,937	41,461	140,969
Other Direct Costs	88	2,542	1,000	3,630
Indirect Costs	7,143	19,625	9,398	36,166
<b>Total</b>	<b><u>\$39,523</u></b>	<b><u>\$238,292</u></b>	<b><u>\$82,185</u></b>	<b><u>\$360,000</u></b>

NOTE: Includes accruals and adjustments as follows: AED - \$8,571.

#### Activities during FY88

1. Six visits by JHU/PCS subcontractors and consultants for project development, monitoring, and technical assistance.
2. Developed a workshop curriculum on interpersonal communication.
3. Designed and pretested print materials, including a poster and contraceptive booklet for males, a guide for maternity clinic personnel, and a contraceptive methods booklet for women.
4. Conducted a three-week Media Production Workshop for broadcasters that emphasized program design and production attended by 18 participants.

**Table X-29**  
**SUMMARY OF BUY-IN EXPENDITURES**  
*Bangladesh Buy-In ( \$3,510,000)*  
*DPE-3004-A-00-6057-00*

AMENDMENT NO. 11 DATED 4 15 88	FY88 EXPENDITURES FR: 10 01 87 TO: 09 30 88	FY89 BUDGET FR: 10 01 88 TO: 09 30 89	FY90 BUDGET FR: 10 01 89 TO: 09 30 90	TOTAL FUNDING FR: 10 01 87 TO: 09 30 90
Salaries & Wages	\$ 41,659	\$ 140,767	\$ 166,309	\$ 348,735
Fringe Benefits	9,582	32,376	38,251	80,209
Consultants	272	29,040	30,000	59,312
Travel and Allowances	45,286	142,684	177,875	365,845
Equipment & Supplies	2,207	55,060	56,000	113,207
Subcontracts				
Country Projects	0	730,000	730,000	1,460,000
AED	0	48,750	48,750	97,500
PIACT	3,452	47,356	51,692	102,500
Other Subcontracts	<u>27,600</u>	<u>50,304</u>	<u>52,096</u>	<u>130,000</u>
Subtotal	31,052	876,410	882,538	1,790,000
Other Direct Costs	5,182	182,000	185,630	372,812
Indirect Costs	<u>30,700</u>	<u>163,760</u>	<u>185,420</u>	<u>379,880</u>
<b>Total</b>	<b><u>\$165,940</u></b>	<b><u>\$1,622,037</u></b>	<b><u>\$1,722,023</u></b>	<b><u>\$3,510,000</u></b>

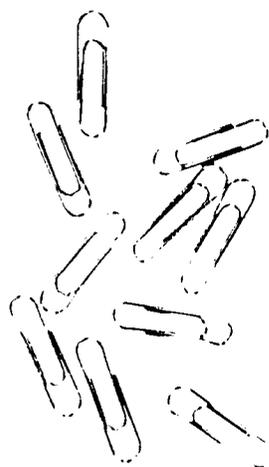
NOTE: Includes accruals and adjustments as follows: Other Direct Costs- \$2,896; PIACT- \$2,516; Other Subcontracts- \$3,293; Indirect Costs- \$869

**Activities during FY88**

1. Seven visits by JHU/PCS technical assistance teams to begin planning for five-year IEC strategy and to provide technical assistance to ongoing PH 102 activities.
2. Established the JHU/PCS Country Representative in Bangladesh to begin implementation of the five-year project.
3. Assisted the MOHEP's Information Education and Motivation (IEM) Unit in planning and conducting the first regional IEC workshop in Moulavibazar.

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# APPENDICES





## LIST OF ABBREVIATIONS

<b>ABEPP</b> Associação Brasileira de Entidades de Planejamento Familiar (Association of Brazilian Family Planning Agencies)	<b>CERAV</b> Le Centre d'Enseignement et de Recherche Audio-Visuels (Center for Audiovisual Teaching and Research, Côte d'Ivoire)	<b>FMOI</b> Federal Ministry of Information
<b>ABS</b> Anambra Broadcasting Service (Nigeria)	<b>CHO</b> Cairo Health Organization (Egypt)	<b>FOF</b> Family of the Future (Egypt)
<b>AED</b> Academy for Educational Development	<b>COF</b> Centro de Orientación Familiar (Center for Family Guidance, Bolivia)	<b>FP</b> Family Planning
<b>AIDS</b> Acquired Immune Deficiency Syndrome	<b>COMMAT</b> Communication Management Advertising Training, Inc.	<b>FP/IEC</b> Family Planning/Information, Education, and Communication
<b>AIDSCOM</b> AIDS Communication	<b>CREA</b> Centro Regional de Audiovisuales (Regional Video Production Center in Guatemala)	<b>FPA</b> Family Planning Association
<b>AMEC</b> Ago Medical Educational Center (Philippines)	<b>CSI</b> Clinical Services Improvement Project (Egypt)	<b>FPAK</b> Family Planning Association of Kenya
<b>AMIDEM</b> Academia Mexicana de Investigación en Demografía Médica, A.C. (Mexican Academy for Research on Medical Demography)	<b>CYPP</b> Communication for Young People Project (Mexico)	<b>FPATT</b> Family Planning Association of Trinidad and Tobago
<b>AMPPF</b> Association Malienne pour la Protection et la Promotion de la Famille (Mali Association for the Protection and Promotion of the Family)	<b>DHMT</b> District Health Management Team (Ghana)	<b>FPOP</b> Family Planning Organization of the Philippines
<b>APROFAM</b> Asociación Pro-Bienestar de la Familia de Guatemala (Guatemalan Family Welfare Association)	<b>DORC</b> Development Oriented Research Centre	<b>FRN</b> Federal Republic of Nigeria
<b>ARBA</b> Agrarian Reform Beneficiaries Association (Philippines)	<b>EFPA</b> Egyptian Family Planning Association	<b>FRSN</b> Federal Radio Corporation of Nigeria
<b>ASHIONPLAFA</b> Asociación Hondureña de Planificación de Familia (Honduran Family Planning Association)	<b>FEMAP</b> Federación Mexicana de Asociaciones Privadas de Planificación Familiar A.C. (Mexican Federation of Private Family Planning Associations)	<b>FRU</b> Fertility Research Unit (Nigeria)
<b>BKKBN</b> National Family Planning Coordinating Board (Indonesia)	<b>FFI</b> Fuentes y Fomento Intercontinentales de Mexico, S.A. de C.V.	<b>FY</b> Fiscal Year
<b>CA</b> Cooperative Agreement	<b>FI/FP</b> Family Health Family Planning	<b>GIMPA</b> Ghana Institute of Management and Public Administration
<b>CAFS</b> Centre for African Family Studies	<b>FII</b> Family Health Initiatives	<b>HED</b> Health Education Division
<b>CBD</b> Community Based Distribution	<b>FHS</b> Family Health Services	<b>HEU</b> Health Education Unit
<b>CEDPA</b> Centre for Development and Population Activities	<b>FHSP</b> Family Health Services Project	<b>HIO</b> Health Insurance Organization (Egypt)
	<b>FLE</b> Family Life Education	<b>IFW</b> Health and Family Welfare
	<b>FMOH</b> Federal Ministry of Health	<b>IBC</b> Imo Broadcasting Corporation (Nigeria)
		<b>ICS</b> Interpersonal Communication Skills
		<b>IEC</b> Information, Education, and Communication
		<b>IEM</b> Information, Education, and Motivation

## APPENDICES

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**IHSS**

Instituto Hondureño de Seguridad Social  
(Honduran Social Security Institute)

**IIC**

Instituto de Investigación de la  
Comunicación, A.C. (Mexico)

**IISNFP**

Institute for International Studies in Natural  
Family Planning

**IMSS**

Instituto Mexicano de Seguridad Social  
(Mexican Institute of Social Security)

**INPPARES**

Instituto Peruano de Paternidad  
Responsable (Peruvian Institute of  
Responsible Parenthood)

**INTRAH**

University of North Carolina Program for  
International Training in Health

**IPPF**

International Planned Parenthood  
Federation

**IUCD**

Intrauterine Contraceptive Device

**IUD**

Intrauterine Device

**ISTI**

International Science and Technology  
Institute

**JHPIEGO**

Johns Hopkins Program for International  
Education in Gynecology and Obstetrics

**JHU/PCS**

Johns Hopkins University Population  
Communication Services

**JOICFP**

Japanese Organization for International  
Cooperation in Family Planning

**KAP**

Knowledge, Attitudes and Practices

**LAC**

Latin America and the Caribbean

**M/MC**

Media Materials Center

**MCH**

Maternal and Child Health

**MEFSN**

Ministère de l'Essai Familiale et de la  
Solidarité Nationale (Ministry of Family  
Welfare and National Solidarity)

**MIRS**

Media Impact Research System

**MOH**

Ministry of Health

**MOH/FP**

Ministry of Health Family Planning

**MOPH**

Ministry of Public Health

**MOPHSA**

Ministry of Public Health and Social Affairs

**MSH**

Management Sciences for Health

**NAFTI**

National Film and Television Institute  
(Ghana)

**NCAC**

Niger State Council for Arts and Culture

**NFP**

Natural Family Planning

**NGO**

Non-Governmental Organization

**NTA**

National Television Authority

**NUMW**

National Union of Malian Women

**ORS**

Oral Rehydration Solution

**ORT**

Oral Rehydration Therapy

**ORTS**

Office National de Radiodiffusion-Télévision  
du Sénégal (Senegal Radio and Television)

**PATH**

Program for Appropriate Technology in  
Health

**PCF**

Population Center Foundation (Philippines)

**PCS**

Population Communication Services

**PEC**

Programme Exchange Centre (of URTNA)

**PIACT**

Program for the Introduction and  
Adaptation of Contraceptive Technology

**PID**

Project Identification Document

**PM, A**

Peat, Marwick, Main and Company

**P/N**

Porter/Novelli

**PPFN**

Planned Parenthood Federation of Nigeria

**PROFAMILIA**

Asociación Pro-Bienestar de la Familia  
Colombiana (Association for Colombian  
Family Welfare)

**PRO-PATER**

Promocao da Paternidade Responsavel  
(Brazil)

**PSND**

Projet des Services des Naissances  
Desirables (Family Planning Services  
Project, Zaire)

**RAPID**

Resources for the Awareness of Population  
Impact on Development

**RBC**

Rivers Broadcasting Corporation (Nigeria)

**REDSO/ES**

Regional Economic Development Services  
Office/East and Southern Africa

**REDSO/WCA**

Regional Economic Development Services  
Office/West and Central Africa

**RETCO**

Research Evaluation and Training  
Consultancy Ltd.

**RVPC**

Regional Video Production Center  
(Guatemala—also known as CREA)

**SAA**

Saffitz Alpert & Associates, Inc.

