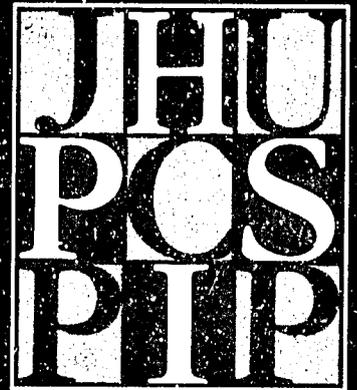


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A N N U A L R E P O R T

1993



POPULATION
COMMUNICATION
SERVICES

POPULATION
INFORMATION
PROGRAM

Center for
Communication
Programs
The Johns Hopkins
University
School of Hygiene
and Public Health

Population Communication Services/ Population Information Program

**ANNUAL REPORT
FISCAL YEAR 1993**

**COOPERATIVE AGREEMENT-3
DPE-3052-A-00014-00**

**Center for Communication Programs
The Johns Hopkins University
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Printed on Recycled Paper



Foreword

In FY93, the Population Communication Services (PCS) project moved into its second decade of activities. It was a year filled, more than ever, with excitement and anticipation about future challenges. It was also the year in which the Population Information Program (PIP), begun in 1972, merged with PCS. Thus, the activities of PIP, publication of the journal *Population Reports*, and provision of the services of the POPLINE database, are covered in this Annual Report for the first time, as are the activities of our new Training Division.

Fiscal year 1993 saw growth in all aspects of JHU PCS PIP projects. The total number of in-country projects designed by JHU PCS PIP increased from 144 in FY92 to 178 in FY93. Of these, 139 are complete and 39 are underway in various stages of development or implementation.

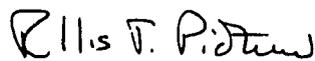
JHU PCS PIP is also expanding its geographic impact. In this year alone, JHU PCS PIP provided national IEC needs assessments in India, Nepal, and the Central Asian Republics, areas with a combined population of almost one billion people. While Table VIII-1 in the "Research and Evaluation" chapter gives a detailed overview of all projects, the following breakdown reflects the current scope of JHU PCS PIP projects:

- Africa, 19 projects underway, 28 completed
- Asia, 13 projects underway, 46 completed
- Latin America, 4 projects underway, 34 completed
- Near East, 3 projects underway, 31 completed.

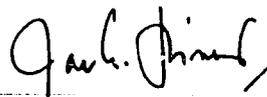
These figures represent PCS PIP work in some 55 countries throughout Africa, Asia, Latin America Caribbean, and the Near East Eastern Europe Central Asian Republics.

We extend our enthusiastic thanks to all those agencies and individuals who have supported and participated in these activities. The US Agency for International Development, including the Office of Population in Washington, USAID's regional bureaus, and the overseas missions have provided encouragement for innovation and high quality in family planning information, education, and communication. JHU PCS PIP sub-contractors have made valuable contributions to these projects over the years: primarily the Academy for Educational Development (AED), the Program for Appropriate Technology in Health (PATH), and Saffitz, Alpert and Associates, Inc. (SAAD). Many consultants have also devoted their energies to carrying out these programs and we thank them all.

Finally, the key members of the teams that "make it all happen" are the staff: staff members of host organizations and staff members here at JHU PCS PIP. Collaboration of these energetic and highly talented individuals has produced results that are impressive in both quality and quantity: projects that are innovative, that are appropriate to their setting, and that are making a difference in the lives of the people they reach. JHU PCS PIP is proud to be a part of this outstanding team of dedicated family planning professionals around the globe.



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Clockwise from top left: Seminar at the Centre for African Family Studies, Nairobi, Kenya. Women's jiggasha group session, Bangladesh. Scene from *And the Nile Flows On*, a TV serial drama, APfROPO street theater actors, Peru



IEC – A Leading Partner

Well-conceived IEC programs can improve the quality of service delivery, increase access, and boost demand for services. In over 140 projects worldwide, JHU PCS PIP has challenged the conventional wisdom—that information, education, and communication (IEC) can only influence awareness and attitudes but cannot change behavior. It has shown that mass media and other IEC activities, if designed and implemented following basic principles of behavioral science, can achieve measurable behavior change.

Indeed, JHU PCS PIP has demonstrated that IEC can be central to the success of family planning and health programs.

In early 1993, outside evaluators described the PCS project as:

“... a standard setter for creation and production of IEC materials, for enhancing the IEC role in family planning, and for a flexible and creative approach to IEC challenges.” They noted, “PCS has changed the perception of IEC’s role from a relatively minor, supportive one to an essential, and sometimes *leading partner*

HIGHLIGHTS OF FY93

Awards to JHU/PCS/PIP Projects

- Selection of the Equatorial Trilogy (*The Lost Child, Tasi, Oh Tasi, and Procession*) in the International Emmy Awards second round of judging.
- Certificate of Special Recognition for *Anak Hilang* (The Lost Child), one of the Equatorial Trilogy of films, at the National Association of Environmental Education Film and Video Festival in Big Sky, Montana.
- Screening of the TV spot from the 1990 PRO-PATER Brazilian Vasectomy Promotion Campaign in the One Minute Film Festival, São Paulo, Brazil; festival will travel to over 100 cultural centers in Brazil.
- Honorable mention in the category "International Issues—Africa and Asia," American Film and Video Festival, for *Living Stories of Yemeni Families*, a drama about the effects of population growth in Yemen.
- Citation of POPLINE in "The Best Family Studies Databases on CD-ROM," an article in the September 1993 issue of the journal *CD-ROM Professional*. It praised POPLINE for user documentation that is "thorough yet concise, with helpful ideas for search strategies clearly presented."
- Citation of the POPLINE database as one of the "Best 100 Sources for Marketing Information" in 1993 by *American Demographics* magazine, a publication of Dow Jones & Company. JHU/PIP was identified as one of the 100 "companies that do valuable things no one else does, or that no one else does as well."
- Certificate of Educational Merit from the Film and Video Competition of the British Medical Association for *Challenges in AIDS Counseling*, a 25-minute training video produced in Zambia. JHU/CCP developed the video in conjunction with the Academy for Educational Development and the Zambia Ministry of Health.
- Selection of *Living Stories of Yemeni Families* in showcase at the EarthPeace International Film Festival, Burlington, Vermont.
- Two Addy Awards for graphic design from the Second District level and the Baltimore Chapter of the American Advertising Federation for the *Population Reports* poster, "The Environment and Population Growth: A Dangerous Trend."
- Winner, "Foreign: Honorable Mention," Black Independent Film, Video & Screenplay Competition, of the Black Filmmakers Hall of Fame, Inc., San Francisco, for *Dangerous Numbers*, a film from Ghana highlighting problems associated with overpopulation.
- First Prize to *Yafaman* (Forgiveness), a drama about the consequences of adolescent pregnancy written by students, in the Côte d'Ivoire National School Theatre Festival. The drama was sponsored by AIBEF (Association Ivoirienne pour le Bien-Etre Familial).

Third Annual Health Communication Day

- "Health Communication Through Art and Science," the third annual Health Communication Day on October 14, 1992, at the Johns Hopkins School of Public Health, drew over one hundred participants from throughout the Hopkins community and twenty exhibitors.
- A film festival, with screenings at numerous campus sites during the week leading up to Health Communication Day, featured PCS-sponsored films from Ghana, Uganda, Bangladesh, Yemen, Turkey, and Pakistan. An art exhibit from the Media/Materials Collection turned the exhibit and reception areas into a gallery, demonstrating the artistic levels that health communication can attain.
- Three featured speakers elaborated on the day's theme: George McBean, Communication Officer for UNICEF; Sharyn Mallamud Sutton, Chief of the Information Projects Branch of the National Cancer Institute; and Rodger McFarlane, Executive Director of the New York City-based Broadway Cares. They joined Phyllis Piotrow and Jim Williams in a closing panel, "Using Art to Communicate—Hype or Help?"

emphasis added], in family planning programs. In so doing, PCS has done an excellent job in increasing the priority that policymakers accord to family planning.” They further stated that “PCS has demonstrated consistently that IEC campaigns result in knowledge, attitude, and practice changes, including an increase in contraceptive use.”

Of course, many elements go into making IEC a new model of strategic sustainability. During FY93, PCS PIP has emphasized seven elements:

SCALING UP: COMPREHENSIVE NATIONAL IEC STRATEGIES

Creation of national strategies for family planning and population and, within that context, national strategies for IEC, is a measure of the involvement of people at the highest levels. PCS PIP is now working with 21 countries that have or are developing comprehensive, national IEC strategies: Burkina Faso, Cameroon, Côte d'Ivoire, Ghana, Kenya, Nigeria, Uganda, and Tanzania; Bangladesh, India, Indonesia, Nepal, and the Philippines; Bolivia, Ecuador, Guatemala, Mexico, and Peru; and Morocco, Turkey, and Yemen. Building a consortium of governmental and non-governmental organizations and private commercial agencies is the best means to plan campaigns that address all sectors of the population. National IEC strategies can involve all sectors and can mobilize community-level participation. Egypt's Minya Initiative, for example, drew in everyone from top decision-makers (both government and religious) to villagers, and produced significant increases in contraceptive use.

Complementary multi-media strategies are more effective than single-focus interventions. In Kenya, for example, the Haki Yako campaign included a radio serial drama, posters, banners, comment sessions, and counseling training for providers, all emphasizing the same message: “It's your right” to practice family planning. A workshop for print journalists on population and family planning, press conferences, over a million copies of three method-specific leaflets, and a road tour to rural clinics by the popular radio soap

opera characters were further elements, all of which reinforced each other. In Bangladesh, the “jiggasha” or social networking approach comprises facilitating the discussion support groups, training family welfare assistants in interpersonal communication and counseling, training field workers and community leaders on population and family planning issues, and incorporating folk entertainment.

Development of a national IEC strategy leads directly to integrated, comprehensive approaches at national, district, and local levels: a logo, slogan, or refrain from a song can all serve as cues to action for all audiences they reach. In Peru's “Las Tromes” campaign, the gesture of a woman saluting, meaning she is “savvy” enough to use family planning, has quickly come into common usage; it is instantly recognizable—and instantly associated with the idea not only of intelligence but also of family planning.

PCS PIP support for national IEC strategies has also fostered cooperation on IEC activities among host countries' many family planning-related organizations—governmental, NGO, and private sector—as well as donor agencies. Such cooperation promotes consistency in IEC messages, which in turn promotes ongoing awareness and responsiveness on the part of the public. In Kenya, the vasectomy promotion project works in concert with a non-governmental organization and the Association for Voluntary Surgical Contraception (AVSC) to design a campaign message strategy and mass media materials, train clinic staff and outreach workers in communication techniques, and employ local public relations and advertising agencies to reach the identified audiences. Meanwhile, in Latin America, 16 public and private organizations comprise the Bolivian National Reproductive Health Program, jointly carrying out an integrated mass media and service delivery campaign, and Peru's national multi-media approach effectively combines mass media campaigns, interpersonal communication, and media partnerships.

Creation of national strategies for IEC is a measure of the involvement of people at the highest levels....

COLLABORATION WITH MASS MEDIA, THE ENTERTAINMENT INDUSTRY, AND COMMUNICATION PROFESSIONALS

Just as there is value in developing national IEC strategies to pull a country's policy-making segments together, so there is value in encouraging close collaboration with the leading segments of the communication field. In fact, this is a likely partnership. Entertainment is a practical vehicle for social messages because the talent and the delivery infrastructure are already in place. In many countries, the main TV and radio networks are government-run. Thus, entertainment and communication professionals may already be involved with carrying out, and perhaps even helping develop, the national IEC strategy. In the Philippines, the Enter-Educate Foundation and the National Communication Campaign are leading examples of such collaboration. Other examples include Peru, Bolivia, Indonesia, the URTNA and CERPOD regional projects in Africa, and the Near East's regional soap opera, *The Family House*. More and more, JHU PCS PIP is dealing with the entertainment and broadcasting industries in various countries to encourage a sustainable pattern of mass media support for reproductive health.

TRAINING

Without strong IEC skills and knowledge among personnel at all levels, IEC remains just another good idea. Training is required to ensure that everyone from fieldworkers to trainers to program managers knows what they need to about the process of developing effective IEC projects—from needs assessment, through program design, to monitoring and evaluation. With trained practitioners, IEC can realize its potential as a leading partner in family planning programs. In FY93, PCS PIP formed a Training Division to enhance continuity in developing and delivering its many training activities. The Division provides technical assistance to a range of workshops overseas

as well as the "Advances in Family Health Communication" workshops at US and regional sites.

CLIENT-PROVIDER ORIENTED IEC

Interpersonal communication remains a touchstone of effective service delivery and behavior change. Good counseling techniques are consistently being taught and applied in PCS PIP projects. With these skills service providers feel more competent to provide the information clients need. And, better informed clients feel more confident in making their choices. With the PRO Approach—PROmoting PROfessional PROviders, in Bolivia, Egypt, India, and elsewhere—service providers can also feel proud of the image of competence and professionalism conveyed and strive to live up to it.

ADDRESSING GENDER ISSUES

PCS PIP projects work to break down gender stereotypes for both men and women. They also strive to create opportunities for women by showing new images of women and portraying changing behavior, such as better communication between spouses and between clients and service providers. Mass media are, of course, one major way to accomplish this. TV and radio programs, videos, and songs can depict women as competent, caring, intelligent figures who warrant respect and attention as they seek to improve life for their families and communities. But opportunities for women also occur through training and networking. In Bangladesh, for instance, the Jiggasha groups have become social networks of support. Both networking and the mass media can be used to help women find a voice, to speak out.

Men are an underserved group in family planning. PCS PIP projects in Kenya, Uganda, and Zimbabwe all encourage men to become full partners in the family planning process. The multi-media vasectomy promotion project in Kenya has established a male-only clinic and hired and trained a male counselor in vasectomy counseling. Egypt's Minya project also promoted men's

With trained practitioners, IEC can realize its potential as a leading partner in family planning programs.

involvement in decision-making and garnered the support of male religious leaders of both Christian and Moslem faiths. Even where the focus is not specifically on men, PCS PIP projects increasingly emphasize the importance of men's involvement in matters of family planning and health. A major message is: listen to women's concerns and decide jointly on reproductive health issues.

REPRODUCTIVE HEALTH

Linking family planning and other reproductive and family health issues allows programs to reach people conveniently and efficiently and to meet the converging needs of that moment. Thus, protection from STDs and HIV/AIDS coincides with prevention of unwanted pregnancy. Counseling women and couples about their fertility covers not only contraception but also safer delivery, breastfeeding, nutrition, and postpartum contraception for child spacing.

In this wider health arena, national strategies and national logos can provide both a framework and an identity for a broad range of programs. Projects in Latin America have benefitted from blending family planning and reproductive health. In Bolivia, family planning has become far more accessible and acceptable since its incorporation into the National Reproductive Health Campaign. In Peru, family planning is being presented on a popular TV talk show in the context of reproductive health, attracting high viewership.

SUSTAINABILITY: COMMUNICATION COSTS LESS

The cost-effectiveness of family planning IEC may well be one of the decade's best-kept secrets. While commercial firms recognize the value of well-designed promotion, public-sector health programs have been slow to use modern communication techniques to best advantage. Yet campaigns in Turkey, Zimbabwe, Brazil, and elsewhere have generated new family planning users at a cost of from \$93 per new user in Brazil to only \$.97 in Turkey.

Three major techniques can enhance sustainability. The first is to increase the cost-effectiveness of communication strategies by extending communication's reach. When more people are reached (and persuaded) by a message, the unit cost per new user goes down. Mass media are particularly effective in achieving this reach, and when Enter-Educate strategies are employed, the popular appeal further increases audience size. This occurred, for example, in Indonesia, where the Equatorial Trilogy of films reached one-third of all Indonesian viewers and prompted 82% to declare they intend to take some action as a result of what they watched.

Cost-sharing is the second technique, whereby no single donor or sponsor bears the full cost of a project. Forms of cost-sharing include corporate sponsorship, free broadcast time and space, and print media coverage and support of activities. The third technique is cost recovery: the actual generation of revenue by communication strategies, most frequent with Enter-Educate strategies which benefit from high levels of popular appeal. Enter-Educate projects often create a "product," such as a videotape, or generate merchandise such as t-shirts that can be sold to recoup costs or to reinvest in the project.

An added sustainability factor to these techniques is the creation of linkages among donors, sponsors, the media, and health organizations. This can facilitate future collaboration and broaden the institutional base of health communication.

Where providers of commodities and services are in place, be they private or public sector, good promotion is a key element in prompting people to come in, learn about them, and use them. For a moderate to mature family planning program, investment in IEC may well be the single most cost-effective investment in family planning programs today. ■

The cost-effectiveness of family planning IEC may well be one of the decade's best-kept secrets.

Table I-1
Summary of Activities by Project Output Category

REGION	NEEDS ASSESSMENT & PLANNING	COUNTRY PROJECTS UNDER DEVELOPMENT (A)	COUNTRY PROJECTS UNDERWAY (A)	COUNTRY PROJECTS COMPLETED (D)	TECHNICAL ASSISTANCE VISITS	WORKSHOPS AND CONFERENCES	PROVISION OF FILMS AND MATERIALS (B)
CA-1 (FY83-FY87)							
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 (c)	56	85
CA-2 (FY87-FY91)							
Africa	9			18	174	81	27
Latin America	1			18	70	14	28
Asia	5			19	85	8	11
Near East	<u>3</u>			<u>21</u>	<u>87</u>	<u>25</u>	<u>11</u>
Subtotal	18			76	416	128	77
CA-3 (FY91-93)							
Africa	1	3	19	2	52	23	13
Latin America	2	3	4	4	40	4	3
Asia	1	3	13	24	52	9	9
Near East	<u>1</u>	<u>2</u>	<u>3</u>	<u>9</u>	<u>18</u>	<u>13</u>	<u>8</u>
Subtotal	5	11	39	39	162	49	33

	NEEDS ASSESSMENT	COUNTRY PROJECTS UNDERWAY OR COMPLETED (D)	TECHNICAL ASSISTANCE VISITS	WORKSHOPS AND CONFERENCES	FILMS AND SPECIAL MATERIAL (B)
Total Accomplished to Date					
CA-1	32	24	97 (c)	56	85
CA-2	18	76	416	128	77
CA-3	<u>5</u>	<u>39</u>	<u>162</u>	<u>49</u>	<u>33</u>
Total	55	178	675	233	

(a) Current year (FY93) only

(b) Includes 10 projects funded under separate Nigeria contract in 1988

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

(d) Final figures for country projects completed during CA-2 adjusted based on complete close-out of CA-2.