**SCBFHCP**

Sudan Community-Based Family Health Care  
Project

**SIS**

State Information Service (Egypt)

**SLBS**

Sierra Leone Broadcasting Services

**SOMARC**

Social Marketing for Change

**TA**

Technical Assistance

**TFHPF**Turkish Family Health and Planning  
Foundation**UNC**

University of North Carolina

**UNICEF**

United Nations Children's Fund

**UNTH**

University of Nigeria Teaching Hospital

**URC**

University Research Corporation

**URTNA**Union des Radiodiffusions et Télévisions  
Nationales d'Afrique (Union of National  
Radio and Television Organizations of  
Africa)**USAID**United States Agency for International  
Development**VSC**

Voluntary Surgical Contraception

**ZNFPC**

Zimbabwe National Family Planning Council

Kendall, Carl

\*\*Turkey: 10/5-9

Krenn, Susan

\*\*Ghana: 10/24-11/20

Lioy, Michele (AED)

\*\*Togo: 10/1-10

Lynn, Wilma

\*\*Nigeria: 10/1-4

\*\*Uganda: 10/4-9

Lynton, Rolf

W-Bangladesh: 10/20-26

Mayer, Doe (C)

\*\*Nigeria: 10/24-11/6

Mbindyo, Joseph (C)

\*\*Ghana: 10/31-11/17

MENU DO GROUP (AS-PHI-02)

\*\*Philippines: 10/17-24

Acevedo, Raymond

Diaz, Edgardo

Fernandez, Daniel

Gomez, Ruben

Gonzalez, Sergio

Martin, Ricky

Masso, Charlie

Pagan, Mary Lynn

Rodriguez, Ralph

Vega, Jose Luis

Parlato, Margaret (AED)

\*\*Zaire: 10/5-19

\*\*Côte d'Ivoire: 10/20-23

\*\*Senegal: 10/23-31

Payne, Alice

\*\*Peru: 10/1-2

Rinon, Jose II

\*\*Egypt: 10/7-21

Riparip, Juliana (AS-PHI-02)

\*\*Orlando: 10/3-14

D-To PCS: 10/14-16

Safitz, Gary (SAA)

\*\*Indonesia: 10/11-25

Salonga, Lea (AS-PHI-02)

Ligaya

\*\*Orlando: 10/3-14

Schubert, Joan

\*\*Central African Rep: 10/17-22

\*\*Niger: 10/25-30

\*\*Mali: 10/30-11/15

Segura, Frank

\*\*Philippines: 10/19-25

D-Mexico: 10/28-30

Senior, Maxwell

\*\*Ghana: 10/18-11/20

Seye, Serigne Mbaye (C/AED)

\*\*Zaire: 10/1-4

Snyder, Leslie (C/AED)

\*\*Togo: 10/1-28

Stone, Dace

\*\*Nigeria: 10/22-11/2

Vansintejan, Gilberte (C)

\*\*Burkina Faso: 10/30-11/15

Villarreal, Rogelio (C)

D-To PCS: 10/1-2

\*\*Philippines: 10/4-16

Whitney, Edson

\*\*Bangladesh: 10/22-29

Winnard, Kim

\*\*Nigeria: 10/3-11/15

Yun, Sung Hee

\*\*Bangladesh: 10/25-11/1

Zimmerman, Margot (PATH)

\*\*Egypt: 10/6-23

**NOVEMBER**

Hardin, Chris (C)

\*\*Somalia: 11/29-12/20

Helitzer-Allan, Debra (AED)

\*\*Swaziland: 11/2-13

Hill, Julie Ann (C)

\*\*Somalia: 11/25-12/16

Kazi, Carol (PATH)

\*\*Nigeria: 11/1-14

Kincaid, D. Lawrence

\*\*Philippines: 11/2-14

Kornfield, Ruth (C)

\*\*Zimbabwe: 11/27-12/4

\*\* = Approved by AID Mission

W = Approved by AID/W (Mission concurrence  
not required)D = Domestic travel (approval-concurrence not  
required)**B. Completed International  
Travel for JHU/PCS Staff,  
Contractors and Consultants -  
FY88****1987: OCTOBER**

Caneff, Dennis (C/AED)

\*\*Zaire: 10/1-24

Convisser, Julie

\*\*Nigeria: 10/1-3

De Castro, Pio (AS-PHI-02)

\*\*Orlando: 10/8-14

Grieser, Mona

\*\*Turkey: 10/5-18

Kazi, Carol (PATH)

\*\*Nigeria: 10/7-11/14

## APPENDICES

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- Krenn, Susan  
\*\*Ghana: 11/1-20
- Langlois, Philippe  
\*\*Mauritania: 11/29-12/13
- Lynn, Wilma  
\*\*Barbados: 11/12-19  
\*\*Zimbabwe: 11/21-12/4
- Masso, Charlie  
W-Mexico: 11/17-20
- Mayer, Doc (C)  
\*\*Nigeria: 11/1-6
- Mbindyo, Joseph (C)  
\*\*Ghana: 11/1-7
- Payne, Alice  
\*\*Peru: 1/30-12/5
- Perkins, Elaine (C)  
\*\*Trinidad: 11/22-29
- Peters, Francis (LA-TTO-01)  
\*\*Trinidad: 11/23-24
- Piotrow, Phyllis  
\*\*Keyna: 11/14-21
- Ramirez, Edgar (LA-MEX-08)  
\*\*Mexico: 11/29-12/6
- Schubert, Joan  
\*\*Mali: 11/1-15
- Senior, Maxwell  
\*\*Ghana: 11/1-20
- Stone, Dace  
\*\*Nigeria: 11/1-2
- Urrutia, Rolando (LA-GUA-01)  
\*\*Costa Rica: 11/14-16
- Vansintejan, Gilberte (C)  
\*\*Burkina Faso: 11/1-15
- Winnard, Kim  
\*\*Nigeria: 11/1-15
- Yun, Sung Hee  
\*\*Philippines: 11/2-7  
W-Japan: 11/7-10
- DECEMBER**
- Bankerd, Paul  
\*\*Bangladesh: 12/4-10  
\*\*India: 12/10-12
- Coleman, Patrick  
W-Japan: 12/1-3  
\*\*Bangladesh: 12/4-10
- Hardin, Chris (C)  
\*\*Somalia: 12/1-20
- Hill, Julie Ann (C)  
\*\*Somalia: 12/1-16
- Kornfield, Ruth (C)  
\*\*Zimbabwe: 12/1-4  
\*\*Niger: 12/5-20
- Langlois, Philippe  
\*\*Mauritania: 12/1-13
- Lynn, Wilma  
\*\*Zimbabwe: 12/1-4
- Payne, Alice  
\*\*Peru: 12/1-5
- Ramirez, Edgar (LA-MEX-08)  
\*\*Mexico: 12/1-6
- Rimon, Jose II  
\*\*Philippines: 12/13-21
- Yun, Sung Hee  
Bangladesh: 12/4-10
- 1988**
- JANUARY**
- Amarillo, German (TORO)  
\*\*Ecuador: 1/22-24
- Bouhafa, Moncef (C)  
\*\*Egypt: 1/29-2/18
- Casanova, Maria Elena (PATH)  
\*\*Peru: 1/27-2/13
- Coleman, Patrick  
W-Mexico: 1/7-9
- Flores, Lenin (C)  
\*\*Peru: 1/29-2/14
- Kazi, Carol (PATH)  
\*\*Nigeria: 1/23-2/7
- Kincaid, D. Lawrence  
\*\*Peru: 1/27-2/13
- Krenn, Susan  
\*\*Freetown: 1/17-24  
\*\*Ghana: 1/24-2/5
- Krieger, Laurie (PATH)  
\*\*Egypt: 1/29-2/19
- Langlois, Philippe  
\*\*Niger: 1/10-24  
\*\*Cameroon: 1/24-31  
\*\*Burkina Faso: 2/1-15
- Lediard, Mark (AED)  
\*\*Peru: 1/27-2/13
- Lioy, Michele (AED)  
\*\*Zaire: 1/5-16
- Lynn, Wilma  
\*\*Trinidad: 1/16-22  
\*\*Antigua: 1/22  
\*\*Lesotho: 1/24-2/6
- Mensah-Kumah, Opia (C)  
\*\*Cameroon: 1/27-29
- Orr, Steven (C/AED)  
\*\*Nepal: 1/3-16
- Parlato, Margaret  
\*\*Cameroon: 1/27-31
- Payne, Alice  
\*\*Ecuador: 1/20-25  
\*\*Peru: 1/25-2/13
- Saffitz, Gary (SSA)  
\*\*Indonesia: 1/13-28
- Sedlack, Phil (AED)  
\*\*Cameroon: 1/26-31
- Schubert, Joan  
\*\*Niger: 1/3-24
- Segura, Frank  
W-Mexico: 1/7-13  
\*\*Guatemala: 1/13-16  
W-Ciudad Juarez: 1/19-20
- Sow, Fatoumata (URINA)  
\*\*Cameroon: 1/27-31
- Urrutia, Rolando (LA-GUA-01)  
\*\*To PCS: 1/16-24
- Winnard, Kim  
\*\*Nigeria: 1/21-2/18
- Zimmerman, Margo (PATH)  
\*\*Egypt: 1/29-2/12
- FEBRUARY**
- Bouhafa, Moncef (C)  
\*\*Egypt: 2/1-18
- \*\* = Approved by AID Mission  
W = Approved by AID/W (Mission concurrence not required)

Casanova, Maria Elena (PATH)

\*\*Peru: 2/1-13

Coleman, Patrick

\*\*Philippines: 2/13-21

W-Japan: 2/21-24

Convisser, Julie

\*\*Nigeria: 2/6-18

De Negri, Dominique Berengere (C)

\*\*Brazil: 2/23-26

Flores, Lenin (C)

\*\*Peru: 2/1-14

Grieser, Mona (C)

\*\*Turkey: 2/16-24

Kazi, Carol (PATH)

\*\*Nigeria: 2/1-7

Kincaid, D. Lawrence

\*\*Peru: 2/1-13

Krenn, Susan

\*\*Ghana: 2/1-5

Krieger, Laurie (PATH)

\*\*Egypt: 2/1-19

Langlois, Philippe

\*\*Burkina Faso: 2/1-15

Lediard, Mark (AED)

\*\*Peru: 2/1-13

Lynn, Wilma

\*\*Lesotho: 2/1-6

Payne, Alice

\*\*Peru: 2/1-13

Rimon, Jose II

\*\*Egypt: 2/1-12

Segura, Frank

W-Mexico: 2/17-20

Valladares, Roberto (FFI)

Vargas, Francisco (TELEREY)

\*\*Guatemala: 2/15-19

Whitney, Edson

\*\*Bangladesh: 2/5-11

\*\*Philippines: 2/12-26

W-Japan: 2/28-3/1

Winnard, Kim

\*\*Nigeria: 2/1-18

Yun, Sung Hee

\*\*Turkey: 2/19-3/6

Zimmerman, Margo (PATH)

\*\*Egypt: 2/1-12

### MARCH

Asiedu, Kwame (C)

\*\*Ghana: 3/12-4/8

Bravo-Rivera, Mario (C)