Table I-2
Status of Country Projects
CA-2, FY87-FY90, and CA-3, FY91-FY93

REGION/COUNTRY	PROJECT NUMBER	GRANTEE	PERIOD OF ACTIVITY	APPROVED BUDGET	PERCENT SPENT	PROJECT TITLE
AFRICA: Completed						
Regional	AF-KEN-03	URTNA PEC	1987-88	\$ 5,136 (a)		Model TV Program on Family Planning
Regional	AF-SEN-01	URTNA	1984-88	164,350 (a)		URTNA Family Health Broadcasting Project
Regional	AF-SEN-02	URTNA	1988-92	315,996		URTNA Fam. Health Broadcasting Proj. Phase III
Burkina Faso	AF-BKF-01	MSWNS	1985-87	70,968 (a)		IEC Development Project
Burkina Faso	AF-BKF-02	MOHSA	1987-90	185,000 (a)		Burkina 1987-1989 IEC Program
Cameroon	AF-CAM-01	MOPH	1989-91	40,000		Child Spacing Promotion Project
Côte d'Ivoire	AF-IVO-01	CERCOM	1987-89	44,243 (a)		Pan-African Print Material Project
The Gambia	AF-GAM-01	GPPA	1989-91	34,500		Family Planning IEC & Training Materials
Ghana	AF-GHA-02	NAFTI	1988-91	25,653		Natl. Film & Television Inst. Video
Kenya	AF-KEN-04	FPAK	1988-89	40,170 (a)		Community Based Training Materials
Mali	AF-MAI-01	AMPPE	1985-88	17,630 (a)		Family Planning IEC Project
Niger	AF-NIG-01	MOPH SA	1987-90	106,944 (a)		Niger Family Health IEC Project
Tanzania	AF-TAN-02	UMATI	1991	27,750		Family Planning KAP Survey
Zimbabwe	AF-ZIM-01	ZNEPC	1988-91	169,825		Male Motivation Project
AFRICA: Underway						
Regional	CAFS-MOU-01	CAFS	1992-95	\$ 71,927	5	Upgrading CAFS Communication Training Course
Regional	AF-MAI-03	CERPOD	1990-93	43,590	81	CERPOD Media Network Project
Regional	AF-MAI-04	CERPOD	1992-93	19,449 (b)	32	Evaluation of AMPPE Project
Regional	AF-KEN-06	URTNA PEC	1992	79,021 (b)	99	URTNA Fam. Health Broadcasting Proj. Phase IV
Regional	AF-KEN-08	RIEA	1992-93	5,219 (b)	82	Direct Mail Survey
Burkina Faso	AF-BKF-03	MOHSA	1991-95	276,197 (b)	45	Family Planning IEC Expansion Project
Cameroon	AF-CAM-02	MOPH	1991-94	294,703	53	Child Spacing Promotion Project, Phase II
Chad	AF-CHA-01	MOPH	1991-94	31,721	51	Family Well-Being Promotion Project
Côte d'Ivoire	AF-IVO-02	AIBEF	1990-94	283,397	82	Central Region Family Planning Promotion Project
The Gambia	AF-GAM-02	GPPA	1992-94	13,760 (b)	40	The Gambia FP Radio Promotion Project
Ghana	AF-GHA-01	MOH	1987-93	1,105,260	86	Ghana Health & Family Planning Info. Program 1987-1989
Kenya	AF-KEN-05	FPAK	1991-93	420,253	98	Provider & Client IEC Project
Kenya	AF-KEN-07	ICS	1992-94	274,963 (b)	40	Vasectomy Promotion Project
Madagascar	AF-MAD-01	FISA	1990-94	101,453 (b)	61	Young Adult Sexual Responsibility Project
Madagascar	AF-MAD-02	Min.Pop.	1990-94	62,000 (b)	24	Population Promotion Project
Mali	AF-MAI-02	AMPPE	1990-94	47,275	99	Traditional and Modern Media to Promote Family Planning
Tanzania	AF-TAN-01	MOH HED	1990-94	371,126	68	Family Planning Communication Project
Uganda	AF-UGA-01	EPAU	1992-95	287,815 (b)	59	Family Planning Promotion Project
Zimbabwe	AF-ZIM-02	ZNEPC	1991-93	157,825 (b)	0	Communication for Method Expansion
AFRICA: Under Development						
Cameroon	AF-CAM-03	MOPH	1993-95	\$300,000 (b)		Childspacing Promotion Project Phase III
Kenya	AF-KEN-09	KMA	1993-95	173,341 (b)		PRO-Approach Project
Kenya	AF-KEN-10	FPAK	1994-95	298,750 (b)		Kenya Youth Initiative Project

Table I-2—continued

REGION/COUNTRY	PROJECT NUMBER	GRANTEE	PERIOD OF ACTIVITY	APPROVED BUDGET	PERCENT SPENT	PROJECT TITLE
ASIA: Completed						
Bangladesh	AS-BAN-01	MOHEP	1989-90	\$233,239		National Folk Singing Program
Bangladesh	AS-BAN-03	PIACT Bangl.	1988	4,225		Visual Literacy Study
Bangladesh	AS-BAN-04	ACPR	1989	4,579		Review field office Internal Control System and Procedure
Bangladesh	AS-BAN-05	ADFILM	1989-90	27,458		BOLA TARA FP Film
Bangladesh	AS-BAN-06	PIACT BAN	1990	2,243		Field Workers Motivational Guide
Bangladesh	AS-BAN-07	Mitra & Assoc	1990	14,931		Upazila Baseline Survey
Bangladesh	AS-BAN-08	Mitra & Assoc	1992-93	18,113 (b)		Upazila Follow-up Survey
Bangladesh	AS-BAN-09	URC	1992-93	20,687 (b)		National FP MCH IEC Strategy
Bangladesh	AS-BAN-10	URC	1992-93	10,276 (b)		Study of Journalists Needs and Interest
India	AS-IND-01	SIET	1991-92	5,100		IEC Booklets for Health Workers
India	AS-IND-02	SMITA	1991-92	17,138 (b)		FP Film
India	AS-IND-03	ORG	1991-92	19,450 (b)		Situation Analysis Research
Indonesia	AS-INO-01	TVRI	1992-93	75,000 (b)		Population Environment Television Films
Indonesia	AS-INO-02	SRI	1992-93	31,900 (b)		Evaluation of Population Environment TV films
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 Mgmt of Print Materials Project
Nepal	AS-NEP-04	NSC	1990-91	18,946 (b)		Materials Adaptation
Nepal	AS-NEP-05	New Era	1992-93	13,387 (b)		Radio Listenership Study
Pakistan	AS-PAK-01	DRB	1990-91	10,000 (b)		FGDs and Interviews to Investigate FP Decision-Making
Pakistan	AS-PAK-02	R-Lintas	1991-92	163,862 (b)		Family Welfare Media Campaign
Pakistan	AS-PAK-03	PTV	1991-92	125,365 (b)		Social Drama Project
Pakistan	AS-PAK-04	DRB	1991-92	28,000 (b)		Family Welfare Media Campaign Viewer Impact Evaluation
Pakistan	AS-PAK-05	AFTAB	1991-92	7,325 (b)		Family Welfare Media Campaign Service Providers/Client Impact and Evaluation
Pakistan	AS-PAK-06	Filmmakers	1993	66,731 (b)		FP Docudrama Project
Pakistan	AS-PAK-07	R-Lintas	1993	222,070 (b)		Media Campaign and Field IEC
Pakistan	AS-PAK-08	PTV	1993	114,000 (b)		TV Social Drama Campaign
Philippines	AS-PHI-01	PCF	1987-90	130,840		Male FP Motivators in Farmer Organization
Philippines	AS-PHI-02	PCF	1987-90	355,465		Multi-Media Campaign for Young People
Philippines	AS-PHI-03	PCF	1987-90	63,299		FP Program for the Industrial Sector
Philippines	AS-PHI-04	FPOP	1988-90	50,000		Improved IEC Strategies to Increase FP Acceptance
Philippines	AS-PHI-05	AMEC	1988-90	50,000		AMEC Population Communication Project
Philippines	AS-PHI-06	PCF	1990-92	78,532		Project Hearline
Philippines	AS-PHI-07	JEMH	1990-92	52,500		IEC postpartum FP and Breastfeeding
Philippines	AS-PHI-08	DOH	1990-91	49,494		Pangasinan Integrated IEC Project
Philippines	AS-PHI-09	FPOP	1990-91	77,557		Radio Bombo Project in Iloilo
Philippines	AS-PHI-10	PCF	1990-91	53,653		Inform. Serv. for Decision Makers and the Media
Philippines	AS-PHI-11	Campaigns	1990-91	43,400		Development of IEC Materials for the DOH
Philippines	AS-PHI-12	Consumer Pulse	1991	23,178		Values & Lifestyles Research
Philippines	AS-PHI-13	TRFNDS	1991	23,208		FGD Research

Table I-2—continued

REGION/COUNTRY	PROJECT NUMBER	GRANTEE	PERIOD OF ACTIVITY	APPROVED BUDGET	PERCENT SPENT	PROJECT TITLE
Philippines	AS-PHI-14	Raya Media	1991-92	18,250 (b)		Print Materials Development
Philippines	AS-PHI-15	PNGOC	1990-91	14,955		F E Preparations & Monograph
Philippines	AS-PHI-18	Consumer Pulse	1992	39,176 (b)		FGD Research for Serv. and Info. Providers
ASIA: Underway						
Bangladesh	BAN-ACC-01	ACC	1991-95	\$150,331 (b)	30	Local Communication Organization
Bangladesh	AS-BAN-11	FPSTC	1993-94	52,105 (b)	50	Jiggasha Replication Program
Bangladesh	AS-BAN-12	AVCOM	1993-94	37,000 (b)	0	Jiggasha Training Videos
India	AS-IND-04	IMA	1992-93	50,000 (b)	25	IMA Logo Project
Nepal	AS-NEP-06	Reel Images	1992-93	7,380 (b)	50	Training videos for village-based program and counseling
Nepal	AS-NEP-07	VRG	1993-94	8,096 (b)	50	Process Evaluation for village-based project
Philippines	AS-PHI-16	GR Creative Management	1991-92	55,100 (b)	89	Enter-Educate Conference
Philippines	AS-PHI-17	WMCFI	1992-93	8,860 (b)	50	TV Series on MCH
Philippines	AS-PHI-19	FFF	1993-94	120,000 (b)	2	Enter-Educate TV Sitcom
Philippines	AS-PHI-20	PLCPD	1993-94	101,000 (b)	30	PLCPD Advocacy Project
Philippines	AS-PHI-21	FFF	1993-94	300,000 (b)	50	Philippines Population Environment Film
Philippines	AS-PHI-22	Campaigns	1993-94	800,000 (b)	20	National Communication Campaign 1993
Philippines	AS-PHI-23	Consumer Pulse	1993-94	67,431 (b)	25	SCC-93 Research
ASIA: Under Development						
Bangladesh	AS-BAN-13	Mitra	1993-94	\$ 19,631 (b)		Jiggasha Baseline Survey
Indonesia	AS-IND-03	BKKBN	1993-95	164,000 (b)		International Training Program
LATIN AMERICA: Completed						
Regional	LA-MEX-08	FEI	1987-88	\$ 34,700 (a)		Technical Assistance to CREA
Regional	LA-MEX-09	FEI	1988-89	142,691 (a)		Communication for Young People II
Regional	LA-MEX-10	HC	1988-90	109,500 (a)		Evaluation of CYPP II
Bolivia	LA-BOL-02	CIES	1990-91	54,826		Clinic Promotion for Indigenous People
Bolivia	LA-BOL-03	CONAPO	1990-91	24,600		Building Support for a Population Policy
Bolivia	LA-BOL-04	PROSALUD	1992-93	24,531 (b)		Strategic Planning in Communication for Santa Cruz
Bolivia	LA-BOL-05	CIES	1991	60,889 (b)		NRHP IEC Print Materials
Bolivia	LA-BOL-06	CIES	1992-93	19,407 (b)		Evaluation of IEC Print Materials
Bolivia	LA-BOL-07	CIES	1993	15,091 (b)		Outreach Work in AIDS Prevention
Bolivia	LA-BOL-09	PER	1993	10,000 (b)		NRHP Audio Cassettes for Buses
Brazil	LA-BRA-02	ABEPE	1987-88	19,789 (a)		AIDS Manual for Family Planning Workers
Brazil	LA-BRA-03	PRO-PATER	1988-90	303,354 (a)		Mass Media Vasectomy Promotion
Colombia	LA-COL-02	Pub. Toro	1987	17,300 (a)		Research Phase of Comm. Marketing Project
Colombia	LA-COL-03	PROFAMILIA	1989-90	106,744 (a)		Mass Media Prom. Temp. Methods North Coast
El Salvador	LA-EIS-01	GAMMA	1989-90	96,262 (a)		Eval. of FP Mass Media Campaign in El Salvador
El Salvador	LA-EIS-02	CFNCAP	1989-90	203,139 (a)		Motivators Training Project
Guatemala	LA-GUA-01	APROFAM	1987-92	390,016		Regional Video Production Center (CREA)
Mexico	LA-MEX-06	HC	1987	55,620		Evaluation Research Program of the CYPP
Mexico	LA-MEX-07	FEI	1987-88	49,500		Comic Book Development Project
Mexico	LA-MEX-11	FEI	1989	18,075		Design of Prototype Comic Book Series

Table I-2--continued

REGION/COUNTRY	PROJECT NUMBER	GRANTEE	PERIOD OF ACTIVITY	APPROVED BUDGET	PERCENT SPENT	PROJECT TITLE
Mexico	LA-MEX-12	AMIDEM	1989	5,000		Communication Module for IMSS staff
Mexico	LA-MEX-13	MEXFAM	1990-91	20,844		Audience Research in Chiapas - Phase I
Mexico	LA-MEX-14	GAMMA	1990-1991	6,000 (b)		Research Assistance to Mexfam
Peru	LA-PER-01	MOH	1988-89	78,215		FP Workers in pilot AIDS Prevention Campaign
LATIN AMERICA: Underway						
Bolivia	LA-BOL-08	Hospital San Gabriel	1993-94	\$ 43,000 (b)		Marketing Hospital San Gabriel
Bolivia	LA-BOL-10	Encuestas & Estudios	1993-95	55,800 (b)		KAP National Prevalence Survey of FP
Bolivia	LA-BOL-11	CHES	1993-94	15,932 (b)		Promotion of Clinic for Women
Mexico	LA-MEX-15	MEXFAM	1993-94	183,042 (b)	30	Multi-Media in Chiapas - Phase II
LATIN AMERICA: Under Development						
Regional	LA-MEX-16	GAMMA	1991-93	\$150,000 (b)		Comics with Commercial and/or Social Messages
Bolivia	LA-BOL-12	Grey Bolivia	1994-95	280,000 (b)		Multi-Media Campaign
Mexico	LA-MEX-17	MEXFAM	1991-93	250,000 (b)		Multi-Media in Chiapas - Phase II
NEAR EAST: Completed						
Regional	NE-EGY-11	CDC	1990-92	\$110,000		TV Social Drama
Regional	NE-EGY-12	RadaResearch	1990-91	10,022		Research for <i>The Family House</i>
Regional	NE-JOR-02	MEMRC	1990-91	12,782		Research for <i>The Family House</i>
Regional	NE-MOR-06	LMS	1990-91	10,018		Research for <i>The Family House</i>
Egypt	NE-EGY-01	CDC	1988	12,548		TOT Workshop Face-to-Face Communications
Egypt	NE-EGY-02	CDC	1988-89	33,242		Technical Assistance to Egyptian FP Organizations
Egypt	NE-EGY-03	CDC	1988-89	14,300		Training Video on Effective FP Counseling
Egypt	NE-EGY-04	CSI	1988-89	16,516		CSI Promotional Campaign
Egypt	NE-EGY-05	SPAAC	1988-90	20,283		Technical Assistance to Egyptian FP Organizations
Egypt	NE-EGY-06	CDC	1988-91	157,454		Technical Assistance to Egyptian FP Organizations
Egypt	NE-EGY-07	SPAAC	1989	43,618		Technical Assistance to Egyptian FP Organizations
Egypt	NE-EGY-08	CSI	1988-92	18,078		CSI Promotional Campaign
Egypt	NE-EGY-09	TEAM MISR	1989-91	22,612		Tech. Assist. in Training to Egyptian FP Organ.
Egypt	NE-EGY-10	SPAAC	1990-91	30,372		Technical Assistance to SIS and Other Agencies
Egypt	NE-EGY-13	EJMDA	1990-91	15,296		TA and Training to CSI & FP Organizations
Egypt	NE-EGY-14	CDS	1991-92	12,755 (b)		Training for FP Service Providers
Egypt	NE-EGY-15	Al-Ahram	1991-92	8,434 (b)		Baseline Research for <i>And the Nile Flows On</i>
Egypt	NE-EGY-18	Al-Ahram	1992-93	25,461 (b)		Professional and technical services in data collection
Morocco	NE-MOR-01	LMS	1989-91	61,806		IEC Program Development
Morocco	NE-MOR-02	CEIP	1989	1,091		FP Print Materials Development
Morocco	NE-MOR-03	MOPH	1990	2,000		Mohammedia Seminar Report
Morocco	NE-MOR-04	MOPH	1990-92	82,864		FP Training and Communication Project
Morocco	NE-MOR-05	Medias Conseil	1990-92	5,000		Logo Devel. for FP Training & Communication Project
Sudan	NE-SUD-01	U. Khartoum	1985-89	25,083		Print Materials on Family Health

Table I-2—continued

REGION/COUNTRY	PROJECT NUMBER	GRANTEE	PERIOD OF ACTIVITY	APPROVED BUDGET	PERCENT SPENT	PROJECT TITLE
Turkey (c)	NE-TUR-01	TFHPP	1987-89	231,657		Turkish Family Planning Campaign
Turkey	NE-TUR-03	ZCF	1988-89	32,607		Evaluation of Multi-Media Campaign
Turkey	NE-TUR-04	TFHPP	1990-91	15,000		Pre-Prod. Activities for the Blue House Campaign
Turkey	NE-TUR-05	TFHPP	1990-91	157,291 (b)		The Blue House Campaign
Yemen	NE-YEM-01	MOI	1990-91	2,500 (b)		Production of FP booklet
NEAR EAST: Underway						
Egypt	NE-EGY-16	2 Stars & Eagle	1992-93	18,982 (b)	72	Production of videomagazine on FP for MOH
Egypt	NE-EGY-17	CDS	1992-93	\$ 38,652 (b)	50	Training in IEC
Morocco	NE-MOR-07	MOPH DPES	1993-95	116,171 (b)	52	FP IEC Bndging Project
NEAR EAST: Under Development						
Tunisia	NE-TUN-01	ONFP	1991	5 20,779		Tunisian FP Program Video
Uzbekistan	NE-UZB-01	Expet	1991	5,961		Reproductive Health Qualitative Research

(a) This project was completed under CA-2

(b) This project started under CA-3

(c) Work in Turkey is administered under the Asia Division of PCS PIP for reasons of culture and language. It is reported under the Near East Eastern Europe Central Asian Republics Division for reasons of USAID classification

Table I-3
Materials Developed
Total Materials Developed in FY93

PRINT MATERIALS	AUDIOVISUAL MATERIALS	OTHER
3 network bulletins	40 episodes of radio soap opera	"Africa: Using Soap Operas to Promote Family Planning" article in <i>Hygiene International Journal of Health Education</i> , March 1993
3 winning articles on Family Planning Population issues submitted for journalists contest	18 radio spots	<i>Quantitative Research for Family Planning Programs in Africa</i> , JHU/CCP Occasional Paper
3 posters, 1,000 copies each	5 FP radio spots	4 radio and print mini-grants
7,500 posters	15 episode radio drama	32 billboards
3 Family Planning posters in French and Chadian Arabic	10 30-sec. radio spots	100 signboards
20,000 copies each of 2 posters	8 FP radio magazines in French, Chadian Arabic, and Sarh	2,500 buttons
3 posters, 400 copies each	11 radio spots on FP	2,500 T-shirts
2 posters, 3,000 copies each	2 radio drama series, 52 episodes each	2,500 plastic bags
3 posters, 40,000 copies each	3 30-min. radio spots in 3 languages	50 copies in English and French of Focus Group Discussion report
1 poster	50 weekly episodes of 30 min. radio soap opera, <i>Kucukama Ni Kuzungumza</i>	5 directional signs
3 posters	8 radio coverage segments on 3 programs: "Future Generation," "Road for Wealth," and "Creativity"	1 welcome sign
400,000 logo promotion posters	30-sec. radio spot on male participation	2,000 T-shirts
1,000 campaign launch posters	30-sec. radio spot on health of mother and child	2,000 bumper stickers
4 family planning posters, 25,000 copies each	30 radio programs	5,000 paper caps
1,000 implant posters	12 2-min. radio infospots	5,000 paper flags
10,000 leaflets	Second set of 10 episodes of 25-episode audiodrama serial with FP MCH messages in an E-E approach	Report on Baseline Situation Analysis (50 copies)
250,000 copies each of 2 leaflets on: 1) Pills, Condoms, and Foaming Tablets; 2) IUDs, Injectables, and Norplant	1 radio spot on Removal of Doubt	2 FP logos
150,000 copies of leaflets on VSC	TV coverage on news programs and <i>El Garida</i> (<i>Al Mussawma</i> current events program)	1 IPC workshop curriculum
5,000 copies of all-methods leaflet	2 TV spots, 30 sec. and 40 sec. each	Logo button, 1,000 pieces
2 leaflets, 30,000 copies each	6 1-min. TV spots	1"x1" stickers, 1000 pieces
500,000 copies of all-method leaflet in Swahili	5 television spots	4"x4" stickers, 500 pieces
200,000 copies of 3 method-specific leaflets in Swahili	4 1-2-hour TV dramas	Logo game puzzles, 500 copies
Flyer on Equatorial Trilogy, 1,000 copies	3 TV spots on Informed Choice, Removal of Doubt, and Breastfeeding and Contraception, respectively	T-shirts, flags, visors, buttons, brochures to promote FP
2,500 small family planning flipcharts in English and Swahili	2 TV programs: <i>Zabna</i> and <i>Anam Wa Aghani</i>	National Family Planning logo
2,820 large family planning flipcharts in English and Swahili	13-episode FP television drama, <i>Nijaut</i> (Deliverance) to be broadcast by PTV starting July 19th	Report on FDGs: We Cannot Use What We Do Not Understand (30 copies)
5,000 all-method wallcharts	Hearline, 2-hour TV special on AIDS and FP	Report of Key Findings of Baseline Survey
6,000 counseling and FP flipcharts	2 TV programs: 1) <i>Stages of a Woman's Life and Her Choice in FP Care</i> ; 2) <i>Maternal Mortality and Morbidity</i>	1 Materials Development Workshop
10 press articles	60-sec TV spot on FP concept	5 Leaders Orientation Workshop
Comics, 150,000 copies	30-sec TV spot on FP concept	5 In-service training courses for nurses
Newspaper ads	1 5-min clinic video	1 Orientation seminar for theater troupe
6 issues of <i>Sungu</i> newsletter	1 video on Mali logo launch	9 banners
1 bi-monthly bulletin, 1,300 copies	1 "GATHER" training video	1,500 T-shirts
9,000 booklets on religious view on FP	60-min. videomagazine for Egypt MOH	3,000 badges/pins
2,000 booklets	<i>Minya Harvests</i> 30-min. documentary on Minya Initiative	2,000 caps
60,000 each of 7 contraceptive methods brochures for low literates	3 videotapes	1 puppet show skit
Translated into Russian: P Process; GATHER; CCP Promo; Fact sheets on E-E, POPLINE, <i>Pop Reports</i> , MIRS, PRO Approach	30-min video, <i>Jiggasha - A Community Network Approach to Family Planning</i> , in Bangla and English	1 (touring) theater drama
500 district lists of FP clinics per district in Minya Governorate	1 video for IMA promotion	1,000 notebooks with slogan
2 cue cards on Pill and IUD for service providers	1 video, <i>Population & Environment: Making the Connection</i>	3,000 totebags with slogan and FP agencies' telephone numbers
		2,000 calendars with slogan and FP agencies' telephone numbers
		5,000 plastic bags w project logo
		"Valley of the Ants" play

Table I-3—continued

PRINT MATERIALS	AUDIOVISUAL MATERIALS	OTHER
Case study on ONFP in Arabic, French, and English	Hour-length film <i>Ek Hi Raasta</i> , to promote male responsibility for FP decision making	(2 performances) 300 Press kits
Proceedings of South Asia Population Communication Conference held in February 1993	1 video documentary 1 20-min. in-clinic video, broadcast in 110 clinics	Bags for frontline, 8,000 pieces Signboards for clinics, 1,500 pieces
Report on findings of journalists' study	55-min video reports in talk show	Signboards for clinics, 1,500 pieces
Final draft of National FP MCH IEC Strategy	1 audiocassettes, 1-hour programs	Stickers, 150,000 pieces
Draft report on evaluation of Field Worker's Guide and Method-Specific Booklet	1 5-min music video	Stickers, 150,000 pieces
Evaluation of <i>Strapner Shuru</i> research design to determine the effectiveness of 10-min films on behavior changes toward family planning and immunization	1 FP songs 1 campaign song	T-shirts, 5,000 pieces 2 outdoor signs, 150 each
Revised training curriculum with video modules for Jiggasha replication	1,000 copies of FP songs on audiocassette	Billboards, 10 pieces Umbrellas, 1,500 pieces
Training manual on Interpersonal Counseling for Village-based Family Planning Workers	T-shirts, 25,000 pieces	1 sex-ed & FP hotline 14 30-min. presentations on radio talkshow
Poster and leaflet promoting 2 training manuals for TOT on IPC in Karachi		12 1-min. F F TV sketches 12 10-min. panel discussions in TV talk show
1 method-specific brochure		70 presentations of street theater
3 comic books, 4,000 copies each		3 posters
Poster on health benefits of FP in Ilocano and English, 4,000 copies each; Cebuano, 8,000 copies		1 banner
1 FP manual, 1,000 copies		1 FP logo
Leaflets on vasectomy and tubal ligation in Ilocano and English, 200,000 copies each; Cebuano, 400,000 copies each		1 pin
Flipchart: FP Methods and Reproduction in Ilocano and English, 2,000 copies each; in Cebuano, 4,000 copies		3 bumper stickers
Leaflets on IUD, Pill, NFP, and condom in Tagalog, 500,000 copies each; Ilocano and English, 200,000 copies each; Cebuano, 400,000 copies each		1 keychain, 10,000 pieces
Booklet on Let's Talk Family Planning in English, 10,000 copies		Project jingle
Monograph on FP Counseling in English, 10,000 copies		
Leaflet on health benefits in English, 200,000 copies; Tagalog, 700,000 copies; Cebuano, 400,000 copies		
Advertorials on FP published in 2 newspapers		
Print ads published in 5 major newspapers		
Print ad published in 7 newspapers		
List of FP supporters published in 7 newspapers		

Burkina Faso
Cameroon
Chad
Côte d'Ivoire
The Gambia
Kenya
Madagascar
Mali
Tanzania
Uganda
Zimbabwe



Dancers performing at the Haki Yako campaign launch in Kenya

Africa

FY93 was a time of harvest for communication activities in Africa. In past years, PCS/PIP planted the seeds of strategy design, formative research, and institution-building in a number of African countries. In FY93, projects designed and produced diverse outputs including national family planning logos, print materials, radio programs, multi-media campaigns, and training.

In FY93, 15 PCS/PIP projects yielded "fruit" in Burkina Faso, Cameroon, Chad, Côte d'Ivoire, The Gambia, Kenya, Madagascar, Mali, Tanzania, Uganda, and Zimbabwe. In addition, five regional projects were implemented or are underway. New

projects were designed to begin in FY94, including a regional music video in francophone Africa, a project for youth in Kenya, a *Pro-Approach* project with the Kenya Medical Association, and preparation for a new country office in Haiti to offer in-country assistance to the national family planning and child survival effort there (this work is reported under the Latin American/Caribbean Division).

Journalists and men were key audiences for family planning messages during FY93. Journalists throughout the Sahelian region received three issues of the network bulletin *Reseau Pop* featuring up-to-date articles on family planning and population

issues. The first regional Sahelian Journalist Contest, held in Bamako, Mali, awarded certificates of excellence in population reporting to journalists. In Kenya, journalists joined forces in a workshop to promote the "Haki Yako" campaign, to improve their understanding of population issues, and to enhance the quality of media coverage on population topics in Africa.

PCS PIP developed several new and innovative projects and expanded others promoting specific family planning methods among men, an underserved group in family planning. IEC activities in Zimbabwe, Kenya, and Uganda encouraged men to become full partners in the family planning process. In Zimbabwe, a multi-media male involvement campaign was launched in three cities and two rural areas, using soccer matches and imagery to attract men to messages about partner communication and long-term methods. Kenya's Vasectomy Promotion Project designed a multi-media vasectomy promotion campaign including training in vasectomy counseling and hiring a male counselor for a male-only clinic. In Uganda, project staff began training over 200 community-based distribution (CBD) workers in male motivation techniques and developed a radio drama with themes focused on men.

National family planning logos in Cameroon, Mali, Tanzania, and Uganda provided a focal point around which family

planning groups can rally and work together. Used in conjunction with mass-media campaigns and training of service providers, logos promoted family planning services and service providers. Building on the success of these logo campaigns, Kenya will launch its family planning logo in FY94.

PCS PIP projects in Africa continued to work with private sector advertising agencies to produce high quality print and electronic media materials. In Cameroon, Côte d'Ivoire, Kenya, Madagascar, Mali, Tanzania, Uganda, and Zimbabwe, projects worked with advertising agencies and production houses to produce leaflets, posters, billboards, banners, radio spot announcements, and television advertisements.

Training for African health workers and IEC manager continued to be an important part of the PCS PIP strategy. Projects in Burkina Faso, Cameroon, Côte d'Ivoire, Kenya, and Zimbabwe developed counseling and interpersonal communication curricula for frontline family planning workers. In Kenya, the Family Planning Association trained master trainers

for clinic providers and more than 75 CBDs and 60 nurses in interpersonal communication and counseling. Also during FY93, PCS PIP updated and improved the quality of regional family planning training programs in both French and English in a collaborative effort with the Center for African Family Studies (CAFS). Family planning IEC project staff from Burkina Faso,

A TALE OF SEXUAL RESPONSIBILITY

I was sitting watching the dance of the KONOMANI mask at the Youth Crossroads in Bamako, Mali. I was enjoying myself but wondering if a powerful enough message was being communicated by this particular activity. Then the producer of the play leaned over to explain what the mask represented. "The konomani mask is a symbol of the foolish woman, the woman who is burdened by too many births. In this play it represents the conscience of women of all ages, pointing a finger at parents and their responsibility for educating their children on sexual responsibility." I thought to myself what a great medium—dance and traditional art to convey a very important MODERN message.

Danielle Baron,
Program Officer

Cameroon, Chad, Haiti, Ghana, Kenya, Mali, Uganda, and Zimbabwe attended the PCS PIP "Advances in Family Health Communication" workshops.

In FY93, PCS PIP projects utilized the Enter-Educate approach on the important mass media channel of radio to reach rural and urban men and women with messages promoting family planning, spousal communication, and service providers. Forty episodes of *La Famille Boanga* were broadcast in Burkina Faso while *Fakube Janna* was broadcast in The Gambia in three new languages. In Kenya, 17 episodes of a weekly soap opera *Kuelewana ni Kuzunguza*, were aired. In Uganda, Tanzania, and Zimbabwe radio soap operas are under development.

Because of the earlier steps in project development—high-quality formative research and a focus on institution-building—PCS PIP was able to deliver a significant yield of multi-media activities in FY93. Communication led the way with national family planning logos, radio and TV programs, print materials, and training activities for journalists, service providers, and outreach workers. In FY94 and beyond, PCS PIP activities will build on lessons learned during this productive year, monitoring and documenting audience attitudes, opinions, and actions, and evaluating the impact of communication campaigns, thus leading to ever more effective IEC programs. ■

AFRICA REGIONAL Spreading the Word: African Family Planning Films and Videos Dubbing and Distribution

Technical Assistance

PROJECT DURATION

October 1, 1992–September 30, 1994

PROJECT BUDGET

\$120,000

PROJECT OBJECTIVES

To increase the quantity of information about family planning, population, and health issues being disseminated throughout Africa. The project will accomplish this by working with dubbing and distribution specialists to copy and disseminate African productions to African countries.

SPECIAL FEATURES

In recent years many high quality family planning and population-related videos and films have been produced in Africa. Unfortunately they often are not seen widely in Africa, due to language and distribution barriers. This project addresses the problem by making materials created in Africa available to a wider African audience.

PRINCIPAL FY93 ACTIVITIES

- Compiled a list of videos to be dubbed.
- Compiled a list of production houses appropriate for dubbing and/or duplication.
- Translated the scripts of *Dangerous Numbers*, *Together We Care* (Ghana), and *Challenges in AIDS Counseling* (Zambia) into French and *Yafaman* (Côte d'Ivoire) into English.
- Contracted producer to dub those videos to French and/or English.

FUTURE DIRECTIONS

- Continue securing rights and dubbing and translating several more videos or films into English, French, or Swahili, including the *GATHER* counseling video, *Adopted Twins* (Uganda), and *PSAs That Work*.
- Develop and/or translate discussion guides to accompany the videos.
- Deliver dubbed films/videos to URTNA Programme Exchange Centre for distribution.
- Set up an archiving and ordering system for PCS/PIP-produced videos.
- Distribute films/videos to PCS/PIP project grantees as appropriate.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS/PIP Program Officer Corinne Shefner provided one week of technical assistance (in Paris) during FY93. ■

**AFRICA REGIONAL
Communication Curricula: A Project with CAFS**
Regional Project AF-CAFS-MOU

PROJECT DURATION

July 1, 1992–March 1, 1994

PROJECT BUDGET

\$142,848

PROJECT OBJECTIVES

To help the Centre for African Family Studies (CAFS) standardize, update, and document the CAFS Regional Health Communication Training Course.

PRINCIPAL FY93 ACTIVITIES

- Evaluated the current Francophone health communication course.
- Revised health communication course curricula in French and English.
- Pretested updated health communication course curricula in French.
- Developed a participant's workbook to accompany the updated training courses.

FUTURE DIRECTIONS

- Pretest the updated health communication course curricula and the participant workbook in English.
- Finalize training manual and participant workbook in English and French.

PCS PIP and CAFS will sign a Memorandum of Understanding for the following activities to take place over a two-year period:

- Develop four short-term, in-depth training courses focusing on specific health communication topics;
- Training-of-Trainer activities;
- Develop training aids such as a training video; and
- Develop an interpersonal communication and counseling training course in partnership with PCS PIP.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS PIP Senior Program Officer Sharon Rudy and consultant Berengère de Negri provided 13 weeks of technical assistance. ■

**AFRICA REGIONAL
CERPOD Media Network**
Regional Project AF-MAI-03

PROJECT GRANTEE

The Center for Applied Research on Population and Development (CERPOD—Centre d'Études et de Recherche sur la Population pour le Développement)

PROJECT DURATION

November 1, 1990–October 30, 1993

PROJECT BUDGET

\$43,590

PROJECT OBJECTIVES

To increase the quality and quantity of media coverage devoted to population and development issues in nine Sahelian countries: Senegal, The Gambia, Cape Verde, Guinea Bissau, Mauritania, Mali, Burkina Faso, Niger, and Chad.

SPECIAL FEATURES

Expanded media coverage of family planning and population issues by the project will enhance Sahelian leaders' appreciation of the relationship between population growth and development.

PRINCIPAL FY93 ACTIVITIES

- Produced and distributed three issues of the network bulletin *Reseau Pop* as an insert to *POP Sahel*.
- Prepared the guidelines for a regional Sahelian Journalist contest to promote journalistic excellence in population reporting held in October 1993.
- Prepared the guidelines and regulations for mini-grant awards.

FUTURE DIRECTIONS

During FY94, the project will work with a network of Sahelian journalists established by CERPOD in 1988 to:

- Produce one issue of the CERPOD network bulletin;
- Hold an award ceremony as a conclusion to the competition to promote excellence in journalism;
- Broadcast the commissions received on population issues; and
- Conduct the evaluation of the CERPOD Media Network Project.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS PIP Program Officer Danielle Baron provided one and one-half weeks of technical assistance. ■



Reseau Pop bulletins featured articles on family planning and population issues

AFRICA REGIONAL
Using the Enter-Educate Approach for Sexual Responsibility
Technical Assistance

PROJECT DURATION

August, 1993–October, 1994

PROJECT BUDGET

\$230,058

PROJECT OBJECTIVES

To produce, distribute, and promote one audiocassette and three music videos in French which promote sexual responsibility among adolescents.

PRINCIPAL FY93 ACTIVITIES

Sponsored production of audiocassette of songs produced under the AF-IVO-02 project with family planning and adolescent responsibility promotion themes. Two other songs produced under AF-MAL-01 and AF-BKF-02 in Mali and Burkina Faso will be included on the audio cassette.

FUTURE DIRECTIONS

PCS PIP will assist with the production, distribution, and promotion of an audiocassette and a videocassette of seven songs for youth to be distributed throughout French-speaking West Africa.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS PIP Program Officer Corinne Shelner provided one week of technical assistance.



AFRICA REGIONAL
The URTNA Family Health Broadcast Project
Regional Project AF-KEN-06

PROJECT GRANTEE

Union of National Radio and Television Organizations of Africa (URTNA)

PROJECT DURATION

March 1, 1992–March 31, 1993

PROJECT BUDGET

\$42,160

PROJECT OBJECTIVES

To increase radio and television coverage of population and family planning issues throughout Africa, to stimulate the exchange and distribution in Africa of television and radio programs dealing with family health, to increase broadcasters' knowledge of family planning, to increase contacts 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 longest-running PCS-PIP project in Africa, AF-KEN-06, ended in FY93 with two impact evaluation activities: questions on commercial omnibus surveys in Zimbabwe and Kenya and a mailed survey to all broadcast and family planning professionals on the URTNA Programme Exchange Centre mailing list. Results showed that about one-third of TV viewers in Kenya and one-half of TV viewers in Zimbabwe had seen family planning dramas produced through URTNA project mini-grants. The vast majority of mail survey respondents indicated that the project newsletters, mini-grants, and distribution of African videos had been broadcast or used to produce family health radio and television programs. Details of the evaluation are reported in Chapter VIII, *Research and Evaluation*.

PRINCIPAL FY93 ACTIVITIES

- Distributed to 20 television stations the French version of the Uganda AIDS video drama *It's Not Easy* with guidelines for broadcasters.
- Distributed the FY93 URTNA Catalog that describes the radio and television programs available through the URTNA Program Exchange Centre.
- Conducted and analyzed a direct mail survey among 313 broadcast and family planning professionals on the URTNA mailing list to evaluate the usefulness and reach of project outputs.
- Wrote a final report of project activities.

FUTURE DIRECTIONS

The project came to an end in March 1993.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS-PIP Senior Program Officer Cheryl Lettenmaier, Program Officer Corinne Shefner, and consultant Ronald Geary provided one week of technical assistance. ■

BURKINA FASO
Family Planning IEC Expansion Project
 Country Project AF-BKF-03

PROJECT GRANTEE

The Ministry of Health and Social Action Directorate of Family Health (MOHSA)

PROJECT DURATION

September 1, 1991-July 15, 1995

PROJECT BUDGET

\$276,197

PROJECT OBJECTIVE

To contribute to an increase in the use of modern family planning methods in Burkina Faso by improving and extending information on family planning in the fifteen provinces covered by the project.

SPECIAL FEATURES

Activities, outputs, and materials produced under this project are being replicated under similar projects sponsored by the World Bank and UNFPA in the fifteen other provinces of the country.

PRINCIPAL FY93 ACTIVITIES

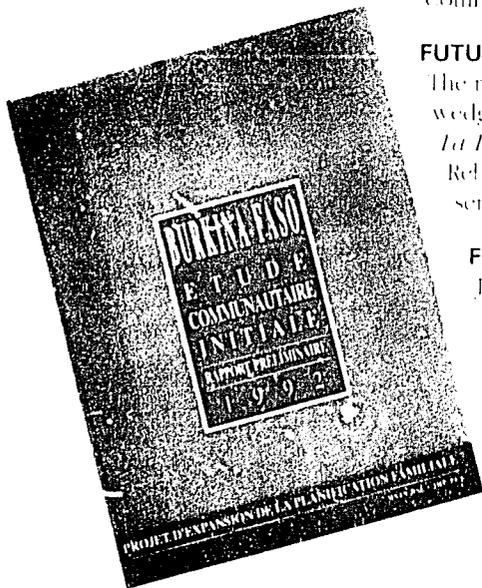
- Published KAP baseline survey and distributed it to MOHSA.
- Produced and broadcast the 10 episode radio drama series *La Famille Bouanga*, including publicity spots.
- Designed and conducted monitoring evaluation of the on-going radio drama series.
- Designed a mass media national family planning campaign including TV spots and a radio game show for FY94.
- Conducted one FP/IEC workshop for field based health workers.
- Designed, produced and pretested new print materials (leaflets for youth posters):
 - Sponsored the Chief of the Family Planning Unit to the "Advances in Family Health Communication" French Workshop held by PCS/PIP in Baltimore.

FUTURE DIRECTIONS

The radio drama series, the first of its kind in Francophone Africa, will act as a wedge for the national mass media campaign and as subject for a video about *La Famille Bouanga* that would be projected in the provinces during FY94. Rebroadcast of the radio series will occur on commercial radio as the radio series expands its target audience.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU/PCS/PIP Deputy Project Director Philippe Langlois, Senior Evaluation Officer Miriam Jato, and Program Officer Claudia Vondrasek provided six weeks of technical assistance. The accounting office of BACOMA, a Burkina Faso based firm under contract with PCS/PIP, provided project financial management support to the MOHSA. ■



CAMEROON**Childspacing Promotion Project: Phase Two**

Country Project AF-CAM-02

PROJECT GRANTEE

The Directorate of Family and Mental Health Ministry of Public Health

PROJECT DURATION

March 1, 1991–February 28, 1994

PROJECT BUDGET

\$294,703

PROJECT OBJECTIVES

To increase by at least 50 percentage points, overall awareness of modern family planning methods and by at least 25 percentage points, attendance by women at family planning service delivery sites in all ten provinces.

SPECIAL FEATURES

Starting with a small logo launch in the capital, the popularity of the logo launch grew as the campaign moved through five provinces, each province outdoing the previous one in creativity and popularity.