\*\*Brazil: 3/14-18

Coleman, Patrick

W-Mexico: 3/17-19

De Negri, Dominique Berengere (C)

\*\*Brazil: 3/1-5

Huntington, Dale (C)

\*\*Ghana: 3/5-19

\*\*Niger: 3/19-27

Kincaid, D. Lawrence

\*\*Peru: 3/20-26

Krieger, Laurie (PATH)

\*\*Egypt: 3/7-28

Kunjian, Frank (PP)

\*\*Guatemala: 3/7-21

Lynn, Wilma

\*\*Ghana: 3/5-18

Payne, Alice

\*\*Brazil: 3/14-18

Porter, Bob (P/N)

\*\*Bangladesh: 3/30-4/16

Rimon, Jose II

\*\*Egypt: 3/10-28

Ross, William (PP)

\*\*Guatemala: 3/7-21

Schubert, Joan

\*\*Mali: 3/6-12

\*\*Niger: 3/12-24

Senior, Maxwell

\*\*Ghana: 3/5-18

Treiman, Katherine

\*\*Egypt: 3/7-29

Wittet, Scott (PATH)

\*\*Bangladesh: 3/21-24

Yun, Sung Hee

\*\*Turkey: 3/1-6

### APRIL

Aie, Charles (ECR)

\*\*Senegal: 4/3-8

Asiedu, Kwame (C)

\*\*Ghana: 4/1-13

Casanova, Maria Elena (PATH)

\*\*Zaire: 4/24-5/7

Coleman, Patrick

\*\*Philippines: 4/2-13

CREA MEETING (LA-MEX-09)

\*\*Guatemala: 4/18-19

Alejo, Alonzo

Batres, Marco

Borrego, Othon

Coleman, Patrick

Davis, Eric

D'Lucca, Dannis

Estrella, Octavio

Jones, Paul (C)

Kincaid, D. Lawrence

Lavergne, Julio

Martinez, Juana

Martinez, Ruben

Morales, Martha

Peretto, Carlos

Revilla, Rafael

Rodriguez, Gabriela

Segura, Frank

Solano, Marina de

Villalobos, Maria

Frumin, Lena (PATH)

\*\*Zaire: 4/23-27

Hill, Julie Ann (C)

\*\*Somalia: 4/6-5/4

Kazi, Carol (PATH)

\*\*Nigeria: 4/18-5/2

Kulakow, Alan (AED)

\*\*Togo: 4/27-5/15

Porter, Bob (P/N)

\*\*Bangladesh: 4/1-16

Senior, Maxwell

\*\*Bangladesh: 4/3-22

Wilhem, Benson (PMM)

\*\*Mali: 4/15-19

\*\* = Approved by AID Mission

W = Approved by AID/W (Mission concurrence not required)

## APPENDICES

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Winnard, Kim  
\*\*Nigeria: 4/13-28

Yun, Sung Hee  
\*\*Bangladesh: 4/3-19

### MAY

Baron, Danielle (C)  
\*\*Senegal: 5/12-9/30

Casanova, Maria Elena (PATH)  
\*\*Zaire: 5/1-7

De Negri, Dominique Berengere (C)  
\*\*Brazil: 5/15-19

Hill, Julie Ann (C)  
\*\*Somalia: 5/1-4

Kazi, Carol (PATH)  
\*\*Nigeria: 5/1-2

Krenn, Susan  
\*\*Ghana: 5/28-6/24

Krieger, Laurie (PATH)  
\*\*Egypt: 5/24-6/20

Kulakow, Alan (AED)  
\*\*Togo: 5/1-15

Langlois, Philippe  
\*\*Cameroon: 5/8-31

Lioy, Michele (AED)  
\*\*Togo: 5/15-28

Lynn, Wilma  
\*\*Kenya: 5/7-14  
\*\*Zimbabwe: 5/14-26

Piotrow, Phyllis  
\*\*Kenya: 5/7-14  
\*\*Zimbabwe: 5/14-20

Plopper, Suzanne (C)  
\*\*Zaire: 5/21-6/11

Ross, Michael (C)  
\*\*Guatemala: 5/20-22

Treiman, Katherine  
\*\*Egypt: 5/27-6/27

Winnard, Kim  
\*\*Nigeria: 5/31-6/3

### JUNE

Asiedu, Kwame (PATH)  
\*\*Ghana: 6/2-7/13

Baron, Danielle (C)  
\*\*Senegal: 6/1-9/30

Boone, John (C)  
\*\*Uganda: 6/2-16

Bouhafa, Moncef  
\*\*Turkey: 6/12-19  
\*\*Egypt: 6-19-28

Casanova, Maria Elena (PATH)  
\*\*Zaire: 6/24-7/14

Coleman, Patrick  
\*\*El Salvador: 6/12-16  
\*\*Guatemala: 6/16-18

Convisser, Julie  
\*\*Nigeria: 6/18-7/16

Huntington, Dale  
\*\*Niger: 6/12-8/21

Kazi, Carol (PATH)  
\*\*Nigeria: 6/25-7/28

Kincaid, D. Lawrence  
\*\*Philippines: 6/9-7/1

Krenn, Susan  
\*\*Ghana: 6/1-24

Krieger, Laurie (PATH)  
\*\*Egypt: 6/1-20

Lioy, Michele (AED)  
\*\*Zaire: 6/19-7/1

Lynton, Rolf  
\*\*To PCS: 6/1-3

Payne, Alice  
W:Sweden: 6/13-18

Piotrow, Phyllis  
W:Sweden: 6/12-18

Plopper, Suzanne (C)  
\*\*Zaire: 6/1-11

Rigby, Hugh  
\*\*Egypt: 6/12-24

Rimon, Jose H  
\*\*Philippines: 6/18-7/10  
W:Japan: 7/10-13

Rodriguez-Casado, Manuel (AED)  
\*\*Peru: 6/5-11

Saffitz, Gary (C)  
\*\*Indonesia: 6/7-19

Schubert, Joan  
\*\*Burkina Faso: 6/15-25

Seye, Serigne Mbaye (C)  
\*\*Zaire: 6/13-7/24

Treiman, Katherine  
\*\*Egypt: 6/1-24

Winnard, Kim  
\*\*Nigeria: 6/1-3  
\*\*Nigeria: 6/15-

Zimmerman, Margo (PATH)  
\*\*Egypt: 6/3-20

### JULY

Asiedu, Kwame (PATH)  
\*\*Ghana: 7/1-13

Barker, Alan (C)  
\*\*Cameroon: 7/16-8/6

Baron, Danielle (C)  
\*\*Senegal: 7/1-9/30

Casanova, Maria Elena (PATH)  
\*\*Zaire: 7/1-14

Coleman, Patrick  
\*\*Philippines: 7/16-24  
W:Japan: 7/24-27

Convisser, Julie  
\*\*Nigeria: 7/1-16

Delano, Grace (C)  
\*\*Cameroon: 7/13-23

Hill, Julie Ann (C)  
\*\*Somalia: 7/6-8/3

Huntington, Dale  
\*\*Niger: 7/1-8/21

Kazi, Carol (PATH)  
\*\*Nigeria: 7/1-28

Kendall, Carl  
\*\*Turkey: 7/17-23

Krieger, Laurie (PATH)  
\*\*Egypt: 7/10-24

Kulakow, Allan (AED)  
\*\*Togo: 7/11-29  
\*\*Cameroon: 7/12-8/6

\*\* = Approved by AID Mission  
W = Approved by AID-W (Mission concurrence  
not required)

Langlois, Philippe  
 \*\*Cameroon: 7/12-8/6

Lettenmaier, Cheryl  
 \*\*Kenya: 7/28-8/16

Lioy, Michele (AED)  
 \*\*Togo: 7/2-9  
 \*\*Egypt: 7/30-8/12

Lynn, Wilma  
 \*\*Kenya: 7/10-8/20

Mayer, Doc (C)  
 \*\*Cameroon: 7/12-8/6

Nelson, Daniel (C)  
 \*\*Indonesia: 7/10-17

Payne, Alice  
 \*\*Peru: 7/18-28  
 \*\*Brazil: 7/28-8/4

Piotrow, Phyllis  
 \*\*Nigeria: 7/2-9

Rimon, Jose II  
 \*\*Philippines: 7/1-10  
 W:Japan: 7/10-13

Rodriguez-Casado, Manuel (AED)  
 \*\*Peru: 7/10-15

Senior, Maxwell  
 \*\*Kenya: 7/10-31

Seye, Serigne Mbaye (C)  
 \*\*Zaire: 7/1-24

URTNA WORKSHOP  
 \*\*Cameroon: 7/18-8/5

Adesina, T.  
 Gwatiringa, A.K.  
 Mafurimbo, J.T.  
 Murema, J.M.  
 NDjemanze, P.  
 NGumbao, S.S.  
 Quartey, W.  
 Thomas, P.

Usiak, Andrea (AED)  
 \*\*Egypt: 7/30-8/12

Whitney, Edson  
 \*\*Bangladesh: 7/10-22

Yun, Sung Hee  
 \*\*Turkey: 7/16-25  
 W:Switzerland: 7/25-27

## AUGUST

Asiedu, Kwame (PATH)  
 \*\*Ghana: 8/24-9/23

Bankerd, Paul  
 \*\*Nigeria: 8/7-19

Barker, Alan (C)  
 \*\*Cameroon: 8/1-6

Baron, Danielle (C)  
 \*\*Senegal: 8/1-9/30

Bouhafa, Moncef  
 \*\*Morocco: 8/20-9/3

Hill, Julie Ann (C)  
 \*\*Somalia: 8/1-3

Huntington, Dale  
 \*\*Niger: 8/1-21

Langlois, Philippe  
 \*\*Cameroon: 8/1-6

Lettenmaier, Cheryl  
 \*\*Kenya: 8/1-16

Lewis, Gary (C)  
 \*\*Zimbabwe: 8/7-20

Levy, Don (AED)  
 \*\*Zimbabwe: 8/28-9/10

Lioy, Michele (AED)  
 \*\*Egypt: 8/1-12

Lynn, Wilma  
 \*\*Kenya: 8/1-20  
 \*\*Uganda: 8/21-27  
 \*\*Zimbabwe: 8/28-9/10

Mayer, Doc (C)  
 \*\*Cameroon: 8/1-6

Payne, Alice  
 Brazil: 8/1-4

Riber, John (C)  
 \*\*India: 8/16-9/5

Rimon, Jose II  
 \*\*Nigeria: 8/21-9/3

Treiman, Katherine  
 \*\*Egypt: 8/26-9/3

URTNA WORKSHOP  
 \*\*Cameroon: 8/1-5

Adesina, T.  
 Gwatiringa, A. K.  
 Mafurimbo, J. T.

Murema, J. M.  
 NDjemanze, P.  
 Ngumbao, S. S.  
 Quartey, W.  
 Thomas, P.