PRINCIPAL FY93 ACTIVITIES

- Produced and pretested radio drama, billboards, clinic signs, family planning jingle, and TV spots especially for the logo launches in five regions.
- Produced an accounting manual to be used by project management.
- Pretested and produced print materials developed for logo launches, i.e., posters and leaflets.
- Worked with an advertising firm to help launch the logo and mass media campaigns in five regions.
- Sponsored two members of the project staff and one senior staff of Cameroonian radio and TV stations to the "Advances in Family Health Communication" workshop in Baltimore.

FUTURE DIRECTIONS

In FY94 the project will add TV and radio spots to its nationwide mass media campaign and expand the provincial campaigns to five additional provinces to promote family planning. The project will increase its outreach efforts by using the Tantine groups, an established network of community support groups for women.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS PIP Africa Division Chief Opia Mensah Kumah and Program Officer Lydia Clemmons provided ten weeks of technical assistance. ■



A family planning poster was part of the national logo launch in Cameroon.

CHAD
Family Well-Being Promotion Project
Country Project AF-CHA-01

PROJECT GRANTEE

The Ministry of Public Health of Chad, Maternal and Child Health/Family Well-Being Unit (Cellule de Santé Maternelle et Infantile Bien-Etre Familiale—SMI/BEF)

PROJECT DURATION

August 1, 1991–January 31, 1993

PROJECT BUDGET

\$28,000

PROJECT OBJECTIVES

To motivate couples to utilize existing family planning services. This goal will be achieved by improving the quality of family planning counseling and interpersonal communication among family planning service providers and by developing effective family planning print and radio materials.

SPECIAL FEATURES

A rural radio program featuring discussions with the public on family planning, sketches, magazines, and spots will be produced encouraging couples to use family planning.

PRINCIPAL FY93 ACTIVITIES

- Produced and pretested five radio spots, eight magazines, two sketches, and two songs in Chadian Arabic, French, and Sarh with Chadian National Rural Radio and the Sarh Rural Radio stations in N'Djamena and Sarh.
- Developed and pretested three posters on the advantages of family well-being and one all-methods leaflet in two languages.
- Prepared and distributed a focus group discussion report in French and English.

FUTURE DIRECTIONS

The project will be extended for an additional six months in order to broadcast the radio program and distribute print materials. A clinic survey will be conducted in N'Djamena to determine the impact of the radio program on new client attendance.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS PIP Program Officer Danielle Baron provided three weeks of technical assistance. ■

COTE D'IVOIRE
North Central Region Family Planning Information Project
 Country Project AF-IVO-02

PROJECT GRANTEE:

Ivorian Association for Family Welfare (AIBEF), Abidjan

PROJECT DURATION

January 1990–September 30, 1993

PROJECT BUDGET

\$293,397

PROJECT OBJECTIVES

To improve the counseling and interpersonal communication skills of service providers and social workers; to promote positive attitudes toward sexual responsibility among school-going adolescents; and to increase attendance at family planning clinics and social centers in the project area by women of reproductive age.

SPECIAL FEATURES

The youth component of the project sets the stage for future youth-oriented FP/IEC activities in Côte d'Ivoire. The experience of collaborating with commercial, private-sector agencies for the production of campaign materials and the youth video provides AIBEF with the capability to develop and oversee future collaborative activities.

PRINCIPAL FY93 ACTIVITIES

- *Yafaman*, a video for television broadcast, was distributed to other Francophone countries through URTNA and was translated into English and dubbed for distribution in Anglophone Africa.
- Developed a discussion guide to be used with the *Yafaman* video to discuss sexual responsibility and family planning.
- Monitored the impact of *Yafaman* on school youth with regard to message comprehension and retention.
- Finalized the Training-of-Trainers (TOT) manual in interpersonal communication and family planning counseling, and conducted a TOT for service providers.

FUTURE DIRECTIONS

AIBEF will launch and evaluate a multi-media campaign aimed at women of reproductive age.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU/PCS/PIP Africa Division Chief Opia Mensah Kumah, Senior Research and Evaluation Officer Miriam Jato, and Program Officer Lydia Clemmons provided eight weeks of technical assistance. ■

Winning composers of
 song competition for
 audiocassette, L - R
 Shalla (Yafaman), Serges
 (Wapu), Cyprien (Ça
 nous inquiete-- "We're
 worried")



THE GAMBIA
Family Planning Radio Drama Promotion Project
Country Project AF-GAM-02

PROJECT GRANTEE

The Gambia Family Planning Association (GFPA)

PROJECT DURATION

May 31, 1992–November 30, 1993

PROJECT BUDGET

\$13,760

PROJECT OBJECTIVES

To promote the use of modern family planning methods through a weekly radio drama series and radio spot announcements, as well as through the use of billboards and strategically placed posters.

SPECIAL FEATURES

Now entering its third year of broadcast, the successful radio soap opera *Fakube Jarra* reaches an even larger audience under this second project by broadcasting episodes with family planning themes in three additional local languages.

PRINCIPAL FY93 ACTIVITIES

- Translated and broadcast the radio drama series *Fakube Jarra* in three other major languages—Serahule, Jolla, and Fulla. The series played during regularly scheduled programs in those languages on Radio Gambia.
- Developed and aired spot announcements to promote the use of modern family planning methods.
- Designed posters for bus-stop shelters.

FUTURE DIRECTIONS

During FY94, the project will broadcast the final 26 episodes of the *Fakube Jarra* program promoting family planning services at GFPA service delivery sites. GFPA will continue to interview all new family planning clients to determine listenership to *Fakube Jarra* and exposure to the bus shelter posters.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

No in-country technical assistance was provided during FY93. ■

KENYA

In-Country Office Technical Assistance

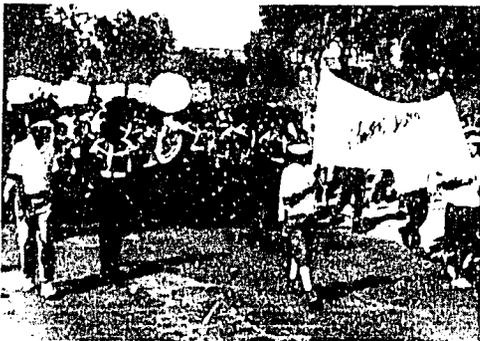
PROJECT OBJECTIVES

To provide technical assistance and in-country backstopping to on-going PCS PIP projects in Kenya -- The Provider and Client IEC Project, The URTNA Family Health Broadcast Project, and the Vasectomy Promotion Project -- and to develop new IEC projects that contribute to an increase in contraceptive prevalence and reduced fertility in Kenya.

PRINCIPAL FY93 ACTIVITIES

- In October 1992, PCS PIP assigned a full-time Resident Advisor, Dan Odallo, in Nairobi to provide in-country technical assistance to grantee organizations such as the Family Planning Association of Kenya (FPAK), URTNA, Innovative Communication Systems (ICS), and the Centre for African Family Studies (CAFS), and to design and start up new projects identified as part of the seven-year USAID family planning IEC strategy developed in 1990. During FY93, Mr. Odallo:
 - Attended an orientation to PCS PIP in Baltimore, Maryland for one month.
 - Participated in the June 1993 "Advances in Family Health Communication" workshop in Baltimore.
 - Established the PCS PIP office including: locating an office, hiring support staff, purchasing equipment, and setting up an accounting system for office management.
 - Provided technical assistance to the Provider and Client IEC Project (CAF-KEN-05), the Vasectomy Promotion Project (CAF-KEN-07), the URTNA Family Health Broadcast Project (CAF-KEN-06), and a regional training project with the Centre for African Family Studies.
 - Worked with the National Council for Population and Development, local NGOs, and USAID to complete an IEC Youth Needs Assessment and design an IEC project for youth (Kenya Youth Initiatives Project).
 - Organized and conducted a three-day planning meeting for high-level representatives of international donor organizations and cooperating agencies, local governmental and non-governmental organizations in collaboration with Pathfinder and the Kenya Medical Association to create support for a project to promote the professional family planning services of private doctors and nurses.
 - Designed a Pro-Approach project with the Kenya Medical Association.
 - Assisted the Family Planning Association of Kenya and the IEC Working Group to design a national logo development and promotion strategy.

Service providers marched through the Nairobi streets during the Haki Yako campaign launch



FUTURE DIRECTIONS

In 1994, the Resident Advisor will hire additional staff to assist with project backstopping, especially in light of the growing portfolio of PCS PIP projects in Kenya. He will establish and publicize a resource library of print and electronic materials in the Nairobi office, including POPLINE on CD-ROM.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS PIP Director Phyllis Tilson Piotrow and Africa Division Chief Opra Mensah Kumah provided two weeks of technical assistance to Kenya projects. Resident Advisor Dan Odallo provided on-going technical assistance. Consultant Ronald Geary provided two weeks of technical assistance in financial management. ■



KENYA

PRO-Approach Project

Technical Assistance

PROJECT OBJECTIVE

To design a project with the Kenya Medical Association (KMA) in collaboration with Pathfinder International to promote the family planning services of private doctors, nurses, and clinical officers.

PRINCIPAL FY93 ACTIVITIES

- Conducted a two-day planning meeting with representatives from donor, governmental, and non-governmental organizations to discuss the feasibility of a PRO Approach project in Kenya.
- Designed a three-year project with the Kenya Medical Association to upgrade counseling and interpersonal communication skills training and promote the family planning services of private providers.

FUTURE DIRECTIONS

The KMA PRO-Approach Project will begin in February, 1994.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS PIP Resident Representative Dan Odallo provided on-going technical assistance. Deputy Project Directors James Williams and Philippe Langlois, and Program Officer Corinne Shetner provided three weeks of technical assistance. ■



KENYA

Youth Initiatives Project

Technical Assistance

PROJECT OBJECTIVE

To conduct an IEC needs assessment for youth and to design a project promoting sexual responsibility among youth in Kenya.

PRINCIPAL FY93 ACTIVITIES

Fielded a six-person team to assess resources for youth in Kenya, review recent literature about reproductive health among youth in Kenya, and propose a strategy for changing youth sexual behavior. Based upon the recommendations of the needs assessment team, designed a two-year Youth Initiatives Project with the Family Planning Association of Kenya and the National Council for Population and Development.

FUTURE DIRECTIONS

The Youth Initiatives Project will begin in early 1994.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS PIP Resident Representative Dan Odallo provided on-going technical assistance. Africa Division Chief Opia Mensah Kumah and Program Officer Corinne Shetner provided four weeks of technical assistance. ■

KENYA
Provider and Client IEC Project
 Country Project AF-KEN-05

PROJECT GRANTEE

The Family Planning Association of Kenya (FPAK)

PROJECT DURATION

March 1, 1991–March 31, 1994

PROJECT BUDGET

\$765,560

PROJECT OBJECTIVES

To improve the capability of clinic providers and community-based distributors to provide accurate and motivating information about modern family planning methods to clients and potential clients; to increase the number of client visits to service providers; to increase the proportion of clients who continue using modern methods for at least one year; and to foster better collaboration among Kenyan organizations involved in family planning IEC activities.



Mrs. Dorsilla Sande and a colleague from the Ministry of Health distribute Haki Yako materials, including posters, leaflets, and flipcharts, during campaign launch festivities.

SPECIAL FEATURES

The project has established and is directed by an IEC Working Group with members from more than 10 organizations, including the Ministry of Health. It is coordinated by the National Council for Population and Development and implemented by the Family Planning Association of Kenya. During 1993, the IEC Working Group implemented the "Haki Yako" Campaign, which included the popular radio soap opera *Kuelewana ni Kuzungumza* (Swahili for "Understanding Comes from Discussion"), radio spot announcements, print materials for clients, counseling support materials for providers, and high visibility celebrations and events in Nairobi and five rural areas.

PRINCIPAL FY93 ACTIVITIES

- Launched the "Haki Yako" campaign during a ceremony in Nairobi attended by high-level government and non-government officials.
- Trained more than 100 CBD agents in family planning counseling during four one-week workshops.
- Conducted four press conferences on family planning and the "Haki Yako" campaign.
- Conducted a two-day workshop for print journalists on population and family planning and the "Haki Yako" campaign.
- Produced and distributed more than a million copies of three method-specific leaflets and 40,000 copies of two posters.
- Printed and distributed approximately 4,000 family planning flipcharts in English and Swahili to CBDs and clinic providers.
- Organized road tour to rural family planning clinics by popular radio soap opera characters.

- Broadcast 17 episodes of the 30-minute weekly radio soap opera *Kulewana ni Kuzungumza*.
- Broadcast weekly 30-second radio spots promoting modern methods.
- Produced and aired radio and TV spots, newspaper articles and advertisements, bumper stickers, posters, T-shirts, caps and posters publicizing the "Haki Yako" campaign.
- Designed and pretested a family planning counseling curriculum for private sector clinic-based family planning providers.
- Trained five Master Trainers who in turn trained more than 20 clinic providers in family planning counseling.
- Developed and pretested a Reference Handbook on family planning and reproductive health for CBD agents.
- Conducted focus group discussions to identify symbols for a national family planning logo.



Parade through Nairobi during the Haki Yako campaign launch

FUTURE DIRECTIONS

The project will continue to produce and broadcast the radio soap opera and spots, will reprint leaflets and posters, and will conduct final evaluation activities. Under a new project, the IPC Working Group will oversee the development, distribution and launching of a national family planning logo to identify the locations of services and information.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU/PCS/PIP Africa Division Chief Opia Mensah Kumah, Senior Program Officers Cheryl Lettenmaier and Sharon Rudy, Program Officer Corinne Shelner, Senior Research and Evaluation Officer Young Mi Kim, and consultants Debbie Gachuhi and Cliff Olson provided 18 weeks of technical assistance, in addition to on-going technical assistance provided by Resident Advisor Dan Odallo. ■

KENYA
Vasectomy Promotion Project
Country Project AF-KEN-07

PROJECT GRANTEE

Innovative Communications Systems (ICS)

PROJECT DURATION

February 1, 1992–January 31, 1995

PROJECT BUDGET

\$274,963

PROJECT OBJECTIVES

To promote awareness, approval, and adoption of vasectomy as an acceptable method of contraception among couples who have completed their families, and to improve the accuracy and availability of vasectomy information provided by doctors and nurses at both private and public health facilities.

SPECIAL FEATURES

The activities under this project will work in concert with and complement a concurrent AVSC-funded project, also coordinated by ICS, aimed at improving the quality of vasectomy counseling and services and the expansion of vasectomy service delivery sites. The evaluation study for this project is reported in Chapter VIII, *Research and Evaluation*.

PRINCIPAL FY93 ACTIVITIES

- During a one-day meeting of the Project Advisory Committee, designed a campaign message strategy based on results of formative research.
- Contracted a commercial advertising agency to design a multi-media vasectomy promotion campaign.
- In collaboration with AVSC, conducted training in vasectomy counseling for providers from seven clinics to be promoted by the advertising agency.
- Identified a local public relations firm to organize public relations for the campaign.
- Hired a male counselor/receptionist for the ICS Male Only Clinic in Nairobi.
- Developed print, radio, and television campaign materials.

FUTURE DIRECTIONS

- Conduct a multi-media campaign for urban men promoting vasectomy services at seven selected clinics.
- Launch a multi-media campaign for urban men through press conferences and high visibility events in Mombasa and Nairobi.
- Train outreach workers to conduct motivational vasectomy talks for men.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS PIP Program Officer Corinne Shefner provided one week of technical assistance, in addition to the on-going technical assistance provided by Resident Advisor Dan Odallo. ■

MADAGASCAR
Young Adults Sexual Responsibility Project
 Country Project AF-MAD-01

PROJECT GRANTEE

The Fianakaviana Sambatra (FISA)

PROJECT DURATION

December 1, 1990-November 30, 1993

PROJECT BUDGET

\$128,122

PROJECT OBJECTIVES

To increase the knowledge and awareness of young adults regarding sexual responsibility and to improve young women's attitudes about modern family planning.

SPECIAL FEATURES

The project will focus on young men and women and promote sexual responsibility in schools by developing youth preferred materials: video clips, comic strips, and T-shirts.

PRINCIPAL FY93 ACTIVITIES

- Conducted a two week interpersonal workshop for FISA and other Ministry and NGO IEC workers.
 - Conducted a two-week interpersonal communication workshop for youth animators from the NGO and public sectors.
 - Contracted with an advertising agency to produce campaign IEC materials for youth and women.
 - Prepared message concept guidelines for the development of the materials.
 - Prepared drafts of two posters, three leaflets, three comic strips, a music video, a clinic video, and T-shirts for pretest.
 - Developed pretest instruments for the IEC materials.

FUTURE DIRECTIONS

The project will pretest and finalize the IEC materials and, beginning in 1994, will launch a campaign aimed at youth and women in collaboration with the Ministry of Population.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS PIP Program Officer Danielle Baron provided six weeks of technical assistance. ■



Workshop participant with flannel board figures.

MADAGASCAR

Population Promotion Project

Country Project AF-MAD-02

PROJECT GRANTEE

Ministry of Population, Directorate of Population and Social Welfare

PROJECT DURATION

December 1, 1990–November 30, 1993

PROJECT BUDGET

\$52,100

PROJECT OBJECTIVES

To contribute to an increase in the acceptance of family planning among the population in general and among young adults in particular through a coordinated effort involving governmental and non-governmental Malagasy institutions.

SPECIAL FEATURES

This project will complement the existing FISA project (AF-MAD-01) by expanding the curriculum of the National Youth and Popular Education School to include modules on contraceptive methods. The project also includes sponsorship of a radio theater play competition and two FP sexual responsibility awareness mini-campaigns.

PRINCIPAL FY93 ACTIVITIES

- Organized a consensus building workshop with key Ministry officials.
- Developed the first draft of youth guidelines for youth animators.
- Designed and pretested three designs of the national family planning logo.
 - Developed a proposal for the radio drama program.
 - Set up an IEC committee composed of key players in family planning including the Ministry of Health, FISA, Ministry of Population.

FUTURE DIRECTIONS

The project will finalize the family planning logo and organize family planning logo launch campaign activities.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU/PCS/PIP Program Officer Danielle Baron and consultant Jean de Malvinsky provided six weeks of technical assistance. ■



DANIELLE BARON

An artist (above), hired to help during the workshop, and participants (right) work on materials design.



DANIELLE BARON

MALI**Traditional and Modern Media to Promote Family Planning**

Country Project AF-MAI-02

PROJECT GRANTEE

The Mali Association for the Protection and Promotion of the Family (AMPFF—Association Malienne pour la Promotion et Protection de la Famille)

PROJECT DURATION

March 1, 1990–October 31, 1993

PROJECT BUDGET

\$17,275

PROJECT OBJECTIVES

To strengthen AMPFF's institutional IEC capacity on central and regional levels to promote utilization of family planning services among couples of reproductive age. The project aims to reinforce AMPFF's growing expertise in using social dramas to convey family planning messages.

SPECIAL FEATURES

The project brings the topic of family planning out of the realm of the taboo by exploring the subject through theater, songs, television, and radio. It includes broadcast of television spots addressing men, a logo launch ceremony publicizing the location of AMPFF services, and the installation of the new national family planning logo on service sites in Bamako.

PRINCIPAL FY93 ACTIVITIES

- Painted the logo on the MOH clinics and AMPFF clinic.
- Conducted a family planning logo launch ceremony.
- Produced stickers, badges, logo promotion leaflets, and puzzles.
- Pretested and broadcast four television spots and a trailer spot.
- Broadcast four theater plays on National Malian Radio and Television.
- Broadcast two family planning songs on the National Malian Radio and local private radio stations.
- Distributed cassettes of the two family planning songs to the Bamako bus and youth cross-roads.
- Conducted the population-based and clinic-based baseline evaluation of the project.

FUTURE DIRECTIONS

The project will evaluate the project by finishing the data entry and writing a report of the final population and clinic-based survey. The results of the survey will be presented in a meeting organized by AMPFF.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS PIP Senior Research and Evaluation Officer Tom Kane and Program Officer Danielle Baron provided five and one-half weeks of technical assistance. Mellon Fellow Ilene Speizer provided three months of technical assistance to conduct the population-based baseline and clinic source of referral survey. ■



TANZANIA

Designing a Second Phase IEC Project

Technical Assistance

PROJECT OBJECTIVE

To design a second phase family planning IEC project in Tanzania.

PRINCIPAL FY93 ACTIVITIES

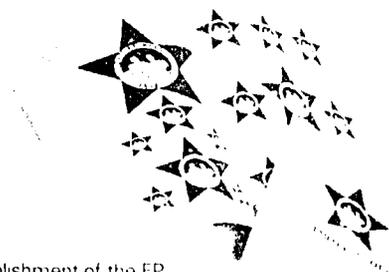
Two two-person teams visited Tanzania to work with representatives of the Health Education Division and the Family Planning Unit of the Ministry of Health to design a second phase family planning IEC project that will build on the successes of the AF-TAN-01 project.

FUTURE DIRECTIONS

The second phase IEC project will begin in mid-1994.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS PIP Senior Program Officers Cheryl Lettenmaier and Sharon Rudy, and Senior Writer and Coordinator of Overseas Activities Bryant Robey provided eight weeks of technical assistance. ■



A major accomplishment of the FP communication project was the design and launch of a national FP logo.

TANZANIA**Laying the Foundation: Family Planning IEC**

Country Project AF-TAN-01

PROJECT GRANTEE

The Health Education Division of the Ministry of Health

PROJECT DURATION

October 1, 1990-March 31, 1991

PROJECT BUDGET

\$ 532,700

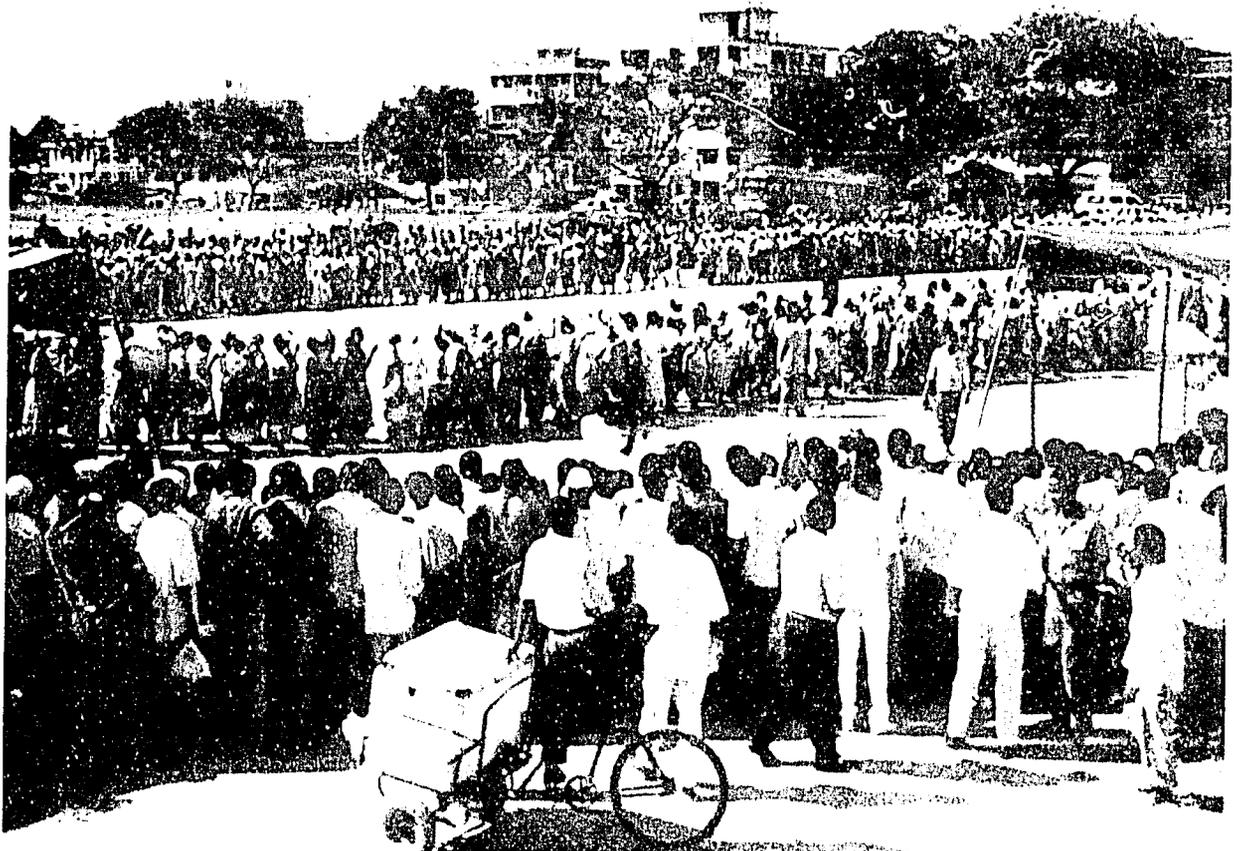
PROJECT OBJECTIVES

To increase the proportion of women of childbearing age having attitudes favorable to family planning, knowing about modern family planning methods, and practicing family planning; to increase the number of people seeking family planning services from Ministry of Health facilities, and to improve the quality of information provided by family planning service providers.

SPECIAL FEATURES

The project will improve the visibility of family planning services and the availability of correct information about modern family planning methods through the distribution of illustrative print materials at clinics and dispensaries. An entertaining radio program incorporating family planning information will reach those men and women who do not usually attend health facilities.

Crowds watch a parade of service providers, women's group members, youth group members, and others entering the logo launch grounds during the Green Star logo launch ceremony in Dar es Salaam.



PRINCIPAL FY93 ACTIVITIES

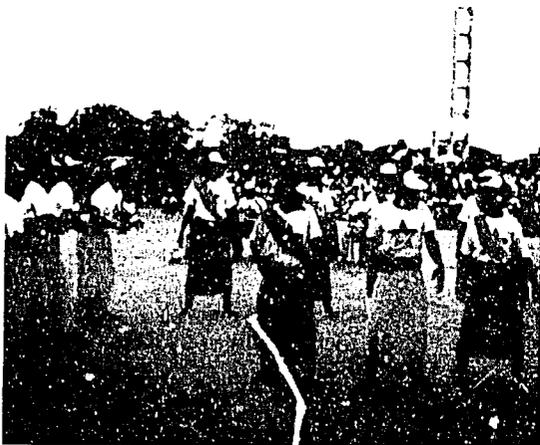
- Finalized the report of a baseline clinic study among sentinel site clinics in four intervention and three control sites.
- Pretested and finalized a national family planning logo design.
- Planned and implemented a national logo launch in Dar es Salaam and three regional launches including a logo launch promotional campaign and production of radio spots, newspaper ads, badges, stickers, T-shirts, caps, flags, banners, signboards and signs.
- Pretested four leaflets and four posters.
- Contracted a traditional theatre troupe to develop a 52-episode radio soap opera entitled *Zinduka*.
- Hosted radio soap opera design workshop where treatment was created.
- Pretested nine radio spots and first four soap opera episodes.
- Designed Stage 2 of the Family Planning Communication Project.
- Collected content of four major daily and weekly newspapers for family planning and population topics.
- Sponsored the Head of the Health Education Division and Project Director to the "Advances in Family Health Communication" workshop in Baltimore.

FUTURE DIRECTIONS

- Revise radio soap opera episodes based on pretesting and air 52 episodes plus radio spots.
- Compile and distribute audio cassettes of family planning songs, radio spots, and radio drama vignettes.
- Print and distribute four leaflets and four posters.
- Analyze content of four major daily and weekly newspapers for family planning and population topics.
- Implement a final evaluation survey in four evaluation areas.
- Hold a meeting to disseminate results.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS PIP Director Phyllis Tilson Piotrow, Africa Division Chief Opia Mensah Kumah, Senior Program Officers Cheryl Lettenmaier and Sharon Rudy, Senior Writer and Coordinator of Overseas Activities Bryant Robey, and consultant Tom Kazungu provided eight weeks of technical assistance. ■



Dancers perform at logo launch ceremonies in Dar es Salaam



UGANDA

Uganda Family Planning Promotion Project

Country Project AF-UGA-01

PROJECT GRANTEE

The Family Planning Association of Uganda (FPAU)

PROJECT DURATION

July 1, 1992–June 30, 1995

PROJECT BUDGET

\$431,859

PROJECT OBJECTIVES

To increase the use of modern family planning methods among married couples in urban areas, to improve men's attitudes toward family planning, and to double the number of new family planning clients at selected family planning clinics.

SPECIAL FEATURES

Training in interpersonal communication and male motivation techniques will be provided to a total of 231 community-based distributors (CBDs) and fieldworkers. Radio spots, motivational announcements, and flyers will promote family planning among married men. For women, radio dramas, leaflets, and spot announcements will be produced. A national family planning logo will be designed and promoted to identify the locations of family planning services.

PRINCIPAL FY93 ACTIVITIES

- Conducted a baseline household survey among 1,350 men and women, then held a one-week message design meeting.
- Selected a radio production company to produce a radio drama and spots targeting men and women; conducted a two-week radio production workshop to develop treatments and scripts.
- Contracted an advertising agency to develop a national family planning logo and promotional logo materials. Designed and pretested the logo, a methods leaflet, logo promotion posters, radio spots, billboards, and clinic signboards.
- Conducted a three-day meeting to develop guidelines for a Male Motivation Manual, then designed and pretested the manual. Contracted with the Busoga Diocese Family Life Education Project to train 200 CBD workers in male motivation techniques.
- Conducted survey and contracted with a researcher to assist FPAU in data analysis and report writing.
- Assisted USAID to write the Project Identification Document and Project Paper for the new bilateral family planning project.

Male motivation curriculum development workshop at which CBD agents from Busoga Diocese lend their field expertise and are included in developing their own curricula



FUTURE DIRECTIONS

The project will print and distribute the leaflet, posters, badges, billboards, and signboards to all family planning service delivery sites with trained providers. In January 1994, the project will launch the national family planning logo through the mass media and a national ceremony in Kampala. FPAU will conduct, in collaboration with the Busoga and East Ankole Diocese Family Planning projects, one-week training workshops in male motivation techniques. The radio soap opera and spots will go on the air.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS/PIP Africa Division Chief Opa Mensah Kumah, Research Officer Karungari (Karusa) Kiragu, Program Officer Danielle Baron, Program Assistant William Glass, and consultants Hanna Dankwah Smith and Barbara Crook provided 22 weeks of technical assistance. ■

ZIMBABWE**Communication Support for Family Planning Method Expansion (Male Motivation Phase II)**

Country Project AF-ZIM-02

PROJECT GRANTEE

Zimbabwe National Family Planning Council (ZNFPC)

PROJECT DURATION

October 1, 1991–September 30, 1994

PROJECT BUDGET

\$157,825

PROJECT OBJECTIVES

To improve the family planning counseling and interpersonal communication skills of clinic-based health workers and CBD agents, and to increase the number of men who choose long-term and permanent contraception to limit their family size.

SPECIAL FEATURES

- Emphasis on cost recovery and fund-raising to partially fund campaign activities.
- Focus on clinic data, as opposed to household surveys, to measure the impact of the campaign.

PRINCIPAL FY93 ACTIVITIES

- Finalized training modules in interpersonal communication and counseling for CBDs and for clinic providers.
- Developed and pretested a 20-minute video on counseling based on the GATHER approach.
- Contracted a public relations firm to develop campaign activities, raise funds, and gain sponsorship for various campaign activities.
- Developed and pretested a 52-episode radio soap opera for men.
- Developed and pretested method-specific leaflets and posters on long-term and permanent contraceptive methods. (USAID and ZNFPC funded the printing of leaflets and five posters.)
- Prepared and launched a multi-media male involvement campaign in three cities and two rural areas. The campaign used soccer matches, giant puppet shows, and dramas to attract men to messages about spousal communication and long term and permanent contraceptive methods.
- Initiated the baseline clinic studies that will serve as the basis for measuring the effectiveness of the campaign. Details are reported in Chapter VIII, *Research and Evaluation*.

FUTURE DIRECTIONS

In FY94, the project will evaluate the male involvement campaign. An end-of-project seminar will be organized to share "lessons learned" from the project. The seminar will focus on the project's fund-raising activities and the innovative communication and research approaches. Details are reported in Chapter VIII, *Research and Evaluation*.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS/PIP Africa Division Chief Opa Mensah Kumah, Senior Program Officer Cheryl Lettenmaier, Senior Research and Evaluation Officer Young Mi Kim, Program Officer Corinne Shelner, and consultants Clifford Olson and John Riber provided 19 weeks of technical assistance. ■

Florence Chikara, Chief of IEC Unit, ZNFPC, demonstrating condom use at a seminar for theater troupe that will be performing participatory theater under the PCS/PIP project.



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

COUNTRY	NEEDS ASSESSMENT & PLANNING	COUNTRY PROJECT DEVELOPMENT	COUNTRY PROJECT INITIATION	TECHNICAL ASSISTANCE	WORKSHOPS AND CONFERENCES	PROVISION OF FILMS AND MATERIALS
Regional		90		84, 90	85, 87	84, 86, 90
URTNA		84, 87, 88, 91	84, 88	87-92	85, 86, 88-91	83, 86, 88, 92
CAFS	92	91, 92	93	85, 89, 92, 93	86, 88, 92, 93	85, 87, 88, 93
CERPOD		89	90	90-92	92	91, 92
Algeria						86
Benin						84, 86
Bhutan						86
Botswana						83, 85, 89
Burkina Faso	84	85-87, 91	86, 87, 91	85-93	86-89, 91, 92	84, 90, 92, 93
Burundi				85		84-90
Cameroon	88	89, 91	90, 91, 93	90-93	90-93	88, 91-93
Cape Verde	90					90
Central African Republic				88, 89**	88, 89**	84, 86, 88
Chad	89	89, 90	91	89, 91-93	91, 92	90-92
Comoros						86
Congo	84			84		84
Cote d'Ivoire	89	86, 90, 93	87, 91	86-93	90-92	83, 86, 88, 90-93
The Gambia		89	90	89, 91, 92	90, 91	85, 86, 89, 91, 93
Ghana	86	87	88	86, 88-93	87-90, 92, 93	85-93
Guinea-Bissau						86
Kenya	86, 90, 93	88, 90, 93	88, 91	85-93	87, 88, 91-93	83, 86, 88, 93
Stellagraphics		84	85			
RETCO		85	85			
ICS		91	92	92, 93	93	92, 93
Lesotho				86, 88, 89	88, 89	84, 86, 88, 89, 93
Liberia	84	84	85	84, 86, 89	89	83, 86, 89, 90
Madagascar		89	91	91-93	93	84, 86, 91, 93
Malawi						84, 86
Mali	84	84, 87, 89, 93	86, 90	87-93	91, 93	83, 86, 88, 89, 91-93
Mauritania	87*, 88					88
Mauritius	85*, 86					83, 86
Niger	87	87	87	87-90	88, 90	85, 86, 88-90
Rwanda	86			87	87	84, 86
Sao Tome-Principe						85
Senegal***	86			85-88, 92	86, 87	83, 87
Seychelles						84, 85
Sierra Leone	84*, 86			85, 87, 88		84, 86, 88, 89
Swaziland	85	85	85**	85, 89		83, 86, 89, 91
Tanzania	89	89, 93	91	88-93	92, 93	86, 89-93
Togo	86, 90			86, 87, 89, 91	87, 89	83, 85, 86, 89-91
Uganda	85*, 91	91, 92	92	85, 87-89, 92, 93	88, 92, 93	85, 86, 88, 93
Zaire	84, 87	87		91	86, 90	83, 87, 89, 91
Zimbabwe	90	87-91	88, 91, 92	84-93	88, 90, 92, 93	83, 86, 89-93

*Partial needs assessment

**Not funded under a subagreement

***Activities in FY 88 were funded through a sub-contract with an AID-Cooperating Agency

Table II-2
AFRICA: Needs Assessment Conducted—FY93

COUNTRY	MONTH/YEAR	PERSONNEL (AFFILIATION)	DURATION IN WEEKS	DESCRIPTION OF ACTIVITIES
Kenya	Nov 1992	Kumah (PCS PIP) Shelner (PCS PIP)	4	Conduct an FP/IFC needs assessment for youth.

Table II-3
AFRICA: Technical Assistance Visits—FY93
(excluding Nigeria)

COUNTRY	MONTH/YEAR	PERSONNEL (AFFILIATION)	DURATION IN WEEKS	DESCRIPTION OF ACTIVITIES
Regional	Oct-Nov 1992	de Negri (AED)	1	Collaborate with communication trainers at the Centre for African Family Studies (CAFS) office in Lomé, Togo, to co-facilitate a session of the French language version of the CAFS Family Health Communication Course and review the current communication training curriculum, providing recommendations for improvement.
Regional	Jan 1993	Baron (PCS/PIP)	1	With the Center for Applied Research on Population and Development (CERPOD), prepare and finalize the criteria of selection for the commissioned works and develop criteria for participation in the "Population and Development in the Sahel" contest for journalists.
Regional	Jan 1993	Rudy (PCS/PIP) de Negri (AED)	1	Review the CAFS Family Planning Communication Course curriculum, including results of course observations, and draft 10 modules for trainers' manuals in English and French.
Regional	Jul 1993	de Negri (AED)	2	Work with CAFS staff to integrate expert reviewer comments into the 10 modules of the Family Health Communication Course. Analyze all modules, in both English and French, for final pretesting during the 1993 sessions, and develop pretesting guide.
Regional	Aug 1993	Baron (PCS/PIP)	0.5	Monitor activities of the CERPOD Media Network (CE-MAN 03).
Regional	Sep 1993	Shelmer (PCS/PIP)	2	Meet with a recording artist in the Ivory Coast and with video producers in the Ivory Coast and Paris to discuss the production of audio cassettes and music videos for a regional "Enter Educate" project.
Regional	Sep-Oct 1993	de Negri (AED)	3	Co-train the CAFS French Language Family Health Communication Course and oversee pretesting of the new curricula.
Burkina Faso	Nov 1992	Langlois (PCS/PIP)	1	Monitor progress of the AF-BKE 03 project with the Directorate of Family Health (DSF) of the Ministry of Health and Social Affairs.
Burkina Faso	Mar 1993	Langlois (PCS/PIP)	1	Monitor progress of the AF-BKE 03, including planning for the launch and on-going promotion of a radio drama series.
Burkina Faso	Jul 1993	Jato (PCS/PIP) Vondrasek (PCS/PIP)	4	Develop a plan to measure the mid-term impact of the family planning radio drama series and identify local research resources. Collaborate in design of a national multi-media family planning campaign.
Cameroon	Nov 1992 Jan 1993	Jato (PCS/PIP)	6	Plan for a follow-up study to the Cameroon Baseline Knowledge, Attitudes, and Practices (KAP) Survey of 1992, recruit a research consultant, and monitor activities of the AF-CAM 02 project.
Cameroon	Mar 1993	Clemmons (PCS/PIP)	2	Work with the Directorate of Family and Mental Health (DFMH) of the Ministry of Public Health and an advertising agency to finalize family planning multi-media materials and prepare for a family planning campaign in five regions of Cameroon. Review progress in developing and installing a financial accounting system.
Cameroon	May 1993	Kumah (PCS/PIP)	2	Assist with preparations for the five-region multi-media campaign and participate in the Central Region campaign launch. Develop the AF-CAM 03 project proposal.
Chad	Apr/May 1993	Baron (PCS/PIP)	3	Contract with Radio Chad for the production of a radio program in NDjamena and Sarh, finalize print materials, and arrange for pretesting of both radio and print materials.
Côte d'Ivoire	Nov 1992	Jato (PCS/PIP)	2	Monitor ongoing research activities of the Association Ivoirienne pour le Bien-Etre Familial (AIBEF) in family planning information, education, and communication (PIEC) and assist in preparations for a study of the impact of the videodrama <i>Yafimari</i> .