Usiak, Andrea (AED)  
 \*\*Egypt: 8/1-12

## SEPTEMBER

Asiedu, Kwame (PATH)  
 \*\*Ghana: 9/1-23

Baron, Danielle (C)  
 \*\*Senegal: 9/1-30

Bouhafa, Moncef  
 \*\*Morocco: 9/1-3

Coleman, Patrick  
 \*\*Egypt: 9/8-15  
 \*\*Bangladesh: 9/15-20  
 W-Mexico: 9/26-28

Convisser, Julie  
 \*\*Nigeria: 9/30-10/22

Dagdagan, Venus  
 \*\*Philippines: 9/2-10/5

Daves, Jennifer  
 \*\*Nigeria: 9/30-10/15

Lediard, Mark (AED)  
 \*\*Egypt: 9/10-16

Levy, Don (AED)  
 \*\*Zimbabwe: 9/1-10

Lewis, Gary (C)  
 \*\*Zimbabwe: 9/5-16

Lobo, Marta (HC)  
 \*\*Peru: 9/25-10/4

Lynn, Wilma  
 \*\*Zimbabwe: 9/1-10

Mejia, Dario (C)  
 \*\*Guatemala: 9/18-24

Payne, Alice  
 \*\*Colombia: 9/29-10/1

Riber, John (DSR)  
 \*\*India: 9/1-5

\*\* = Approved by AID Mission  
 W = Approved by AID-W (Mission concurrence  
 not required)

## APPENDICES

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Rimon, Jose II  
\*\*Nigeria: 9/1-3  
Senior, Maxwell  
\*\*Bangladesh: 9/13-

Treiman, Katherine  
\*\*Egypt: 9/1-4  
\*\*Turkey: 9/4-8  
Whitney, Edson  
\*\*Philippines: 9/3-10/5

ZIMBABWE WORKSHOP  
\*\*Zimbabwe: 9/5-9  
Mako, I. V.  
Uruombo, G.  
Zuhairu, M. K.  
Zimmerman, Margo (PATH)  
\*\*Egypt: 9/30-10/17

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### **C. ACADEMY FOR EDUCATIONAL DEVELOPMENT, 1987-88 ANNUAL REPORT** **Population Communication Services II (PCS) Project**

Summary: The Academy for Educational Development (AED) has provided the services outlined in the contract between AED and the Johns Hopkins University (JHU) under the Cooperative Agreement No. DPE-3004-A-00-6057-00. During Year II (9/1/87 - 8/31/88), AED has completed work on the following Requests for Services:

Work Request	#19	URTNA Radio Production Guidelines (TA)
Work Request	#22	Project Proposal for Film Spot Distribution Plan and Project Evaluation: Nepal (TA)
Work Request	#24	Center for African Family Studies (CAFS) Workshop: Togo (TA, MW)
Work Request	#25	Project Development and Monitoring: Zaire, Senegal, Côte d'Ivoire (TA)
Work Request	#26	URTNA Coverage and Distribution of Information from "Better Health for Women and Children Conference": Kenya (TA)
Work Request	#27	Research Specialist for CAFS: Togo (TA)
Work Request	#28	Management Specialist for CAFS: Togo (TA)
Work Request	#30	Communication Experts' Workshop: Peru (MW)
Work Request	#31	URTNA General Assembly Meeting: Senegal (MW)
Work Request	#32	Family Planning/IEC Project Design in Zaire (NA/TA)
Work Request	#33	Family Planning/IEC Project Planning and Implementation in Zaire (TA)
Work Request	#34	URTNA General Assembly Meeting: Senegal (MW)
Work Request	#35	Technical Assistance to CAFS Workshop: Togo (TA, RP)
Work Request	#36	Technical Assistance to CAFS Workshop: Togo (TA, RP)
Work Request	#37	Technical Assistance to Zaire Projet des Services des Naissances Désirables (PSND) (TA)
Work Request	#38	Assist Country Project: Peru (CP)
Work Request	#39	Technical Assistance to CAFS Workshop: Togo (TA, RP)
Work Request	#40	Research Evaluation Assistance to the State Information Service (SIS)/IEC Center: Egypt (TA)
Work Request	#41	Mass Media Liaison for SIS/IEC Center: Egypt (TA)
Work Request	#42	Technical Assistance to Nepal Cinema Halls Project (TA)
Work Request	#43	Assist Country Project: Peru (CP)
Work Request	#44	Technical Assistance to SIS/IEC Center: Egypt (TA)
Work Request	#45	Zimbabwe National Family Planning Council (ZNFPC) Marketing Contract (CP)
Work Request	#46	Mass Media Liaison for SIS/IEC Center: Egypt (TA)
Work Request	#47	Research Evaluation Assistance to the SIS/IEC Center: Egypt (TA)
Work Request	#48	U.S.-based Backstopping and Technical Assistance for SIS/IEC Center: Egypt (TA)

### Principal Staff

AED's Population and Nutrition Unit provides ongoing support to the PCS II project and draws upon other AED staff to provide additional technical assistance when required. The core staff working on the PCS II project consists of Mark Lediard, the Project Director; Michele Lioy, Senior Program Officer; Philip Sedlak, Program Officer; and Andrea Usiak, Operations Manager. Administrative and clerical support was provided by the Population and Nutrition Unit administrative staff consisting of the project assistants, executive secretary, and administrative secretary. Other AED professional staff who worked on PCS II projects in Year II were Judy Brace, Margaret Parlato, Allan Kulakow, Don Levy, Manuel Rodriguez-Casado, Pat Simons, and Terry Scott. The following is a summary of AED's activities and accomplishments during Year II of its subagreement with JHU's Population Communication Services II project.

### Country Projects

AED staff assisted in monitoring PCS country project activities in Peru and Zimbabwe. Manuel Rodriguez-Casado of AED's El Salvador Population Dynamics Project, visited Peru two times during Year II to assist the PCS Peru Country Project in materials development and media campaign development, including selecting an appropriate advertising agency with which to collaborate.

Don Levy assisted the Zimbabwe National Family Planning Council (ZNFPC) in its male motivation program by reviewing bids, developing a contract and guidelines for monitoring contractors performance, holding strategy sessions for developing motivational activities, and selecting a local consultant to provide ongoing technical assistance to the campaign.

### Technical Assistance

AED staff provided technical assistance to USAID and family planning organizations in Zaire, Senegal, Côte d'Ivoire, Nepal, Egypt, and the regional projects with URTNA and CAFS.

In October 1987, Margaret Parlato worked with the USAID/Kinshasa Mission in planning a production workshop in Zaire for radio and television producers. AED recruited MBaye Seye (TV) and Dennis Caneff (radio) to lead the workshop and arranged the purchase of audiovisual materials for the training. Parlato assisted USAID/Kinshasa in developing a plan for PCS technical assistance to Zaire to be funded by the Mission buy-in. Under this buy-in AED provided technical assistance and project monitoring to the Zaire PSND throughout Year II.

In January 1988, Michele Lioy conducted the first project monitoring mission. During this visit, Lioy worked with Helene Pour from the International Labor Organization (ILO), Food and Agriculture Organization (FAO) and Dr. Deknock, United Nations Fund for Population Activities (UNFPA) Country Representative for Zaire to develop an IEC project, the activities of which will be complementary to the PSND IEC activities funded by USAID. The UNFPA project has been approved and is expected to start at the end of 1988. Consultant MBaye Seye, a Senegalese materials development specialist, assisted PSND in February in the planning and integration of the IEC campaign.

Michele Lioy traveled to Zaire again in June to monitor the progress of PSND family planning IEC activities. During this visit, a new workplan was developed. The next phase of the campaign entitled "Family Planning is also the Concern of Men" was planned

with the assistance of MBaye Seye, the PCS consultant, and the print materials being developed by PSND were reviewed and pretest procedure discussed both with PSND and Maria Elena Casanova, print materials specialist from PATH/PIACT, who is assisting PSND.

Margaret Parlato traveled to Senegal where she developed an IEC technical assistance and support plan for the Projet de Santé Familiale et Population (PSFP) which was submitted to the USAID/Senegal Mission for funding through a buy-in to PCS. She also worked with the Office de Radio Télévision du Sénégal and the PSFP project to develop an agreement for dissemination of television/radio programs. Parlato also provided technical assistance to CERAV in Côte d'Ivoire in reviewing their research results and developing a strategy to guide production of print materials.

The Academy continued its assistance to the SIS/IEC Center in Cairo, Egypt, through a buy-in to PCS by USAID/Cairo effective June 1, 1988. Three Egyptian SIS/IEC Center consultants continued their assignments under the PCS buy-in. They are research evaluation consultants, Yassin Lashin and Mokhtar Abo El-Kheir, and mass media liaison Mohamed El-Tehamy. Michele Lioy and Andrea Usiak provided ongoing support to the project and conducted a project monitoring visit to the SIS/IEC Center in August 1988. Lioy and Usiak assisted the Center in preparing the quarterly technical and progress reports, computerizing the reporting system, developing a Request for Proposal for a set of television spots, and preparing a draft of the three-year workplan. Training for local officers was discussed during this visit. AED has been requested to assist the IEC Center in providing U.S.-based training for six or seven local officers in

campaign planning and local activities management.

The Academy was instrumental in PCS' hiring of a local Egyptian management firm, Social Planning Analysis and Administrative Consultants (SPAAC) to assist with development of local project activities. SPAAC's subcontract replaces AED's subcontract with Egyptian firm TEAM Misr. In addition, Mark Lediard and Michele Lioy oversaw the development of a family planning social drama, being prepared by a local TV producer and writer.

In Nepal, AED provided assistance to the Nepal Cinema Halls Project. Consultant Steven Orr worked with Mr. Hem Hamal, Director of the Nepal Contraceptive Retail Sales Company (CRS) to develop a distribution plan for family planning film spots and to identify an appropriate Nepali organization or individual to assist in conducting an evaluation of the films' impact. Philip Sedlak conducted and evaluated an audience survey in Janakpur, Nepal, on the film spots produced in regional languages Maithili and Bhojpuri.

The Academy provided technical assistance to the regional URTNA projects. Margaret Parlato met in Dakar with the Secretary General of URTNA, Mr. Francois Itoua, the Director of its Program Exchange Center (PEC), Mr. Kassaye Demena, and Mrs. Fatoumata Sow, the Editor of the Family Health Bulletin. Discussion centered around plans for Phase II of the JHU/PCS URTNA project, which includes such activities as production of a series of family planning television programs, continuation of both the radio interview series featuring prominent African family planning spokesmen and the Broadcast Bulletin in French and English, and awarding of cash prizes for best family planning radio and television productions. Parlato later assisted in drafting a new Project

Agreement and budget with URTNA and participated in the PCS discussions with Mr. Kassaye Demena about the new project. AED funded URTNA/PEC Deputy Director, Mr. Edward Ulzen's continued work with the PEC prior to the execution of Phase II of the JHU/URTNA contract. Mr. Ulzen attended a conference entitled "Better Health for Women and Children" in Nairobi, and wrote three short radio pieces about the workshop for the URTNA news bulletin. AED consultants Betty Rogers and Skip Pizzi produced the URTNA Program Submissions Guidelines to be used by radio producers who have been contracted by URTNA to conduct interviews, produce documentaries, and cover conferences.

AED provided technical assistance to the Centre for African Family Studies (CAFS) to review the curriculum, as well as provide training, for three regional training workshops. Michele Lioy, Mark Lediard, and Allan Kulakow assisted CAFS Directors Dr. Yao Ahade and Mr. Guy Moutia, during three training workshops for Francophone African health specialists held in Lomé, Togo, in September 1987 and May and July 1988. At the September 1987 workshop, AED consultant Leslie Snyder assisted with the focus group research sessions and Bassine Fall was hired to act as a resource person for the IEC management sessions.

### Meetings and Workshops

AED staff participated in two workshops during Year II. In January 1988 Margaret Parlato and Philip Sedlak, along with Philippe Langlois of PCS and Fatoumata Sow of URTNA, attended the URTNA General Assembly meeting in Yaounde, Cameroon. In February 1988 Mark Lediard assisted in conducting the Communication Experts' Workshop at the University of Lima. He presented sessions on the PCS methodology and worked with video specialists to produce a

prototype communication training module which is now in the Media/Materials Collection.

### Films and Materials

AED developed a package of audio, visual, and print materials for use in the Zaire workshop for radio and television producers.

Judy Brace, AED's Vice President for Development Information Services and Pat Simons, Information Specialist, participated in the JHU/PCS Packets Task Group which reviewed Packets 10 and 11 — "Pamphlets about Male/Female Sterilization" and "Pamphlets about the IUD".

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## D. ANNUAL REPORT TO THE JOHNS HOPKINS UNIVERSITY COOPERATIVE AGREEMENT NO. DPE-3004-A-00-6057-00

Submitted by Program for  
Appropriate Technology in  
Health (PATH)—November  
1988

PATH's Report for the Johns  
Hopkins University/Population  
Communication Service's Fiscal  
Year 1988 Annual Report

### Summary

PATH has provided services to JHU/PCS as outlined in cooperative Agreement No. DPE-3004-A-00-6057-00. During Year II of the Cooperative Agreement, PIACT received and filled the following Requests for Services (RFS).

RFS #13:

Training in interpersonal communication and materials materials development (*Nigeria*) (CP).

RFS #14  
Evaluation, training, and materials development technical assistance (*Egypt*) (TA)

RFS #15  
Training in print materials development (*Peru*) (TA) (MW)

RFS #16  
Project development (*Bangladesb*) (TA)

RFS #17  
Project monitoring and materials development (*Nigeria*) (CP)

RFS #18  
Project development, training, and IEC materials design (*Egypt*) (TA)

RFS #19  
Project monitoring and technical assistance in print materials development (*Bangladesb*) (TA)

RFS #20  
Curriculum design and training in interpersonal communication and materials development (*Egypt*) (TA)

RFS #21  
Technical assistance in FP print materials development (*Zaire*) (TA)

RFS #22  
Project monitoring, curriculum design, and IEC training in (*Ghana*) (CP)

RFS #23  
Curriculum design and preparation for training (*Egypt*) (TA, MW)

RFS #24  
Technical assistance in IEC print materials development (*Zaire*) (TA)

RFS #25  
Project development, monitoring, training, and materials development (*Egypt*) (TA)

RFS #26  
Project monitoring, implementation, and training (*Ghana*) (TA)

RFS #27  
Curriculum design and technical assistance in materials development (*Egypt*) (TA)

RFS #28  
Technical assistance in materials development (*Burkina Faso*) (TA)

RFS #59  
IEC materials design and production technical assistance (*Bangladesb*) (TA)

RFS #62  
Print materials development (*Sudan*) (TA)

This report summarizes the assistance Program for Appropriate Technology in Health (PATH) provided to John Hopkins University/Population Communication Services (JHU/PCS) between October 1, 1987, and September 30, 1988.

### Needs Assessment (NA)

Except where noted under "Country Projects," PATH received no requests to provide assistance with needs assessment during Year II of the project.

### Country Projects (CP)

#### Ghana

PATH staff continued work on the family planning/information, education, and communication (FP/IEC) component of the Ghana project (AF-GHA-01). A PATH staff member completed final revisions of the Ministry of Health (MOH) Level-B FP/IEC training manual, assisted in preparations for the FP/IEC workshops, and discussed development of long-range FP/IEC training activities. Two trips to Ghana were undertaken to conduct trainings. During the first, a PATH staff member conducted one training of trainers (TOT) workshop for MOH Level-B health workers (District Health Management Teams [DHMTs] and Regional Health Education Officers [RHEOs]), and then assisted DHMTs in conducting four one-week FP/IEC practicum workshops for clinic-level personnel. During the second, the staff member conducted another TOT workshop and monitored practicum workshops conducted by participants of the TOT workshop. Plans for future activities include the design and

implementation of trainings for Level-A health workers and continued Level-B trainings. An evaluation component for the training activities will also be designed and implemented. (RFS #22, 26)

#### Nigeria

Throughout the year, PATH staff members provided technical support to several JHU/PCS country projects in Nigeria. Staff provided support in the areas of needs assessment and project development, implementation, monitoring, and evaluation in Borno, Imo, Lagos, Ogun, and Oyo States. In addition, general assistance was given in the coordination of activities undertaken by JHU/PCS, AED (Academy for Educational Development)/HEALTHICOM, Center for Population Options (CPO), Africare, Pathfinder, Association for Voluntary Surgical Contraception (AVSC), and Center for Development and Population Activities (CEDPA). Assistance in Nigeria is covered for the period October 1, 1987-March 30, 1988, only, as PATH's Nigeria activities became part of another contract after that period.

*I. Borno State*—In October and November 1987, a PATH staff member, along with the JHU/PCS Senior Program Officer, visited Borno to conduct a materials development and project orientation workshop, plan follow-up activities, and work with Borno State project staff on designing project outputs including posters and a treatment for a TV drama (AF-NGA-10). She returned in January to monitor the project. During the January visit, she met with project staff and media representatives to plan a symposium on FP and Islam and to plan the production of the print and broadcast materials. It was suggested that a meeting of the Project Advisory Committee be held to suggest members to a FP/Islam symposium committee and to identify members to review materials produced under the project. A clinic monitoring

form was also adapted for use in selected clinics in Maiduguri. Sources for TV scripts were identified and plans made for the implementation of the mass media component of the project. A return visit was scheduled for April. (RFS #13)

2. *Imo State*—PATH staff prepared draft cue cards on the pill, intrauterine contraceptive device (IUCD), and condom for review and field-testing in Imo State.

3. *Lagos State*—PATH has continued to provide technical assistance and project monitoring to the Planned Parenthood Federation of Nigeria (PPFN). PPFN's pretest results and revisions of booklets on the pill, IUCD, and condom were reviewed and finalized with the PPFN IEC Program Officer, in preparation for reprinting under the FP Method Booklets Reprinting Project (AF-NGA-09). A PATH staff member and the JHU/PCS Senior Program Officer worked with PPFN's IEC Program Officer and Financial Accountant to review the status of the AF-NGA-03 project evaluation. (RFS #17)

4. *Ogun State*—As part of the implementation of the Ogun State Communication Outreach Phase II project (AF-NGA-11), PATH staff prepared materials and participated in planning and conducting a materials development session and TOT FP counseling workshop in October 1987. Project monitoring continued with a return trip in January and February 1988. During this visit, a PATH staff member continued to work with trainers on the integration of a one-week IEC training session (based on the October 1987 TOT curriculum) and IEC activities into the curriculum of Ogun State School of Family Planning. A PATH staff member worked with trainers to incorporate feedback from trainees of one successful training into

the IEC sessions. Budget modifications and IEC activities to strengthen the students' IEC skills were recommended, and further observations and assistance were scheduled for a follow-up trip in April. Phase II will include promotional activities and items for Local Government Authority (LGA) FP campaigns. The timing of these campaigns was contingent on the availability of the IEC and promotional items. Posters produced under Phase I of AF-NGA-11 were reviewed and, on the basis of pretest results and other feedback, revisions were suggested. Radio spots were to be used in Phase II of the campaign and fliers distributed. Fabric design and mobile theatre activities were finalized with local staff. Clinic cards to determine sources of referral, for use in selected clinics, are being distributed to aid in monitoring the effect of the FP campaign. (RFS #13, 17).

5. *Oyo State*—In Oyo State, a PATH staff member assessed the feasibility of developing a project with the Ministry of Information (MOI). Proposed outputs of this project include videos on FP, oral rehydration therapy (ORT), and immunization. Plans were made to finalize a budget and initiate an agreement between JHU and the MOI.

In Ibadan, the staff member and a JHU/PCS Program Officer monitored the progress of the NTA/Ibadan project (AF-NGA-12). Project activities under the VSC booklet project (AF-NGA-04) were wrapped up during the January/February 1988 trip. The team revised the budget to cover transportation and communication costs related to the male VSC booklet, and plans for a post-distribution survey of the booklet project were finalized.

## Technical Assistance (TA)

### Bangladesh

PATH continued to provide technical assistance to USAID/Dhaka and to assist in monitoring the JHU/PCS projects in Bangladesh. As part of this process, staff met with JHU/PCS staff in Baltimore to plan activities under the five-year IEC project and communicated with USAID/Bangladesh, the IEM Unit of the Directorate of Family Planning, and project subcontractors and NGOs. PATH supported follow-up activities on PII. 102, including the printing of client and clinician materials on the Copper T 380A intrauterine device (IUD), pill, and injectables; distribution of Copper T 380A manuals; preparation for printing of new NIPORT/GTZ FWA manuals; planning activities for Worldview International Foundation (WIF) and Bangladesh Rural Advancement Committee (BRAC) field testing of materials; and review of PATH/Bangladesh's study of FP message content. Messages for birth spacing motivational materials were also finalized. In August, a PATH representative met with the JHU/PCS Country Representative in Bangladesh to coordinate project activities with the UNFPA IEC strategy being developed by PATH staff. (RFS #59, 16, 19)

### Burkina Faso

PATH staff discussed potential IEC activities in Burkina Faso with JHU/PCS staff. A technical assistance visit to Burkina Faso was planned for October 1988. (RFS #28)

### Egypt

In October, as part of an IEC project in Egypt (NE-EGY-01), PATH staff planned and participated a needs assessment of FP print materials, assisted USAID in conducting an evaluation of currently available FP print materials, and planned activities for the production of generic Arabic-language print materials. Subsequently, a training program on materials development for low-literate groups was designed. The first materials development workshop was

carried out in cooperation with the MOH and local NGOs in June. During this workshop, development of a Copper T 380A booklet was initiated. Recommended follow-up activities included formation of an interagency committee to complete the material and technical assistance in the later stages of the IUD booklet's development. An implementation plan for the development of other method books was designed and plans were made for completion of a counseling video and newsletter.