Table II-3—continued

COUNTRY	MONTH/YEAR	PERSONNEL (AFFILIATION)	DURATION IN WEEKS	DESCRIPTION OF ACTIVITIES
Côte d'Ivoire	Jan 1993	Kumah (PCS PIP)	1	Review preparations for the mass media campaign launch. Review preparations for the project's training activities. Finalize recording contracts for audio cassettes and music videos.
Côte d'Ivoire	Mar 1993	Clemmons (PCS PIP)	5	Plan and facilitate a one week practicum for trainers of health social workers in FP IEC. Plan and facilitate a two week refresher course in counseling and interpersonal communication for family planning service providers. Pretest a draft FP IEC training manual.
Kenya	Oct-Nov 1992	Gachuhi (Consultant)	4	Edit a training manual for Community Based Distribution (CBD) Agents.
Kenya	Dec 1992	Geary (Consultant)	2	Assist PCS PIP Resident Advisor Dan Odallo in setting up an accounting system for the Kenya office and developing a yearly operating budget. Meet with Family Planning Association of Kenya (FPAK) external auditors to discuss the auditing needs of the AF-KEN 05 project. Establish administrative policies and procedures for hiring staff, purchasing, maintenance of equipment, and other administrative issues. Meet with officials of the Union of National Radio and Television Organizations of Africa (URTNA) to close out all projects with URTNA.
Kenya	Feb-Mar 1993	Lettenmaier (PCS PIP)	2	Assist the FPAK in designing and conducting a one week practicum for trainers of community based distributors (CBDs) to pretest the CBD training manual and monitor other activities of the AF-KEN 05 Project.
Kenya	Mar 1993	Williams (PCS PIP)	1	Assist Innovative Communication Systems (ICS) in the selection and contracting of an advertising agency for the Vasectomy Promotion Campaign (AF-KEN 07). Assist the Kenya Medical Association (KMA), Pathfinder, and Family Planning Private Sector (FPPS) in conducting a two day seminar on Promoting Private Sector Family Planning Services in Kenya.
Kenya	Mar/Apr 1993	Shefner (PCS PIP)	1	Work with KMA to design a project to promote the family planning services of private practitioners (future project AF-KEN 09). Work with ICS to draft a modification to the AF-KEN 07 Project.
Kenya	Apr/May 1993	Rudy (PCS PIP)	3	Assist in designing and facilitating a two-week curriculum development workshop to create a three- to five-day interpersonal communication and counseling training program for clinic based family planning providers. Curriculum development workshop included a training of trainers component for trainers of clinic providers at non government organizations (NGOs). Design a pretesting guide for the curriculum.
Kenya	May 1993	Langlois (PCS PIP)	2	Work with PCS PIP Resident Advisor Dan Odallo and KMA to finalize the AF-KEN 09 project.
Kenya	May/June 1993	Gachuhi (Consultant)	4	Revise CBD Training Manual to include pretesting results; edit and revise the CBD Handbook.
Kenya	Jul 1993	Olson (Consultant)	2	Assess the quality of clinic data on new acceptors, revisits, and sales at selected sites and work with FPAK to finalize a plan for collecting service statistics, including developing data collection forms, instruction guides for the form, and training procedures.
Kenya	Jul 1993	Piotrow (PCS PIP)	1	Meet with senior officials of the Government of Kenya and representatives of USAID, REDSO, cooperating agencies, and donor organizations to discuss the role and activities of PCS PIP in Kenya.
Kenya	Jul/Aug 1993	Kim (PCS PIP)	3	Assist FPAK in several research activities of the AF-KEN 05 project, including: the Clinic Based Post-Intervention Evaluation, the collection of clinic service statistics, data entry, editing, and analysis, and working with FPAK and Research International to develop items to be included in the August Omnibus survey and to review data obtained previously.

Table II-3—continued

COUNTRY	MONTH/YEAR	PERSONNEL (AFFILIATION)	DURATION IN WEEKS	DESCRIPTION OF ACTIVITIES
Kenya	Aug 1993	Kumah (PCS/PIP)	1	Discuss PCS/PIP current and future projects and activities in Kenya and surrounding countries (Zambia, Uganda, Ethiopia, Burundi) with USAID, REDSO/ESA, and cooperating agencies.
Madagascar	Oct 1992	Baron (PCS/PIP)	3	Prepare and facilitate a two-week Interpersonal Communication Workshop for front-line workers in collaboration with Fimakaviana Sambatra (FISA), the Madagascar family planning association. Finalize contract with the selected advertising agency. Work with FISA to develop a draft curriculum for the upcoming Consensus Building Workshop. Start up activities under the AF/MAD-02 project with the Ministry of Population.
Madagascar	Dec 1992	Baron (PCS/PIP)/ Malvinsky (Consultant)	6	Prepare and facilitate a one-week Consensus Building Workshop in collaboration with the Ministry of Population. Discuss arrangements for pretesting symbols and messages with the advertising agency.
Madagascar	Mar 1993	Baron (PCS/PIP)	3	Prepare and co-facilitate a two-week interpersonal communication workshop. Assist with the analysis of the logo and slogan pretest. Make arrangements to complete a first draft of the Family Planning Youth Counselor Guidelines under the AF/MAD-02 project.
Mali	Jan 1993	Baron (PCS/PIP)	2	Work with the Association Malienne pour la Protection et la Promotion de la Famille (AMPPE) to plan a logo launch, arrange for the broadcasting of plays, spots, and songs on television and radio, and edit four TV videos. Finalize a contract with the project accounting firm.
Mali	Jun 1992	Kane (PCS/PIP)	3	Assist AMPPE in finalizing the Bamako Baseline Survey report, preparing for a follow-up survey, analyzing clinic records, and preparing a follow-up study of clinic data.
Mali	Jul/Aug 1993	Baron (PCS/PIP)	3.5	Develop the IEC component of a population strategy for Mali and recommend immediate and long-term interventions in the area of IEC and family planning in Mali. Monitor activities of the regional project with CERPOD and the country project with AMPPE (approximately one week for both projects, for a total of four weeks in-country).
Tanzania	Dec 1992	Kumah (PCS/PIP)	1	Assist the Ministry of Health Health Education Division (HED) in revising and finalizing the plan for pretesting print materials and finalizing a contract with a radio drama group. Review logo launch materials and plans for the logo launch and logo distribution. Draw up technical assistance plan for the next six months and discuss PCS/PIP scope of work for future activities in Tanzania with HED, the National Family Planning Unit (NFPU), and USAID.
Tanzania	Feb 1993	Lettenmaier (PCS/PIP)/ Rudy (PCS/PIP)	4	Finalize a scope of work for FP/IEC activities in Tanzania over the next three years and work with HED to design a FP/IEC project as an extension of the present AF/TAN-01 project. Identify a private sector organization to collaborate with PCS/PIP in the design and implementation of new project activities.
Tanzania	Mar 1993	Kazungu (Consultant)	2	Prepare and conduct a three-day workshop with members of the Muungano Cultural Troupe, the Health Education Division, the Family Planning Unit, and other family planning organizations to draft a treatment and scripts for the first four episodes of a radio soap opera.
Tanzania	May 1993	Kumah (PCS/PIP)	1	Assist HED in final preparations for the logo launch and represent PCS/PIP at the national family planning logo launch ceremony.
Tanzania	Jul/Aug 1993	Piotrow (PCS/PIP)/ Rudy (PCS/PIP)/ Robey (PCS/PIP)	8	Assist the Ministry of Health Health Education Division (HED) and the National Family Planning Unit (NFPU) in designing an FP/IEC project with HED. Assist HED in drawing up a plan for carrying out remaining activities under the AF/TAN-01 project.

Table II-3—continued

COUNTRY	MONTH/YEAR	PERSONNEL (AFFILIATION)	DURATION IN WEEKS	DESCRIPTION OF ACTIVITIES
Uganda	Oct 1992	Baron (PCS PIP) Crook (PATID)	1	Assist the Family Planning Association of Uganda (FPAU) in analyzing focus group discussion (FGD) results, conducting a one-week Message Design Meeting, and contracting an advertising agency to carry out logo launch activities
Uganda	Feb-Mar 1993	Kiragu (PCS PIP)	3	Assist FPAU with the design of clinic studies and analysis of the baseline survey; work with USAID Kampala to write the IEC component of the Delivery of Improved Services for Health (DISH) bilateral project paper
Uganda	Apr 1993	Baron (PCS PIP) Glass (PCS PIP)	1	Assist FPAU in selecting radio producers, developing a male motivation curriculum, and finalizing logo campaign materials
Uganda	Jul-Aug 1993	Glass (PCS PIP) Dankwah-Smith (Consultant)	6	Facilitate Radio Script Writers Workshop; assist FPAU with logo launch preparations and male motivation training
Uganda	Aug 1993	Kumah (PCS PIP) Kiragu (PCS PIP)	5	Work with USAID Kampala to finalize the IEC component of the DISH bilateral project paper; assist FPAU with project evaluation and monitoring activities and logo launch campaign preparations
Zimbabwe	Nov 1992	Kumah (PCS PIP) Shefner (PCS PIP)	2	Assist the Zimbabwe National Family Planning Council (ZNFPC) in contracting a local public relations firm and planning a multi-media campaign targeting men
Zimbabwe	Jan 1993	Lettenmaier (PCS PIP)	2	Represent PCS PIP at a meeting of cooperating agencies; assist ZNFPC in analyzing the results of print materials pretesting; contract a consultant to assist with the counseling video
Zimbabwe	Jan-Apr 1993	Riber (Consultant)	8	Assist ZNFPC with the production of the counseling video
Zimbabwe	Mar 1993	Shefner (PCS PIP)	2	Collaborate with ZNFPC in conducting a male motivation message design workshop; monitor AF/ZIM 02 project activities
Zimbabwe	Mar 1993	Kim (PCS PIP)	2	Assist ZNFPC in designing the final evaluation of the AF/ZIM 02 project
Zimbabwe	Jun-Jul 1993	Olson (Consultant)	2	Assist ZNFPC in designing a service statistics monitoring system for evaluating AF/ZIM 02 communication activities
Zimbabwe	Aug-Sep 1993	Shefner (PCS PIP)	1	Assist the ZNFPC IEC Unit in preparing for the Male Motivation Campaign launch. In collaboration with USAID and ZNFPC, draft a proposal for a "PRO Approach" project promoting private physicians

Table II-4
AFRICA: Workshops and Conferences—FY93
(excluding Nigeria)

COUNTRY	PROJECT NUMBER	DATES	HOST AGENCY	NUMBER OF PARTICIPANTS	DESCRIPTION OF ACTIVITIES
Regional	AF-CAFS-MOU	Oct/Nov 92	CAFS	24	CAFS Regional Family Planning Communication Training Course. AED Senior Program Officer Berengere de Negri co-facilitated four weeks of a five week course in Lome, Togo with trainers from the Centre for African Family Studies (CAFS). The course was attended by family planning IEC managers from organizations throughout French speaking Africa.
Regional	AF-CAFS-MOU	Jan 93	CAFS	3	Curriculum Development Seminar. PCS PIP Senior Program Officer Sharon Rudy and AED Senior Program Officer Berengere de Negri visited Nairobi, Kenya, to work with CAFS senior staff on updating the CAFS Family Planning Communication Course. Participants included Yaya Diabo and Adjuwon Akintwande of the CAFS Lome office for Francophone Africa, and Macharia Kirubi of the Nairobi office.
Regional	AF-CAFS-MOU	Sep/Oct 93	CAFS	15	CAFS Regional Family Planning Communication Training Course. AED Senior Program Officer Berengere de Negri co-facilitated this three-week training course in Bamako, Mali, with Yaya Diabo, Director of the CAFS regional office for Francophone Africa.
Burkina Faso	AF-BKF-03	Sep 93	MOHSA	20	FP IEC Training Workshop. A two week workshop in family planning information, education, and communication (IEC) for personnel of the Ministry of Health and Social Action (MOHSA) was carried out by members of the National Training Team trained by PCS PIP under an earlier project. PCS PIP provided the documentation for the participants.
Côte d'Ivoire	AF-IVO-02	Mar/Apr 93	AIBEF	22	TOT Refresher Course. PCS PIP Program Officer Lyda Clemmons co-facilitated a one week Training of Trainers (TOT) refresher course in counseling and interpersonal communication in collaboration with Sengne M'Baye Seve, Regional IEC Specialist for the Service Expansion and Technical Support project (SEATS).
Côte d'Ivoire	AF-IVO-02	Apr 93	AIBEF	18	FP IEC Seminar. Under the supervision of PCS PIP Program Officer Lyda Clemmons and SEATS Regional IEC Specialist Sengne M'Baye Seve, eight members of the National Training Team conducted a two week FP IEC seminar for social workers, midwives, and other clinic based personnel.
Kenya	AF-KEN-05	Jan/June 93	FPAK	100+	Workshops for CBD Agents. Graduates of the 1992 TOT workshops conducted four one week workshops in counseling and interpersonal communication for community based distribution (CBD) agents.
Kenya	AF-KEN-09 (future)	Mar 93	KMA	39	"PRO Approach" Seminar. James R. Williams, PCS PIP Associate Director for Strategic Planning, and Dan Odallo, PCS PIP Resident Advisor in Kenya, collaborated with the Kenya Medical Association (KMA), Pathfinder, and Family Planning Private Sector (FPPS) in conducting a two day seminar for representatives of various non-governmental organizations (NGOs) on Promoting Private Sector Family Planning Services in Kenya.
Kenya	AF-KEN-07	Mar 93	ICS	16	Male Counseling Training Workshop. Project staff at Innovative Communication Systems (ICS) collaborated with the Association for Voluntary Surgical Contraception (AVSC) to provide training in vasectomy counseling for nurses and counselors from the seven public and private sector clinics targeted for promotion in the project's multi-media campaign.

Table II-4—continued

COUNTRY	PROJECT NUMBER	DATES	HOST AGENCY	NUMBER OF PARTICIPANTS	DESCRIPTION OF ACTIVITIES
Kenya	AF-KEN-05	Apr 93	FPAK	5	Curriculum Development Workshop. PCS PIP Senior Program Officer Sharon Rudy facilitated a three-day workshop to design an interpersonal communication and counseling training program for clinic-based family planning providers. The workshop was attended by Master Trainers from the Family Planning Association of Kenya (FPAK), the Maendeleo Ya Wanawake Organization, and Family Planning Private Sector (FPPS).
Kenya	AF-KEN-05	Apr 93	FPAK	7	Master Training of Trainers Workshop. PCS PIP Senior Program Officer Sharon Rudy and Esther Makindu of FPPS facilitated a one-week TOT workshop for trainers of clinic providers.
Kenya	AF-KEN-05	Jun 93	FPAK	25	Print Journalists' Workshop. FPAK staff and PCS PIP Resident Advisor Dan Odallo conducted a two-day workshop for print journalists. Following the workshop, participants formed the "Population and Health Association."
Kenya	AF-KEN-05	Jun 93	FPAK	23	Interpersonal Communication and Counseling Refresher Courses. Master Trainers conducted two five-day refresher courses in interpersonal communication and family planning counseling for nurses from public and private sector clinics.
Madagascar	AF-MAD-01	Oct 92	FISA	21	Interpersonal Communication Workshop. PCS PIP Program Officer Danielle Baron conducted a two-week workshop in family planning interpersonal communication. Participants were front-line field workers from the regional offices of Fanakaviana Sambatra (FISA—the national family planning association), the Ministry of Population, the Ministry of Health, and various private organizations.
Madagascar	AF-MAD-02	Dec 92	MOP	21	Consensus Building Workshop. PCS PIP Program Officer Danielle Baron and Consultant Jean de Malvinsky conducted a one-week consensus building workshop to develop a general family planning IEC strategy for women and youth in Madagascar. Participants included representatives of the major non-governmental organizations (NGOs), religious organizations, the ministries of Youth and Sports, Health, Education, and Population, and the radio and press.
Madagascar	AF-MAD-01	Mar 93	FISA	18	Interpersonal Communication Workshop. PCS PIP Program Officer Danielle Baron conducted a two-week workshop in family planning interpersonal communication for youth educators from FISA, the ministries of Population and Health, and various NGOs.
Tanzania	AF-TAN-01	Mar 93	MOH	9	Radio Soap Opera Design Workshop. PCS PIP Consultant Tom Kazungu conducted a three-day workshop with members of the Muungano Cultural Troupe to draft a treatment and scripts for the first four episodes of a radio soap opera.
Uganda	AF-UGA-01	Oct 92	FPAU	21	Message Design Workshop. PATH Consultant Barbara Crook cofacilitated a one-week message design workshop with representatives of a local advertising agency in which representatives of family planning agencies reviewed major findings of recently completed qualitative research and developed message content strategies and action plans for media materials to be produced.
Uganda	AF-UGA-01	Apr 93	FPAU	12	Male Motivation Curriculum Development Meeting. PCS PIP Program Officer Danielle Baron and Program Assistant Bill Glass met with staff of the Family Planning Association of Uganda (FPAU) and the Busoga Diocese to develop a draft curriculum for a five-day male motivation workshop.

Table II-4—continued

COUNTRY	PROJECT NUMBER	DATES	HOST AGENCY	NUMBER OF PARTICIPANTS	DESCRIPTION OF ACTIVITIES
Uganda	AF-UGA-01	Aug 93	FPAU	10	Radio Program Design Workshop. PCS PIP Program Assistant Bill Glass and Consultant Hanna Dankwah Smith conducted a two-week workshop to draft scripts for radio spots and a radio drama serial. Participants came from FPAU and Intermedia, the advertising agency contracted to produce radio programming under the Family Planning Promotion Project.
Zimbabwe	AF-ZIM-02	Jan 93	USAID	N/A	PCS PIP Senior Program Officer Cheryl Lettenmaier represented PCS PIP at a three-day meeting of cooperating agencies organized by USAID Harare.
Zimbabwe	AF-ZIM-02	Mar 93	ZNFPC	N/A	Male Motivation Program Review Seminar. PCS PIP Program Officer Corinne Shefner represented PCS PIP at a three-day seminar organized by the Zimbabwe National Family Planning Council (ZNFPC). The 13 participants represented ZNFPC, the Ministry of Health, Gweru City Health Division, Harare City Health Division, ZBC Radio 1, and Roots Media Marketing.
Zimbabwe	AF-ZIM-02	Mar 93	ZNFPC	39	Message Design Workshop. PCS PIP Program Officer Corinne Shefner facilitated a two-day workshop to design the strategy for a male motivation campaign. Participants included ZNFPC representatives from Harare and the different provinces, representatives from ZBC Radio 1 and Roots Media Marketing, and independent Radio Drama Consultant Steve Kavayi.

Table II-5
AFRICA: Materials Developed, CA-2 & CA-3, FY93

REGION/COUNTRY PCS PROJECT NO.	PRINT MATERIALS	AUDIOVISUAL MATERIALS	OTHER
Regional--US-based			"Africa: Using Soap Operas to Promote Family Planning" article in <i>Hygiene International Journal of Health Education</i> , March, 1993 <i>Quantitative Research for Family Planning Programs in Africa</i> , JHU-CCP Occasional Paper
Regional CAF-MAL-03	3 network bulletins 3 winning articles on Family Planning/Population issues submitted for journalists contest		4 radio and print mini grants
Burkina Faso CAF-BKF-03	3 new posters, 1,000	40 episodes of radio soap opera 4 radio spots	
Cameroon CAF-CAM-02	7,500 posters 10,000 leaflets	6 radio spots 15 episode radio drama 1 television spot	28 billboards 100 signboards 2,500 buttons 2,500 T-shirts 2,500 plastic bags
Chad CAF-CHA-01	3 family planning posters in French and Chadian Arabic	5 family planning radio spots 8 family planning radio magazines in French, Chadian Arabic, and Sarh	50 copies in English and French of Focus Group Discussion report
Côte d'Ivoire CAF-IVO-02	1,200 posters (100 x 3 subjects) 2,000 booklets	1 radio spots 1 campaign song 1 family planning songs	1 billboards 5 directional signs 1 welcome sign
Kenya CAF-KEN-05	250,000 copies each of 2 leaflets on: 1) Pills, Condoms, and Foaming Tablets; 2) B.D.s, Injectables, and Norplant 150,000 copies of leaflets on ASC 500,000 copies of all methods leaflet 20,000 copies each of 2 posters 2,500 small family planning flipcharts in English and Swahili 2,820 large family planning flipcharts in English and Swahili Newspaper ads	50 weekly episodes of 30 min. radio soap opera, <i>Kuchewama Ni Kuzungumza</i> 10 30 second radio spots 2 Television spots	2,000 T-shirts 2,000 bumper stickers 5,000 paper caps 5,000 paper flags Report on Baseline Situation Analysis (50 copies)
Madagascar CAF-MAD-01			1 family planning logo
Madagascar CAF-MAD-02	3 comic books, 1,000 copies each 2 leaflets, 30,000 copies each 2 posters, 3,000 copies each	2 1-min. television spots 1 5-min. music video 1 5-min. clinic video	1 Interpersonal Communication workshop curriculum
Mali CAF-MAL-02		4 1-min. television spots 1 1/2 hour television dramas 1 video on Mali logo launch 1,000 copies of family planning songs on audiocassette	Logo button, 1,000 copies 1"x1" stickers, 1000 each 1"x1" stickers, 500 each Logo game puzzles, 500 copies

Table II-5—continued

REGION/COUNTRY PCS PROJECT NO.	PRINT MATERIALS	AUDIOVISUAL MATERIALS	OTHER
Tanzania (AF-TAN-01)	500,000 copies of all method leaflet in Swahili 200,000 copies of 3 method specific leaflets in Swahili 10,000 copies of 3 posters 5,000 all-method wallcharts Newspaper ads 10,000 logo promotion posters	11 radio spots on family planning 52 episodes of radio drama series	1 Family Planning logo T-shirts, flags, visors, buttons, brochures to promote family planning 1 billboard 1 bus sign
Uganda (AF-UGA-01)			National Family Planning logo Report on FGD'S: <i>Family Planning We Cannot Use: What We Do Not Understand!</i> (50 copies) Report of Key Findings of Baseline Survey
Zimbabwe (AF-ZIM-02)	4,000 campaign launch posters 21 newspaper ads 25,000 family planning posters (1 subject x 5,000 each) 1,000 implant posters	1 "GATHER" training video 1 radio drama series (52 episodes) 3 30-min. radio spots (in 3 languages)	1 Materials Development Workshop 5 Leaders Orientation Workshops 5 in-service training courses for nurses 1 Orientation Seminar for theater troupe 9 banners 4,500 T-shirts 3,000 badges/pins 2,000 caps 1 puppet show/skit 1 (touring) theater drama

3

Bangladesh
 India
 Indonesia
 Nepal
 Pakistan
 Philippines



From *The Only Way* poster.

Asia

To increase contraceptive practice and strengthen population programs in the region during FY93, the Asia Division employed the following key strategies in 27 projects in five Asian countries:

- Development of national IEC strategies to coordinate public and private sector efforts and donor agency support of family planning communication programs;
- Creation of private/public sector partnerships for sustainability;
- Promotion of community network approaches to strengthen rural communication and enhance service delivery;
- Use of the PRO Approach to enhance the image of service providers and promote modern contraceptive services, with emphasis on fee-for-service private sector providers; and
- Use of the Enter-Educate approach, enlisting the entertainment industries and TV networks to support and promote family planning and contraception and corporations to sponsor airtime and collaterals.

NATIONAL IEC STRATEGIES

JHU/PCS/PIP has led the way in development of national IEC strategies and action plans. In previous years, PCS/PIP

has developed national strategies in India, Pakistan, Nepal, and the Philippines. In FY93, PCS PIP developed a National IEC Strategy in Bangladesh. Key features of the Bangladesh strategy included:

- A process of development involving input of 40 representatives of key agencies from the public and private sectors and the donor community.
- A long-term focus supporting Bangladesh's 4th Five-Year Development Plan and coordinating activities of a donor consortium composed of USAID, UNFPA, and the World Bank.
- Formal presentation of the National FP/MCH IEC Strategy to the Government of Bangladesh Ministry of Health and Family Welfare.

The Bangladesh strategy will be implemented in FY94 with help from a consortium made up of government representatives, NGOs, and donor agencies. In the Philippines and Pakistan, PCS PIP designed and launched national scale multi-media campaigns to promote family planning.

COMMUNITY NETWORK APPROACHES

In Bangladesh and Nepal, PCS PIP worked to strengthen community-level family planning services and IEC by organizing innovative ways to extend the reach of the fieldworker. In Bangladesh, the *jiggasha* communication project used rural communication networks to extend health-worker services and family planning information. Village discussion groups, or "*jiggashas*," established with the support of local influentials and convened by local link workers, allow fieldworkers to reach many more potential clients than the existing system of house-to-house visits. At present, the *jiggasha* system piloted by PCS PIP is being replicated in seven new thanas (districts) by NGOs and the Government of Bangladesh.

The *Jiggasha* Project is also serving as a model for other rural communication projects in Asia, particularly Nepal. Nepal's village communication project has developed an interpersonal skills training curriculum and conducted training of

community health volunteers. It has also established rural committees to help design and carry out interventions such as the creation of a Community Information Center; support of community health volunteers (CHVs), village health workers (VHWs), and Mothers' Groups; and the motivation of potential family planning adopters and MCH clients.

PRO APPROACH

Promotion of family planning providers and their services—in contrast to specific contraceptive methods—has been the focus of activities in India. PCS PIP has assisted the Indian Medical Association (IMA) to promote medical doctors who have been trained in counseling and contraceptive technologies. The IMA Project has:

- Developed and pretested a new family planning logo;
- Distributed the logo to trained doctors as a sign to potential clients that quality family planning services are available; and
- Designed and launched a mass media campaign promoting the logo and associated services.

The IMA Project has been implemented in the Indian state of Gujarat and will be extended to Uttar Pradesh in the next year.

ENTER-EDUCATE APPROACH

The Philippines National IEC Campaign, launched in August, used a multi-media Enter-Educate approach to highlight family planning as an informed choice. The second phase of the campaign underscores the importance of the health worker; the final phase will focus on the safety and effectiveness of contraceptives.

DECIDE NOW!

The "Decide Now!" Media Campaign used a 13-part TV serial with celebrity artists to promote the health provider and modern family planning services in Pakistan. The drama was accompanied by TV and radio spots with the action line, "Please Don't Wait—Decide Now!," giving the campaign its name.

PARTNERSHIPS FOR SUSTAINABILITY

In both the Philippines and Pakistan, successful institutional partnerships were formed in the past year, strengthening national population programs and supporting long-term sustainability. The Enter-Educate Foundation in the Philippines, established with the assistance of PCS/PIP, played a key role in the launch and coordination of the National Communication Campaign of the Philippines Family Planning Program. In Pakistan, the media industry (Pakistan Television), having witnessed the commercial success of social dramas with the *Aabat* campaign of FY91, participated in this year's campaign with 50% funding of the social drama *Nijat*. These partnerships increased cost-effectiveness by leveraging program funds. They also established the institutional networks

for long-term program sustainability.

The impact of PCS/PIP Asia projects depends in large part on the proven strategies discussed here. Impact depends, too, on designing and applying these strategies appropriately in response to situations in-country and to audience needs. Whether it is the development of a national-scale campaign in the Philippines, a carefully tailored village project in Nepal, or a multi-agency consortium in Bangladesh developing a national IEC strategy, the key to the success of Asia programs is their responsiveness to local needs. Asia programs put the audience first, designing communications to ensure that the family planning message fits and that people know that the choice to practice family planning is their own. ■

APPLAUSE IN THE DESERT

On World Population Day 1993, *Ek Hi Raasta* (The Only Way) was telecast by Pakistan Television Corporation (PTV). The actor who plays Yar Mohammad, the uncle in the film, happened to be traveling that day in the area around Bhawalpur, where the film was made. Unable to reach home in time for the broadcast, he entered a truck stop on the busy main road. In the corner was a small black and white TV set powered by a tractor battery. "Yar Mohammad" seized the opportunity to watch the world premiere of *Ek Hi Raasta* by the roadside with the truck drivers.

Ten minutes into the film, the room became totally silent. The group, including the proprietor, watched, glued to the set. Drivers did not return to their trucks. The normally busy place had become still. At the end, all the men rose and, in praise of the film, made a sound with their hands on their mouths, the sign of applause particular to that desert region.

Ron Hess, Senior Program Officer and
Shireen Pasha, Director, *Ek Hi Raasta*

THE POWER OF AN IDEA

Mymensingh District, Bangladesh.
January 27, 1993

It was going to be my first face-to-face encounter with one of the famous "jiggashas," groups of women talking among themselves about family planning issues. After having discussed jiggasha in the office for more than two years, I thought I knew pretty well what it was all about. PCS/PIP Resident Advisor Edson Whitney and local field workers guided our small group through rice paddies and man-made ponds until we reached a bari, a cluster of 6-8 small houses. Upon our arrival, four men met us outside the loosely-walled compound. For the next 45 minutes we

exchanged pleasantries and small-talk, mostly about livelihood topics in the area. I was getting impatient. I wanted to see the jiggasha in action but I could not see where one was meeting. Edson detected my discomfort. He whispered that meeting the menfolk outside the loose enclosure and spending time with them is a necessary ritual to establish trust. As time went on and the small talk slowly lost its steam, the menfolk excused themselves one by one. The local fieldworker then guided me to a pathway inside the bari area. He said the jiggasha had been going on for an hour already. I was welcome to observe it. A group of about 15 young and middle-aged women were in ani-

mated discussion. They invited us to participate in their discussions. I was amazed at the frankness and specificity of the questions and answers. I looked around. The men were busy doing their own farm work. Then it dawned on me. The jiggasha is more than a project, it is a powerful idea in the Bangladesh context: the women can talk among themselves (a rare event in the conservative rural areas), can travel from one bari to another to meet other women, can freely discuss sensitive family planning issues in public, and the men can be supportive of it.

Jose G. Rimón II
PCS/PIP Project Director

BANGLADESH

In-country Office

Technical Assistance

A multi-agency and interorganizational approach was adopted to develop and write the National FP/MCH/IEC Strategy. The Enter-Educate approach was employed with a 25-part audio drama series. Under the Rural Communication Program, interpersonal communication networks were used to extend field worker reach. Also, a "generic" interpersonal communication (IPC) skills training program was initiated to serve as a standard for IPC curricula nationwide. A journalists' needs assessment study was conducted with a view to increasing public awareness of FP issues and influencing policy.

Assistant Program Officers Rezaul Hogue and Marufa Khanam, leaving Trishal office to visit a jiggasha site



PROJECT OBJECTIVES

To conduct institutional analysis and institution-building, promote IEC activities, sponsor IPC and counseling training activities to complement the National FP/MCH Strategy efforts, continue impact evaluation for the 1990 film *Swapner Shurni*, and implement the "jiggasha" social networking approach.

PRINCIPAL FY93 ACTIVITIES

The National FP/MCH/IEC Strategy for Bangladesh was formally presented to the Ministry of Health and Family Welfare. The process of developing the draft through a series of meetings resulted in a comprehensive strategy with wide support among the IEC community.

- The Enter-Educate approach is being used in a 25-part audio drama series, *Goi-Geramer Goppo* (Tale of a Rural Community).
- Over 300 Family Welfare Assistants (FWAs) and Family Planning Inspectors (FPIs) have been mobilized to communicate population and MCH issues to family and peer groups.
- Dhaka office is actively engaged in developing a "generic" IPC skills training program and video script to be used by various health and family planning programs.
- The journalists' needs assessment study was presented to and discussed with over 25 leading journalists in Dhaka.

FUTURE DIRECTIONS

- A workshop for program managers, "Advances in Family Health and Social Communication," will help develop effective advocacy, social mobilization, and program communication strategies.
- An implementation plan for the National FP-MCH/IEC Strategy will present an action plan for agency collaboration and coordination of IEC efforts over the next seven years.
- Replication of the Jiggasha community network approach to family planning will continue.
- A journalists' workshop and the dissemination of current population information as "hard news" are being planned for the coming year.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU CCP Director Phyllis Tilson Piotrow, JHU PCS/PIP Director José G. Rimon II, Research and Evaluation Division Chief Larry Kincaid, Asia Division Chief Sung Hee Yun, Program Officer Marsha McGoskrie, and consultant Cheryl Groff provided technical assistance. ■



Counterclockwise from lower left: Thana Family Planning Officer Abdur Razzak, Program Officer Md Ahsan Shahriar, Program Officer Dr. Md. Shahidul Alam, Edson Whitney, Assistant Program Officers Rashida Sultana and Marufa Khanam, and Thana health officer.



Fazlur Rahman, Jiggasha Link Person, clarifies a point during male jiggasha meeting observed by NGO and GOB participants at the South Asia Population Communication Conference



Chowdury Kamal Ibne Usuf, Honorable Minister of Health and Family Welfare of Bangladesh, William R. Godeman, Director, Office of Population and Health, USAID/Dhaka, and Dr. Sung Hee-Yun, JHU/PCS/PIP



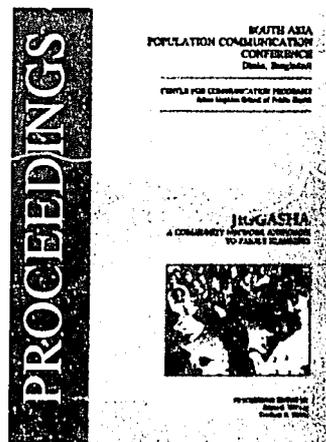
Janatti Begum, Family Welfare Assistant

SOUTH ASIA POPULATION COMMUNICATION CONFERENCE

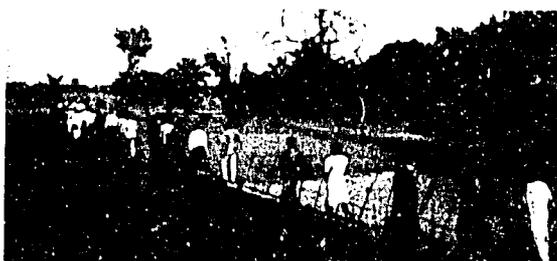
The JHU/CCP Dhaka office held this 4-day conference in February so that policy makers, donors, and local and international NGO representatives from Bangladesh, Nepal, and Pakistan could share their experiences in using community approaches and local initiatives to reach family planning goals. The Dhaka office showcased the "jiggasha" approach, an innovative way to disseminate family planning information using social networks.

This approach has resulted in an increase in contraceptive use from 38% to 56% between 1990 and 1992 among women who were visited by a field worker and who attended jiggashas. The conference included a field trip to Trishal thana to observe men's and women's jiggasha sessions in progress.

Groups of GOB administrators, donor agencies, and NGOs met to share issues during a discussion session using a participatory decision-making approach. The *Proceedings* of the conference were published and included summaries of speeches, of participants' communication projects, and of research findings from the Trishal surveys.



Folk talent performances in Trishal thana



Over 75 participants of the South Asia Population Communication Conference walk back across the rice paddies after observing a folk talent performance in Trishal thana



FP/MCH IEC Strategy Development

Technical Assistance

PROJECT GRANTEE

University Research Corporation (URC Bangladesh)

PROJECT BUDGET

Budget allocated as services for PCS PIP are required.

PROJECT DURATION

March 1991–September 1993

PROJECT OBJECTIVES

To develop a new, long-term national FP/MCH IEC strategy in harmony with the Bangladesh Development 10th Five-Year Plan in coordination with donors supporting IEC, namely, USAID, UNFPA, and the World Bank consortium.

SPECIAL FEATURES

The strategy development process was a highly collaborative effort among concerned donor, implementing agency, and Government of Bangladesh sectors.

PRINCIPAL FY93 ACTIVITIES

The results of the Literature Review and Institutional Analysis conducted by URC Bangladesh and the Association for Communication Options (ACO), respectively, were presented at a workshop in October 1991. These studies formed the basis for the development of a draft outline for the strategy. Upon completion of this task in March 1993, the outline was presented at various forums including the Ministry of Health and Family Welfare and the International Development Association (IDA) supervision team. Comments received made way for the preparation of a draft strategy, which was modified several times. The final draft is being presented at a workshop on October 11 and 12, 1993.

FUTURE DIRECTIONS

To implement the FP/MCH IEC strategy, an overall implementation plan will provide guidelines for NGOs and government departments to develop their own plans, keeping within the framework of the national strategy.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS PIP Country Representative Edson E. Whitney and other Dhaka staff provided ongoing technical assistance. Project Director José G. Rimon II and Program Officer Marsha McCoskrie provided five weeks of technical assistance. ■

Local Private Sector IEC Firm

Country Project BAN-ACO-01

PROJECT GRANTEE

Associates for Communication Options (ACO)

PROJECT DURATION

June 1991–July 1995

PROJECT BUDGET

Budget allocated as services for PCS PIP are required.

PROJECT OBJECTIVES

To continue institution building of a Bangladesh private sector IEC firm, Associates for Communication Options (ACO), which designs and produces high quality IEC materials.

To conduct research and undertake other communication support activities and resource surveys.

PRINCIPAL FY93 ACTIVITIES

Associates for Communication Options organized and conducted a workshop to present the reports on the Institutional Analysis and Literature Review for the development of the National FP/MCH/IEC Strategy for Bangladesh. In addition, they provided field staff to conduct qualitative research in Trishal thana and administrative staff to attend meetings, write and edit reports, and review IEC materials in support of the JHU/CCP Bangladesh project. Finally, ACO participated in the process of developing the outline for the FP/MCH/IEC Strategy in conjunction with members of the IEC Strategy Working Group.

FUTURE DIRECTIONS

- To encourage ACO to market its skills and services vigorously.
- To continue to strengthen ACO capabilities to undertake research and to increase its capacity to design strategies and large-scale IEC programs.
- To explore other innovative methods of stimulating the private sector to provide IEC services.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU/PCS/PIP Country Representative Edson E. Whitney and other Dhaka staff provided on-going technical assistance. ■

Audio Drama Series

Project DHK-04

PROJECT GRANTEE

East Asiatic Ltd.

PROJECT DURATION

October 1991–September 1993

PROJECT BUDGET

\$14,550

PROJECT OBJECTIVES

To produce and distribute a 25-episode audio drama serial, *Goi Geraimer Goppo*, that promotes FP/MCH among non-literates and people with little education and raises the image of the field workers among the general public.

SPECIAL FEATURES

Mr. Humayun Ahmad, one of the most popular and renowned script writers in Bangladesh, is writing the drama.

PRINCIPAL FY93 ACTIVITIES

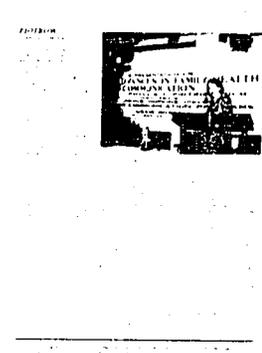
Scripts for all 25 episodes were written and approved. Twenty episodes have been recorded. Field workers at several jiggasha sites received and are using them.

FUTURE DIRECTIONS

To produce cassette sets of the audio drama in large quantity and distribute them among field workers for use during Cassette Listeners' Fora (CLF) discussions and to ensure airing during an appropriate time slot on Radio Bangladesh.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU/PCS/PIP Country Representative Edson E. Whitney and Dhaka staff provided on-going technical assistance. ■



Sanjog newsletter.

Production and Distribution of IEC Newsletter

Project DHK-05

PROJECT BUDGET

\$3,000 per year

PROJECT OBJECTIVES

To provide information on family planning-maternal and child health IEC activities of PCS PIP and other organizations.

PRINCIPAL FY93 ACTIVITIES

Six issues of the newsletter, *Sanjog*, were produced and distributed among FP-MCH organizations, donors, government departments, and media agencies.

FUTURE DIRECTIONS

To continue to promote IEC activities in Bangladesh and the production of *Sanjog*.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS PIP Country Representative Edson E. Whitney and Dhaka staff provided on-going technical assistance. ■

Evaluation and Distribution of *Swapner Shuru*

Project DHK-08

PROJECT GRANTEE

Joint Collaboration Project between PCS PIP and Cambridge Consulting Corporation (CCC)

PROJECT DURATION

February 1992-June 1994

PROJECT BUDGET

\$15,000

Note: PCS PIP will provide TA and CCC will obtain funding from the Expanded Programme on Immunization (EPI). It has been proposed to implement the project through a Letter of Understanding between PCS PIP and CCC.

PROJECT OBJECTIVES

To develop a distribution and evaluation scheme for the 1990 film *Swapner Shuru*, designed to assess the post-campaign clinic attendance.

SPECIAL FEATURES

The evaluation is intended to clarify effective pre- and post-showing activities and their relation to increasing clinic attendance.

PRINCIPAL FY93 ACTIVITIES

The concept paper for the evaluation of *Swapner Shuru* has been prepared. The evaluation will measure positive effects of the film, with emphasis on increasing clinic attendance.

FUTURE DIRECTIONS

Urban and rural showings of Enter-Educate materials will incorporate those pre- and post-showing activities that have proven effective.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

Dhaka staff provided on going technical assistance. JHU PCS PIP Program Officers Marsha McCoskrie and Mrudula K. Amin provided one week of technical assistance. ■

Development of a Generic Interpersonal Communication (IPC) and Counseling Training Curriculum

Country Project DHK-15

PROJECT DURATION

July 1993–September 1994

PROJECT OBJECTIVES

To enhance the quality of interpersonal communication and counseling (IPC) training in Bangladesh by developing a curriculum that is in accordance with effective institutional design methodologies. It will include delineating learning objectives, strategies, and tactics to clearly present content to trainers and trainees.