PATH staff also developed, reviewed, and revised a counseling and IEC curriculum for use in TOT workshops, and prepared and facilitated workshops, including district-level IEC trainings. PATH staff assisted MOH and Centers for Disease Control (CDC) trainers at both the government-level TOT and three of the district-level trainings. A PATH staff person reviewed, prepared modules for, and revised portions of a counseling manual developed by Pathfinder for Clinical Services Improvement (CSI). PATH staff undertook networking activities to coordinate IEC activities in Egypt. AED State Information Service (SIS) activities were reviewed and strategies for follow-up activities to IEC projects discussed. (RFS #14, 18, 20, 23, 25, 27)

#### **Sudan**

In November, a PATH staff person followed up with the Senior Program Officer on the oral contraceptive (OC) and child spacing project in the Sudan, and continued follow-up through correspondence with the Sudan Community Based Family Health Project. (RFS #62)

#### **Zaire**

In November, PATH prepared a materials development component for a proposed IEC project in Zaire. In April and July 1988, PATH provided technical assistance to the *Projet des Services des Naissances Desirables (PSND)* on the development of FP/IEC print materials including a general informational flier, a poster addressed to men, a flier for men on male contraceptive methods, and a

guide for maternity clinic personnel on contraceptive methods. During the April visit, PATH staff met with several NGOs to coordinate FP IEC efforts in Zaire. During these visits and subsequent communications, staff monitored the development of a FP manual for fieldworkers. (RFS #21, 24)

#### **Films and Materials (FM)**

PATH assisted in the preparation of the voluntary surgical contraception (VSC) packet series by providing background information on several VSC materials and reviewing the packet. PATH staff reviewed and commented on the IUD packet series and the draft of Packet #9 on oral contraceptives; contributed to, reviewed, and commented on the counseling materials being prepared by JHU/PCS; and researched and submitted evaluation data on Botswana OC materials. PATH staff also reviewed and commented on African prototype materials. PIACT collected materials and sent them to the Media and Materials Collection.

#### **Meetings and Workshops (MW)**

Staff participated in Cooperative Agreement (CA) meetings at United States Agency for International Development (USAID) and discussed JHU/PCS projects with representatives of organizations in Bangladesh, Egypt, and Nigeria.

PATH also participated in the Bangladesh planning meeting (RFS #16) to plan for PATH technical assistance to USAID/Bangladesh as part of the five-year IEC project.

#### **Egypt**

PATH staff, in cooperation with the Ministry of Health, conducted a materials development workshop in June 1988. (RFS #23)

#### **Peru**

In January 1988, PATH staff assisted in preparation and logistics for a Communication Experts' Workshop scheduled to take place in Peru the following

month. A PATH associate provided assistance in coordinating and conducting the workshop at the University of Lima, and worked with participants to refine their skills in print materials development. (RFS #15)

#### **Advisory Group (AG)**

The President of PATH serves as a member of the Advisory Group. However, the Advisory Group did not meet this year. The President continues to review project proposals as requested. During FY 1988, he reviewed country project proposals for the Philippines, Turkey, and Zimbabwe.

PATH staff also participated in reviews of several proposals, including the JHU/PCS/Population Council proposal "Involving FP Workers in an AIDS Prevention Campaign," and a proposal on "Communication for Young People in Latin America II," and project proposals for Brazil, Kenya, and Zimbabwe.

## **E. PORTER/NOVELLI Population Communication Services II (PCS) Project FY88 Report**

This report summarizes the assistance Porter/Novelli provided to JHU/PCS between October 1, 1987 and September 30, 1988.

#### **Technical Assistance**

In the spring of 1987 Dr. Robert Porter, from Porter/Novelli's International Division, assisted JHU/PCS with the design of the research and evaluation component of the five-year Bangladesh Rural Communication Project (BRCP). Assistance included drafting those portions of the project document dealing with research and evaluation, planning the Communication Test Project—a major demonstration activity to be carried out

during the first two years of the BRCP, and guiding the development of other IEC research being implemented by Bangladeshi NGOs under contract to JHU/PCS and U.S.A.I.D./Dhaka.

On a TA/TDY to Dhaka in April, Dr. Porter, in collaboration with the Information, Education, and Motivation (IEM) Unit of the MOHEP, determined final criteria for selecting upazilas to participate in the Communication Test Project and developed an action plan for test project implementation. Assistance was also given to PIACT/Bangladesh, in revising instruments and data collection procedures for the Visual Literacy Study (to be carried out under contract to JHU/PCS), and reviewing PIACT's draft report on the Content Analysis of Family Planning Messages (a project contracted by U.S.A.I.D./Dhaka). In addition, Porter assisted the JHU/PCS team in evaluating candidates for staff positions on the BRCP and participated in briefing key MOHEP staff on JHU/PCS activities.

Dr. Porter also worked with the JHU/PCS team during the summer months to plan for additional research activities to be undertaken in fiscal year 1989.

**F. 1988 HIGHLIGHTS, ACTIVITIES CONDUCTED BY SAFFITZ ALPERT & ASSOCIATES, INC. Subcontract to Johns Hopkins University/PCS IEC Technical Assistance to BKKBN - Jakarta, Indonesia**

**OVERVIEW**

In 1988, Gary Saffitz travelled on three separate technical assistance trips to Jakarta, Indonesia to provide on-going technical assistance in support of the BKKBN Urban campaign.

Activities were concentrated on supporting the Lingkaran Biru (LiBi) cam-

paign, a multi-city IEC campaign designed to:

- increase family planning servicing by the private sector doctors/midwives;
- motivate noncontraceptors to seek modern methods;
- move current contraceptors into the most appropriate methods; and
- dispel common misconceptions and improve overall understanding of specific contraceptive methods.

The LiBi campaign has funding support for two years.

- Year 1 activities (October 1, 1987 through September 30, 1988) concentrated on the development of campaign materials and the launch of campaign activities in four cities (Jakarta, Surabaya, Medan and Ujung Pandang).
- Year 2 activities (Oct. 1, 1988 - Sept. 30, 1989) are focussed on refining Year 1 activities and expanding the program into seven additional cities (Bandung, Padang, Palembang, Pontianak, Surakarta, Semarang, and Malang). In addition, emphasis will be on decentralizing control and transferring technology related to the LiBi campaign to the local cities.

In September 1986, an advertising brief was prepared and a short list of qualified agencies were invited to participate in the bid for the LiBi campaign.

In 1987, the following activities took place:

- PT Fortune was selected as the Advertising Agency for the LiBi campaign;
- A detailed fixed price contract was developed, approved and signed;
- Detailed plans were developed for Year 1 implementation including advertising, media, public relations, development of below-the-line (BTL) materials, IEC campaign materials distribution, campaign kick-off and process and outcome evaluation activities. These were revised and approved; and

- Work began developing prototype BTL materials and advertising messages for pretesting in January 1988.

**HIGHLIGHTS OF ACTIVITIES IN 1988  
Travel to Jakarta—January 11-29, 1988**

The purpose of this trip was to assist USAID/BKKBN in:

- reviewing prototype advertising and BTL messages/materials for adherence to program objectives and optimal use of communications technology;
- reviewing pretesting results and recommending how best to revise messages/materials;
- attending and reviewing the first Indonesian Doctors Association (IDI) and Indonesian Midwives Association (IMI) campaign workshop and recommending appropriate revisions for future workshops;
- reviewing the status of the advertising media, public relations, distribution and campaign monitoring plans and making appropriate recommendations for refinement; and
- reviewing the new Survey Research Indonesia (SRI) family planning media index and determining how best to use the new program in the IEC campaign.

All of these activities were completed as scheduled. Highlights include the following:

- Prototype materials included:
  - three different print ads (Doctor/Midwife/Family)
  - nine different radio ads (Doctor/Midwife/Method-User Specific)
  - one outdoor poster
  - one waiting room poster
  - two surgical wallcharts
  - one general information FP brochure
  - four method specific brochures (Pill, IUD, Injectable, Sterilization)
  - one campaign users guide (for participants)

- Pretesting results indicated specific refinements in most of the advertising and BTL prototypes to further strengthen messages. Final samples of materials are on file in the PIP/PCS library.
- Future doctor/midwife workshops were revised to include a shorter agenda, greater use of audio-visuals and a more thorough job of recording information about participants.
- The advertising media plan was revised based on several rate increases. The final plan included 93 print placements in 11 different newspapers and over 24,000 radio spots on 27 different radio stations in the four cities.
- The public relations plan was revised to include more public education related activities via the mass media.
- A final "tactical" distribution plan was developed and approved.
- The 1987 SRI media index (media usage data) included several questions related to family planning practices. This additional demographic data allows for a correlation between media usage and family size, contraceptive methods and usage of family planning service outlets. Recommendations were made in favor of purchasing this optional data package.

**Travel to Jakarta—June 5-20, 1988**

The purpose of this trip was to assist USAID/BKKBN in:

- reviewing and suggesting mid-course corrections in the on-going implementation of Year 1 activities;
- preparing a detailed evaluation plan and budget for evaluating Year 1 activities; and
- developing an outline for Year 2 activities which provides direction for future activities in the original four cities and the roll-out to the seven additional cities.

All of these activities were completed as scheduled. Highlights include the following:

- For the most part, campaign activities were proceeding as scheduled.
- BTL materials were revised, printed in appropriate quantities, and successfully distributed to 3,217 doctor and/or midwife offices in the four cities.
- The advertising campaign was launched as scheduled. Print ads were revised slightly to include an approval by the Indonesian Advertising Association.
- Public relations activities included a highly visible and successful launch. However, public education activities were behind schedule and many of the materials were deemed to be off-strategy. Plans for revising these materials were discussed and approved.
- SOMARC announced plans to launch three contraceptives under the Lingkar Biru label. Since these products would relate directly to the communications and service programs established by the LiBi campaign, we agreed to the need to closely coordinate activities. Initial discussions were started to share current and future activities of the IEC campaign.
- Evaluation plans were discussed developed and approved. The final plan included:
  - tracking IEC materials in doctor/midwife offices;
  - interviewing doctors/midwives about their understanding and participation in the LiBi campaign (in conjunction with a SOMARC contraceptive packaging pretest);
  - evaluating advertising awareness, message recall and media strategies among consumers via the SRI omnibus survey; and
  - additional studies among doctors/midwives, if needed, in each of the four cities.
- Plans for the Year 2 roll-out were revised. The revised plans call for the development of a LiBi Campaign Kit to be used with intensive in-market technical support, to implement

the IEC campaign in each of the seven cities. Emphasis will be placed on transferring ownership of the campaign along with the necessary implementation skills to the local markets, rather than simply transplanting the existing campaign into the seven cities.

**Travel to Jakarta—**

**Oct. 7 - Nov. 4, 1988**

The purpose of this trip was to assist USAID/BKKBN in

- reviewing Year 1 evaluation surveys and identifying areas for change;
- developing the detailed plan for Year 2;
- developing a detailed list of deliverables and budgets for the Year 2 contract;
- determining deliverable payment points to aid in developing and managing the fixed-price contract; and
- coordinating the LiBi IEC and LiBi products campaigns through discussions with BKKBN, USAID and SOMARC.

All of these activities were completed as scheduled. Highlights include the following:

- Research findings indicated the following:
  - awareness and understanding of the LiBi campaign among participating doctors/midwives was quite high;
  - Over one third of the participating doctors/midwives reported a direct impact on their practice from the campaign, including more people asking about FP and more FP acceptors. Among those claiming an impact on their practice, the reported patient increases ranged from 28 to 36 percent.
  - While consumer awareness of the campaign was relatively high (over one-half), the understanding of the specific details indicated some confusion. They were more likely to describe the LiBi campaign in general

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family planning terms rather than the specific details of the campaign. Despite this confusion, over half who reported seeing the logo claimed to have visited a LiBi outlet. Of these, three-fourths reported seeing a poster and one-fifth said they received a brochure.

- An activities outline was prepared for each phase of the Year 2 campaign, including:
  - developing/producing revised BTL materials;
  - developing/producing new advertising messages;
  - developing final media plans including newspaper, magazine, outdoor, and radio;

- establishing a task force in each city;
- preparing and conducting task force training seminars;
- preparing and conducting local doctor/midwife workshops;
- distributing campaign materials to the field;
- conducting a national and local city campaign launch;
- tracking and monitoring campaign activities;
- developing final LiBi Campaign Kits for up to 25 additional cities; and
- evaluating campaign outcomes.
- Specific activities related to coordinating with the SOMARC product campaign included:

- a monthly LiBi Corner column in a popular women's magazine;
- a quarterly LiBi newsletter targeted to participating doctors/midwives;
- sharing resources related to outdoor billboard advertising; and
- coordinating campaign launch schedules to allow for maximum impact and continuity.

**ADDITIONAL ACTIVITIES IN 1988**

Gary Saffitz attended a 1/2 day technical assistance training session to present the Indonesian program to Dr. Mahmoud Farag, Director of CSI in Cairo, Egypt.

**G. FILM GIFTS, LOANS, SALES AND RENTALS**

NAME AND ADDRESS FINAL RECIPIENT OF FILM	COST/ METHOD OF SHIPMENT	TITLE	LANGUAGE	QNTY	UNIT PRICE	TOTAL COST	TRANS TYPE
<b>OCTOBER 1987: Film Gifts and Loans</b>							
Dr. Joaquim Castelo Branco Barros Clínica de Reprodução Humana de Teresina Rua Felix Pacheco 1476-Centro Teresina-64.000-Piauí BRAZIL	Parcel	Laparoscopic Equipment Care	Portuguese	1			Gift
	Post	Lesson For The Future	Portuguese	1			Gift
	\$22.00	(Two Roads) Dos Caminos	Portuguese	1			Gift
		Technique of Laparoscopy	Portuguese	1			Gift
		(You) Tu	Portuguese	1			Gift
Janet Perales The Pathfinder Fund 9 Galen Street, Suite 217 Watertown, MA 02172	Parcel	Lecciones Para El Futuro	Spanish	1			Loan
	Post	(Lessons For The Future)					
	\$3.13	Las Mujeres Y Las Pastillas	Spanish	1			Loan
		(Women and The Pill)					
		Un Método Para Juan y Maria	Spanish	1			Loan
		(A Method For John and Mary)					
Comarade Fatimata Legma Ministère de la Santé Secrétariat Général Direction de la Santé de la Mère et de l'Enfant B.P. 7013 Ouagadougou, BURKINA FASO	Parcel	Leçons Pour l'Avenir (Lessons	French	1			Gift
	Post	For The Future)					
	\$15.60	Le Marketing Social (Social Marketing)	French	1			Gift
		La Révolution Joyeuse (The	French	1			Gift
		Cheerful Revolution)					

NAME AND ADDRESS FINAL RECIPIENT OF FILM	COST/ METHOD OF SHIPMENT	TITLE	LANGUAGE	QNTY	UNIT PRICE	TOTAL COST	TRANS TYPE
Lic. Rosa Rita Alvarez Asociación Dominicana Pro-Bienestar de la Familia, Inc. Profamilia-Socorro Sánchez No. 64 Zona 1, Apartado Postal 1053 Santo Domingo, D.N. REPUBLICA DOMINICANA	Parcel Post \$5.80	Technique of Laparoscopy	Spanish	1			Gift
<b>OCTOBER 1987: Film Sales and Rentals</b>							
JHPIEGO Corporation Brethren Service Center 100 Main Street New Windsor, MD 21776	UPS \$1.65	Film-Principles of Gynecologic Microsurgery	English	2	\$150	\$300	Sale
Abdul Rehman Al-Amoud Director, Purchasing and Stores King Saud University P.O. Box 3646 Riyadh-11481, SAUDI ARABIA	Parcel Post \$7.80	Indonesia: Family Planning First	English	1	\$140	\$140	Sale
AVCS Program Brethren Service Center Distribution Center Route 31 and Church St. New Windsor, MD 21776 P.O. AVSC:87198	UPS \$1.65	A Question of Choice	English	2	\$150	\$300	Sale
<b>NOVEMBER 1987: Film Gifts and Loans</b>							
Michael Miovich International Health Program 210 High Street, Room 106 Santa Cruz, CA 95060	UPS	Social Marketing	Spanish	1			Loan
<b>NOVEMBER 1987: Film Sales and Rentals</b>							
None							
<b>DECEMBER 1987: Film Gifts and Loans</b>							
None							
<b>DECEMBER 1987: Film Sales and Rentals</b>							
None							
<b>JANUARY 1988: Film Gifts and Loans</b>							
None							
<b>JANUARY 1988: Film Sales and Rentals</b>							
None							

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NAME AND ADDRESS FINAL RECIPIENT OF FILM	COST/ METHOD OF SHIPMENT	TITLE	LANGUAGE	QNTY	UNIT PRICE	TOTAL COST	TRANS TYPE
<b>FEBRUARY 1988: Film Gifts and Loans</b>							
Luis Llano Saavedra Centro de Orientación Familiar Casilla Expresa 7522 La Paz, BOLIVIA	Parcel Post \$26.50	Laparoscopic Equipment Care Two Roads Lessons For The Future Social Marketing A Method For John and Mary We Go Where They Go Mexico In The Year 2000 Women And The Pill To Change Your Life The Cheerful Revolution Sowing the Seeds of Health Technique of Laparoscopy You Breast Self-Examination Talk About Nutrition The City: Implications For The Future A Question of Choice	Spanish Spanish Spanish Spanish Spanish Spanish Spanish Spanish Spanish Spanish Spanish Spanish Spanish Spanish Spanish Spanish Spanish	2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2			Gift Gift Gift Gift Gift Gift Gift Gift Gift Gift Gift Gift Gift Gift Gift Gift
Ministry of Health Cairo, EGYPT	Hand Carried	The Cheerful Revolution Indonesia: Family Planning First	English Arabic	1 1			Loan Loan
Oral Bujumbura Avenue de Zaïre Bujumbura, BURUNDI	UPS \$2.70	The Cheerful Revolution The City A Question of Choice Social Marketing Lessons For The Future	French French French French French	1 1 1 1 1			Gift Gift Gift Gift Gift
Dr. Guillermo Gil Maica Director - INCEP Universidad Nacional de Trujillo Apartado 315 Trujillo, PERU	Parcel Post \$19.50	Lessons For The Future Cheerful Revolution Two Roads The City: Implications For The Future	Spanish Spanish Spanish Spanish	1 1 1 1			Gift Gift Gift Gift
Dr. José Rubén Alcántara Díaz Servicios Coordinados en el Estado de Mexico Atlacomulco, MEXICO	Parcel Post \$21.70	Lessons For The Future A Question of Choice To Change Your Life Sowing The Seeds of Health You	Spanish Spanish Spanish Spanish Spanish	1 1 1 1 1			Gift Gift Gift Gift Gift
<b>FEBRUARY 1988: Film Sales and Rentals</b>							
International Development Procurement Services 700 N. Fairfax Street Suite 606 Alexandria, VA 22314	UPS \$1.62	Speak-They Are Listening	Spanish	1	\$190	\$190	Sale

NAME AND ADDRESS FINAL RECIPIENT OF FILM	COST/ METHOD SHIPMENT	TITLE	LANGUAGE	QNTY	UNIT PRICE	TOTAL COST	TRANS TYPE
<b>MARCH 1988: Film Gifts and Loans</b>							
Lic. Rene Pereira Morato Secretario Tecnico Ejecutivo Consejo Nacional de Población (CONAPO) Ministerio de Planeamiento y Coordinación Casilla 686 La Paz, BOLIVIA	Parcel Post \$8.00	La Ciudad: Implicaciones Para El Futuro (The City: Implications For The Future) Dos Caminos (Two Roads) Charla Sobre Nutrición (Talk About Nutrition)	Spanish Spanish Spanish	1 1 1			Gift Gift Gift
<b>MARCH 1988: Film Sales and Rentals</b>							
AVSC Program New Windsor Service Center Distribution Center Route 31 & Church Street New Windsor, MD 21776 P.O. AVSC - 88025	UPS \$1.89	A Question Of Choice	English	2	\$150	\$300	Sale
<b>APRIL 1988: Film Gifts and Loans</b>							
Lic. Gisela Diaz Michelena Directora de Programacion y Difusion (PLAFAM) Torre Banhorient-Oficina 5-E Av. Las Acacias Sabana Grande Aptdo. 69592 Las Mercedes 1063-A, Caracas VENEZUELA	Parcel Post \$22.60	Sowing The Seeds of Health Dos Caminos (Two Roads) Technique of Laparoscopy Communicating Family Planning: Speak-They Are Listening	Spanish Spanish Spanish Spanish	1 1 1 1			Gift Gift Gift Gift
Mrs. Brenda J. Grey Chief Executive Jamaica Family Planning Assoc. (JFPA) 1-4 King Street P.O. Box 92 JAMAICA	Parcel Post \$25.60	Choice Not Chance Two Roads The Time of Your Life The Moment of Truth We Go Where They Go You (Tu)	English English English English English English	1 1 1 1 1 1			Gift Gift Gift Gift Gift Gift
Madame Monique Rakotomajala Médicin Chef du Centre Médico-Social Jiro Sy Rano Malagasy Tsaralalana 1-19, Rue Rainandriamampandry B.P. 200 Antananarivo MADAGASCAR	Parcel Post \$13.60	The Cheerful Revolution Social Marketing	French French	1 1			Gift Gift
<b>APRIL 1988: Film Sales and Rentals</b>							
International Development Procurement Service 700 N. Fairfax Street Suite 606 Alexandria, VA 22314-2040	UPS \$1.53	A Question of Choice	French	1	\$150	\$150	Sale

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NAME AND ADDRESS FINAL RECIPIENT OF FILM	COST/ METHOD OF SHIPMENT	TITLE	LANGUAGE	QNTY	UNIT PRICE	TOTAL COST	TRANS TYPE
<b>MAY 1988: Film Gifts and Loans</b>							
Dr. Elisabeth Rodrigues B. Ministerio da Educadão Universidade Federal de Vicoasa 36570 Vicosa - MG BRAZIL	Parcel	Lessions For The Future	Portuguese	1			Gift
	Post	The City: Implications For The Future	Portuguese	1			Gift
	\$22.60	The Cheerful Revolution	Portuguese	1			Gift
		Two Roads	Portuguese	1			Gift
<b>MAY 1988: Film Sales and Rentals</b>							
None							
<b>JUNE 1988: Film Gifts and Loans</b>							
None							
<b>JUNE 1988: Film Sales and Rentals</b>							
None							
<b>JULY 1988: Film Gifts and Loans</b>							
Mrs. Khalimi Mworja Executive Director The Family Planning Assoc. of Kenya P.O. Box 30581 Nairobi, KENYA	Hand Carried	Communicating Family Planning: Speak-They Are Listening	English	1			Gift
	Dr. Leoncio R. Carvallo D. Instituto Mexicano del Seguro Social (IMSS) Calle 47 No. 506 Mérida, Yucatán MEXICO	Parcel	A Talk About Vasectomy	Spanish	1		
Post		The City: Implications For The Future	Spanish	1			Gift
\$40.80		Lessons For The Future	Spanish	1			Gift
		Social Marketing	Spanish	1			Gift
		A Method for John and Mary	Spanish	1			Gift
		Mexico In The Year 2000	Spanish	1			Gift
		Women And The Pill	Spanish	1			Gift
		To Change Your Life	Spanish	1			Gift
		You	Spanish	1			Gift
		Sowing The Seeds of Health	Spanish	1			Gift
<b>JULY 1988: Film Sales and Rentals</b>							
None							
<b>AUGUST 1988: Film Gifts and Loans</b>							
Madame Monique Rakotomalala Médecin Chef du Centre Médico-Social Jiro Sy Rano Malagasy Tslaralalana 1-19, Rue Rainandriamampandry Antananarivo, B.P. 200 MADAGASCAR	Parcel	The Cheerful Revolution	French	1			Gift
	Post	Social Marketing	French	1			Gift
Mrs. Henrietta Owusu Ghana Registered Midwives Association (GRMA) P.O. Box 147 Accra, GHANA	Priority Mail	The Cheerful Revolution	English	1			Gift
	\$6.27	Communicating Family Planning: Speak-They Are Listening	English	1			Gift

NAME AND ADDRESS FINAL RECIPIENT OF FILM	COST/ METHOD OF SHIPMENT	TITLE	LANGUAGE	QNTY	UNIT PRICE	TOTAL COST	TRANS TYPE
Lic Rosa Rita Alvarez	Parcel	The Cheerful Revolution	Spanish	1			Gift
Asociación Dominicana Pro Bienestar de la Familia, Inc.-PROFAMILIA	Post	Sowing The Seeds of Health	Spanish	1			Gift
Socorro Sanchez No. 64, Zona 1	\$29.60	We Go Where They Go	Spanish	1			Gift
Apartado Postal 1053		Breast Self-Examination	Spanish	1			Gift
Santo Domingo, D.N.		Lessons For The Future	Spanish	1			Gift
REP. DOMINICANA		Social Marketing	Spanish	1			Gift
		Women And The Pill	Spanish	1			Gift
		Technique of Laparoscopy	Spanish	1			Gift
		You	Spanish	1			Gift
Dr. Leoncio R. Carvallo Díaz	Parcel	Somebody's Already Doing It	Spanish	1			Gift
Diazmunoz	Post	Breast Self-Examination	Spanish	1			Gift
Instituto Mexicano del Seguro Social (IMSS)	\$66.20	Talk About Nutrition	Spanish	1			Gift
Calle 47 No. 506		A Talk About Vasectomy	Spanish	1			Gift
Entre 62 y 64		The City: Implications For The Future	Spanish	1			Gift
Merida, Yucatan, MEXICO		A Question of Choice	Spanish	1			Gift
		Two Roads	Spanish	1			Gift
		Lessons For The Future	Spanish	1			Gift
		Social Marketing	Spanish	1			Gift
		A Method For John and Mary	Spanish	1			Gift
		Mexico In The Year 2000	Spanish	1			Gift
		Women And The Pill	Spanish	1			Gift
		To Change Your Life	Spanish	1			Gift
		You	Spanish	1			Gift
		The Cheerful Revolution	Spanish	1			Gift
		Sowing The Seeds Of Health	Spanish	1			Gift
		We Go Where They Go	Spanish	1			Gift
LCDA. Dannis D'Lucca M	Parcel	Breast Self-Examination	Spanish	1			Gift
Directoria de Información y Educación de APROFE	Post	Two Roads	Spanish	1			Gift
Asociación Pro Bienestar de la Familia Ecuatoriana	\$66.00	Lessons For The Future	Spanish	1			Gift
Noguchi No. 1516 Y Letamendi		A Method For John and Mary	Spanish	1			Gift
Guayaquil, ECUADOR		A Talk About Vasectomy	Spanish	1			Gift
		You	Spanish	1			Gift
		Talk About Nutrition	Spanish	1			Gift
Mme Kadi Traoré	Parcel	The Cheerful Revolution	French	1			Gift
Ministry of Health	Post	Social Marketing	French	1			Gift
Niamey, NIGER	\$2.30						
Bilrogui Siba	Parcel	The Cheerful Revolution	French	1			Gift
Chargé d'Information, E.C.	Post	Social Marketing	French	1			Gift
AGBEF (Association Guinéenne pour le Bien-Etre Familial)	\$37.60						
B.P. 1471							
Conakry, GUINEE							

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NAME AND ADDRESS FINAL RECIPIENT OF FILM	COST/ METHOD OF SHIPMENT	TITLE	LANGUAGE	QNTY	UNIT PRICE	TOTAL COST	TRANS TYPE
Mrs. Martina A. Abuachi State Coordinator Family Planning Unit Garia Planning Unit Abuja, NIGERIA	Parcel Post \$27.10	Communicating Family Planning: Speak-They Are Listening	English	1			Gift
		Choice Not Chance	English	1			Gift
		The Time Of Your Life	English	1			Gift
		The Moment of Truth	English	1			Gift
		A Question of Choice	English	1			Gift
		We Go Where They Go	English	1			Gift
<b>AUGUST 1988: Film Sales and Rentals</b>							
INDEPS 700 N. Fairfax Street Suite 606 Alexandria, VA 22314	UPS \$2.79	A Question of Choice	English	5	\$150	\$750	Sale
Dorothy Kennett Media Service Illinois State University Normal, IL 61761	UPS \$2.46	The Cheerful Revolution	English	1	\$160	\$160	Sale
Educational & Information Films Of India Post Box No. 8270 JHU Bombay, INDIA 400 049	Parcel Post \$27.10	Laparoscopic Equipment Care	English	1	\$160	\$160	Sale
		Technique Of Laparoscopy	English	1	\$115	\$115	Sale
		The Moment of Truth	English	1	\$ 80	\$ 80	Sale
		You	English	1	\$100	\$100	Sale
		Choice Not Chance	English	1	\$ 80	\$ 80	Sale
		Lessons For The Future	English	1	\$120	\$120	Sale
<b>SEPTEMBER 1988: Film Gifts and Loans</b>							
None							
<b>SEPTEMBER 1988: Film Sales and Rentals</b>							
International Development Procurement Services 700 N. Fairfax Street Suite 606 Alexandria, VA 22314	UPS \$1.89	A Question Of Choice	French	2	\$150	\$300	Sale

## H. Non-expendable Equipment Purchased, (\$500 or more) September 1, 1986 - September 30, 1988

VENDOR	DESCRIPTIONS	NUMBER OF ITEMS	DATE PURCHASED	COST
Xerox Corp.	Xerox 6060 PC	1	86-87	992.00
Xerox Corp.	Xerox 6060 PC	1	86-87	992.00
Xerox Corp.	Xerox 6060 PC	1	86-87	992.00
Xerox Corp.	Xerox 6060 PC	1	86-87	992.00
Xerox Corp.	Xerox 6060 PC	1	86-87	1,217.00
Xerox Corp.	Xerox Memory Writer Typewriter	1	86-87	665.00
Xerox Corp.	Xerox Laser Printer	1	86-87	3,995.00
CPT Corp.	Phoenix Jr. Word Processor with 384K O Drive and Monitor	1	86-87	3,450.00
CPT Corp.	LP6 Laser Printer	1	86-87	2,500.00
CPT Corp.	LP6 Laser Printer	1	86-87	2,500.00
CPT Corp.	ODS 301 16 user 140 MB 3 MG RAM with software cables and connectors	1	86-87	38,855.18
IBM Corp.	IBM PC XT Monochrome Monitor with Disk Drives	1	86-87	1,075.00
IBM Corp.	IBM PC XT Monochrome Monitor with Disk Drives	1	86-87	1,075.00
IBM Corp.	IBM PC XT 640k Monochrome Monitor with Disk Drives	1	86-87	1,087.00
Development through Self Reliance	Toshiba 1100 plus Laptop Computer and Diconix Printer with Cables	1	86-87	2,090.00
Development through Self Reliance	Toshiba 1100 plus Laptop Computer and Diconix Printer with Cables	1	86-87	1,930.00
Panafax Corp.	Panafax Machine -UF600	1	86-87	2,695.00
Sony Corp.	Sony Multistandard VCR	1	86-87	1,004.22
Visual Sound	Panasonic VHS multistandard Video Player	1	86-87	1,625.00
Total Audio Visual Systems	Telex Copyette 1 & 3	1	86-87	870.00
Xerox Corp.	Xerox 1075 Copier	1	86-87	22,050.00
Professional Products	Audio-Visual Equipment for Guatemala Project***	68	6/25/87	402,978.73
Boffin, Ltd.	Multi-Speed EL-2 Laptops*	2	6/21/88	1,447.00
Boffin, Ltd.	Multi-Speed EL-2 Laptops**	1	6/21/88	1,447.00

\* Egypt Buy-in  
 \*\* Bangladesh Buy-in  
 \*\*\* Guatemala Buy-in

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VENDOR	DESCRIPTIONS	NUMBER OF ITEMS	DATE PURCHASED	COST
CPT Corp.	Rotary XI Printer	5	8/05/88	8,770.00
CPT Corp.	UPS-25Min Rated Power Back-up	1	8/05/88	4,100.00
CPT Corp.	4MB-Expansion Board for ODS	1	8/05/88	3,749.79
Compu-Add Corp.	Standard 386/16 Computer	1	8/25/88	2,026.00
Compu-Add Corp.	Career Starter Kit – Standard Turbo-10 Computer	1	8/25/88	895.00
				<u>518,124.92</u>