PRINCIPAL FY93 ACTIVITIES

Dhaka staff have met with local professionals to begin project design. Group and one-on-one IPC training curricula in use by various FP/MCH organizations were collected and reviewed to identify commonalities and areas that need to be addressed. An outline for the generic curriculum is now being prepared, based on the review findings and the comments made by those concerned.

FUTURE DIRECTIONS

To present and discuss the curriculum outline in a workshop. Staff will consider comments received during this workshop while developing the curriculum. Once the curriculum is finalized, a cadre of trainers will be formed to assist in adapting the curriculum to the specific needs of various institutions and to train others in its use.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU/PCS/PIP Country Representative Edson E. Whitney and Dhaka staff provided on-going technical assistance. ■

Literature Review for National FP/MCH IEC Strategy

Country Project AS-BAN-09

PROJECT GRANTEE

University Research Corporation (URC)

PROJECT DURATION

June 1992–October 1992

PROJECT BUDGET

\$23,069

PROJECT OBJECTIVES

To conduct a literature review of FP/MCH studies on IEC and service delivery in order to determine gaps in IEC and to provide direction for the development of a national FP/MCH IEC strategy.

PRINCIPAL FY93 ACTIVITIES

URC conducted the literature review and produced the report.

FUTURE DIRECTIONS

To write a National IEC Strategy based on the findings of the literature review and institutional capability studies.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

Dhaka staff and consultants provided on-going technical assistance. ■

Journalists' Needs Assessment Study

Country Project AS-BAN-10

PROJECT GRANTEE

University Research Corporation (Bangladesh)

PROJECT DURATION

November 1992-June 1993

PROJECT BUDGET

\$10,216



Bryant Robey and Md. Ahsan Shahriar, Program Officer, JHU/CCP Dhaka, meet and talk with village women and their children during Mr. Robey's visit for the Journalists Initiative.

PROJECT OBJECTIVES

Conduct a needs assessment to determine what is required to raise the quality and content of family planning information reporting. Provide in-depth information on the knowledge of and attitudes on family planning of Bangladesh journalists to identify skills which may need improvement.

PRINCIPAL FY93 ACTIVITIES

The draft report on the findings was submitted to PCS/PIP. A workshop was also held to present the findings to journalists and to elicit their reactions.

FUTURE DIRECTIONS

To develop suitable responses and interventions to meet identified needs of Bangladesh journalists.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU/PCS/PIP Country Representative Edson E. Whitney and Dhaka staff provided on-going technical assistance. Bryant Robey, Senior Writer and Coordinator of Overseas Activities, provided three weeks of technical assistance. ■

Trishal Rural Communication Project Video

Project DHK-02

Brochures to accompany video, first given out at South Asia Population Communication Conference, February 1993.

PROJECT GRANTEE

AVCOM

PROJECT DURATION

August 1992-January 1993

PROJECT OBJECTIVES

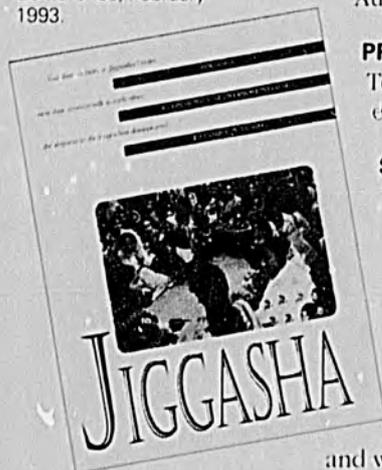
To document the effects of community information centers (jiggashas) on rural women's empowerment and increased contraceptive prevalence.

SPECIAL FEATURES

The video is made in cinema verité style. It allows the villagers to speak for themselves since it is not scripted.

PRINCIPAL FY93 ACTIVITIES

The shooting for the video *Jiggasha: A Community Approach to Family Planning* took place in Trishal thana, Mymensingh, in November 1992. A rough version of the video was then produced and reviewed by Dhaka and Baltimore field personnel and program staff. The video presents the experiences of villagers who have participated in jiggasha program activities which included folk talent programs, men's and women's group discussions based around audio-visual materials, and community meet-





ings. The final 30-minute video was screened at the South Asia Population Communication Conference held in Dhaka in February 1993. A Bangla version of the video was subsequently produced and shown to field workers during a regular meeting at the Thana Health Center in Trishal.

FUTURE DIRECTIONS

The video footage is stored in archives for use in training video modules for jiggasha replication. The video will be used to promote the jiggasha approach as well as to orient field workers and community leaders at jiggasha replication sites.



FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS PIP Country Representative Edson E. Whitney and Dhaka staff provided on-going technical assistance. Consultant Cheryl Groff provided four and one-half weeks of technical assistance. ■

Top: AVCOM crew videotapes as Achinta Das Gupta, Senior Program Officer, conducts training of Family Welfare Assistants
Right: AVCOM crew and Rosy Hussain of the Asia Foundation tape an interview of a village woman.

Training for Jiggasha Replication

Country Project AS-BAN-11

PROJECT GRANTEE

Family Planning Services and Training Center (FPSTC)

PROJECT DURATION

July 1993-June 1994

PROJECT BUDGET

\$52,105

PROJECT OBJECTIVES

To train and orient field workers and community leaders at jiggasha replication sites on the jiggasha approach of group discussions on population and family planning issues.

SPECIAL FEATURES

The training methodology and skill for replicating jiggasha will be institutionalized within two local Bangladeshi organizations to further develop and ensure local capabilities for expanding the jiggasha approach through the Government of Bangladesh area NGOs.

PRINCIPAL FY93 ACTIVITIES

Training-of-trainers for FPSTC trainers. FPSTC trainers have begun conducting training and orientation sessions at three sites in three different thanas (local districts).

FUTURE DIRECTIONS

Conduct training and orientation sessions at all seven jiggasha replication sites in FY94.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS PIP Country Representative Edson E. Whitney and Dhaka staff provided on-going technical assistance. ■

Training Video Modules for Jiggasha Replication

Country Project AS-BAN-12

PROJECT GRANTEE

AVCOM

PROJECT DURATION

October 1993–March 1994

PROJECT BUDGET

\$38,720

PROJECT OBJECTIVES

Produce training video modules which provide field worker role modeling and enhance training and orientation sessions conducted during jiggasha replication.

SPECIAL FEATURES

The video modules incorporate footage shot for the Trishal Rural Communication Project Jiggasha video.

PRINCIPAL FY93 ACTIVITIES

Training curricula were studied to identify where and how the video modules could be used most effectively. The existing video footage was also viewed to identify portions that could be used in training videos. A shooting script was then developed, reviewed, and amended.

FUTURE DIRECTIONS

To shoot video according to script. A rough edit will then be carried out. The rough video modules will be screened in Dhaka and Baltimore. They will be pretested in replication training to be held in January 1994. The final edit will then begin, and will take into account recommendations and comments made during the office screening and the pretest. The final videos will be used in all jiggasha replication training sessions.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU/PCS/PIP Country Representative Edson E. Whitney and Dhaka staff provided on-going technical assistance. Program Officer Marsha McCoskrie provided four weeks of technical assistance. ■

INDIA

Technical Assistance

PROJECT OBJECTIVE

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

PRINCIPAL FY93 ACTIVITIES

At the request of the Ministry of Health and Family Welfare (MOHFW), PCS PIP conducted one country project in India as well as a national workshop on family planning communication. Listed below are the key activities carried out to enhance the effective dissemination of family planning messages:

- Developed a project paper and a 1994 action plan for Uttar Pradesh (UP).
- Designed and promoted, through press coverage, the launching of a new logo to identify the Indian Medical Association Family Planning program and its certified counselors.
- Conducted a National Workshop on Family Planning Communication for state level IEC planners.
- Key officers from MOHFW participated in the "Advances in Family Health Communication" workshop in Baltimore.
- Produced and distributed 2,500 copies of *Population Reports* to physicians in Gujarat and UP.

FUTURE DIRECTIONS

On the basis of the completed National IEC Strategy and as requested by the MOHFW and USAID Delhi, PCS PIP will design future IEC activities and begin implementation of new projects, including the Innovations in Family Planning Services (IFPS) project.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS PIP Project Director José G. Rimon, II, Program Officer Mrudula Amin, Senior Research and Evaluation Officer Benjamin V. Lozare, Deputy Project Director James R. Williams, and Research Writer Pamela J. Allen provided a total of 30 weeks of technical assistance.

VISITORS TO JHU/PCS/PIP

Mrs. Adarsh Mishra, Joint Secretary, Ministry of Health and Family Welfare; Mr. Yogendra Narayan, Principal Secretary, Information and Protocol, Government of Uttar Pradesh; Mrs. Promilla Shankar, Executive Director, Innovations in Family Planning Services Project, UP; Dr. V.C. Velayudhan Pillai, President, Indian Medical Association; and Dr. Anil Bandiwadkar, Assistant Health Officer, Bombay Municipal Corporation. ■



परिवार नियोजन सेवेची सेवा
पुढी पावतात प्रशिक्षित प्रकॉन्सलर्स

INDIA

Indian Medical Association (IMA) Logo Campaign

Country Project AS-IND-04

PROJECT GRANTEE

IMA

PROJECT DURATION

September 1, 1992–August 31, 1994

PROJECT BUDGET

\$305,891

PROJECT OBJECTIVE

To develop a logo clearly identifying the IMA/Family Planning (IMA/FP) Program and certified counselors and to promote it through print, radio, and television support materials.

PRINCIPAL FY93 ACTIVITIES

- Designed, pretested, and modified logo.
- Developed and implemented a mass media promotion campaign for Gujarat.
- Produced a brochure to promote the IMA FP training.
- Produced a video to advocate support for the IMA FP program.

FUTURE DIRECTIONS

- Expand the IMA FP mass media campaign into UP and develop a project paper for the region.
- Develop mass media promotion strategies, as well as materials such as wall charts, desktop reminders, and door stickers to promote dialogue between counselors and clients.
- Conduct a pre- and post-campaign study to monitor the impact of the mass media campaign on target audience.
- Assist in obtaining private-sector support for the project.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS PIP Deputy Project Director James R. Williams and Program Officer Mrudula K. Amin provided five weeks of technical assistance. ■



Jim Williams with
Master Trainers for the
IMA/FP Training
Program

INDONESIA

Technical Assistance

PROJECT OBJECTIVE

To assist the Ministry of State for Population and Environment (KLID) in the design, production, dissemination, and evaluation of dramatic films made for television to promote public awareness of the link between population growth and the environment.

PRINCIPAL FY93 ACTIVITIES

The Equatorial Trilogy of films, jointly produced by JHU PCS PIP, the Indonesian Ministry of State for Population and Environment, and the Television Republik Indonesia (TVRI, the Indonesian Broadcasting Company), was shown at several international film festivals including the Festival Sinetron Indonesia, The 17th Hong Kong International Film Festival, The Japan Prize Contest, The Indonesian Film Festival (held at The Soeterijn Theatre Royal Tropical Institute in Amsterdam), and the Hawaiian International Film Festival. *Anak Hilang* (The Lost Child), one of the films in the Trilogy, about a 12-year-old who runs away from a life of poverty in a waterfront community built above a polluted estuary, was presented at the National Council on International Health (NCIH) and at a reception honoring the former Minister of State for Population and the Environment, Dr. Emil Salim, under whose auspices the trilogy was produced.

FUTURE DIRECTIONS

- Packaging of the films and preparation of a study guide for incorporation in Population and Environment curricula for secondary and university level students in Indonesia.
- A 13-part TV series, the subject of which will reflect research to be conducted in early 1994 to determine specific messages, probably in the field of family health and welfare and women's empowerment. The series is to be produced in collaboration with the National Family Planning Coordination Board (BKKBN).
- Collaborative training initiative with the BKKBN's International Training Program on two courses: IEC and community participation.

Sung Hee Yun;
Abdul R. Ramly,
Ambassador of
Indonesia; Dr. Emil
Salim; and Mr. Elliot
Putnam, then-
President, National
Council on
International Health



Attending reception for the Equatorial Trilogy films at the annual conference of the National Council on International Health (NCIH) are, L-R: Sung Hee Yun; Bushra Jabre, former Indonesian Minister of State for Population and Environment; Dr. Emil Salim; Mrs. Salim; Ricardo Wray, Chief, Population Office, USAID/Jakarta; Dr. Ken Farr; Ron Hess; consultant Gary Saffitz (partially hidden); Phyllis T. Piotrow; and Jose G. Rimon II.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS PIP Project Director Jose G. Rimon, II, Asia Division Chief Sung Hee Yun, Senior Program Officer Ron W. Hess, Program Officer Ricardo J. Wray, Training Division Chief Benjamin V. Lozare, and World Media Partners President Edward Palmer provided a total of three weeks of technical assistance. ■



**INDONESIA****Evaluation of Population/Environment Television Films**

Country Project AS-INO-02

PROJECT GRANTEE

Survey Research International (SRI)

PROJECT DURATION

September 15, 1992–March 15, 1993

PROJECT BUDGET

\$31,900

PROJECT OBJECTIVE

To measure the impact of the *Equatorial Trilogy* films through a post-test protocol designed to provide evidence for a hierarchy of effects, including: exposure, comprehension, recall, agreement, behavioral intention, and communication behavior. The research design includes a random sample survey in three Indonesian cities, opinion leader interviews, in-depth interviews of audience members, and television ratings.

PRINCIPAL FY93 ACTIVITIES

SRI completed the data analysis and submitted the final report. More than 75% of viewers said that the program increased their awareness of the population environmental issues. More details on the evaluation's findings appear in Chapter VIII, *Research and Evaluation*.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS PIP consultant Joy Pollock provided six weeks of in-country technical assistance. ■



NEPAL

In-Country Office

Technical Assistance

PROJECT OBJECTIVES

To assist the Family Health Division of the MOH in the design and implementation of an expanded communication program for family planning and maternal and child health. Specific objectives for FY93 included:

- Establishing a PCS PIP Field Office with a Resident Technical Advisor and local technical staff.
- Conducting a process evaluation of the Village-based IEC Project (VIP) and presentation of the project at a Lessons Learned Forum in Kathmandu.
- Conducting formative research to develop a communication campaign targeting men and women with an unmet demand for family planning.

PRINCIPAL FY93 ACTIVITIES

PCS PIP staff and consultants implemented the on-going IEC projects in two villages in Lalitpur District:

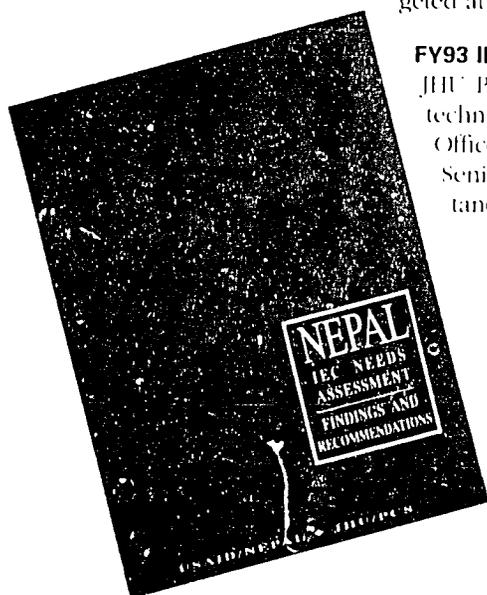
- Developing and conducting an interpersonal communication (IPC) skills training curriculum for community volunteers, Female Community Health Volunteers, and representatives of the local health post to help them in identifying and motivating potential FP/MCH clients.
- Developing training videos on the Village-Based IEC Project and Interpersonal Communication Skills and Counseling Training.
- Initiating and developing the VIP Process Evaluation and the Lessons Learned Forum. PCS PIP also established a new field office with a Resident Technical Advisor and local staff and initiated formative research activities.

FUTURE DIRECTIONS

- Train in-country personnel in IEC planning and management through participation in the "Advances in Family Health Communication Workshop," held every year in Baltimore, and a "Program Planning for IEC Managers Workshop" scheduled for December 1993 in Nepal.
- Conduct formative research for the expanded IEC project, which will include the development and production of improved client/provider materials and radio programs targeted at service providers in the field.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS PIP Country Representative Pamela J. Allen and her staff provided technical assistance. Training Division Chief Benjamin V. Lozare, Program Officer Ricardo J. Wray, AED Senior Vice-President Mark Lediard, and PATH Senior Program Officer Scott Wittet provided 12 weeks of technical assistance. ■



NEPAL
Training Videos
Country Project AS-NEP-06

PROJECT GRANTEE
Reel Images SJE SAARC

PROJECT DURATION
November 1, 1992–December 15, 1993

PROJECT BUDGET
\$10,352

PROJECT OBJECTIVES
To produce two training videos for use in possible replication of the Village-based IEC Project (VIP) and in forthcoming interpersonal communication skills training activities. The first video documents and presents key activities in a practical “hands-on” style; the second video derives from the IPC training curriculum and is intended for use during the IPC training.

PRINCIPAL FY93 ACTIVITIES
Reel Images SJE SAARC developed the script and pretested and produced the IPC video with the support of local consultants and new field office staff. They also developed a script and made a video recording of the on-going VIP project.

FUTURE DIRECTIONS
Completion of the two videos.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE
JHU PCS PIP Country Representative Pamela J. Allen and her staff provided technical assistance to the project. Program Officer Ricardo J. Wray and AED Senior Vice-President Mark Lediard provided three weeks of technical assistance. ■

NEPAL
Village-Based Project Process Evaluation
Country Project AS-NEP-07

PROJECT GRANTEE
Valley Research Group (VaRG)

PROJECT DURATION
September 1, 1993–January 31, 1994

PROJECT BUDGET
\$8,609

PROJECT OBJECTIVES

- To assess through focus group discussions, interviews, and analysis of contraceptive use records, the effectiveness of the specific interventions of the VIP project.
- To identify lessons learned by project staff in the design, development, and implementation of the project in view of potential replication of the project.

PRINCIPAL FY93 ACTIVITIES

VaRG prepared a coding scheme and research instruments, and undertook preliminary data collection.

FUTURE DIRECTIONS

VaRG will complete data collection and analysis, prepare a final report, and present results at the Lessons Learned Forum.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU/PCS/PIP Nepal Country Representative Pamela J. Allen and her staff provided technical assistance to the project. Chief of Training Division Benjamin V. Lozare, Senior Research and Evaluation Officer Douglas Storey, and Program Officer Ricardo J. Wray provided three weeks of technical assistance. ■

JHU/PCS/PIP consultant
Lajja Karki Lama (l) and
Pamela Allen (r) meet
with female Community
Health Volunteers.



PAKISTAN

Technical Assistance

PROJECT OBJECTIVES

PCS PIP assisted the Ministry of Population Welfare (MPW) in the design and implementation of a national communication strategy and plan of action, with the following specific objectives:

- To generate active demand for family planning services;
- To increase effective advocacy and support for the Family Planning Program among Pakistan's policy-makers and planners; and
- To enhance the quality of the provider-client interaction by developing key IEC print materials for use in the field and by conducting counseling and interpersonal communication training.

PRINCIPAL FY93 ACTIVITIES

Activities in FY93 followed a twofold plan to meet the objectives above. The first strategic thrust consisted of the "Decide Now!" Media Campaign, whose name derives from its central message. The purpose of this multimedia campaign was to increase public demand for family planning and at the same time increase policy-makers' support of the program. The second strategic thrust focused on strengthening field IEC inputs to support service delivery.

"Decide Now!" Media Campaign

The "Decide Now!" Media Campaign was built upon lessons learned from the *Aabat* Social Drama Campaign of 1991. The FY93 campaign, conducted by the Ministry of Population Welfare and Pakistan Television (PTV) with PCS PIP collaboration, consisted of the following communication interventions:

- Formative research - In-depth interview study of "Rural Male Attitudes towards Fertility Regulation" conducted in Punjab as well as impact evaluation of *Aabat* Campaign.
- 3-episode TV drama, *Ajtaal* (Deliverance), broadcast nationally by PTV from July 19–October 11 on prime time with celebrity cast and top writer-director team (script and production assisted by PCS PIP, aired by PTV independently after USAID Program Activity Completion Date). The drama, set in a small town, depicts the struggle of a woman, suffering ill health from repeated pregnancies, to be heard and understood by her husband.
- TV spots promoting birth spacing and modern contraceptive methods aired in month prior to launch of drama and also aired free with last five episodes of *Ajtaal* with the action line "Decide Now!"
- Hour-long TV drama, *Ek Hi Raasta* (The Only Way), shown nationally on Population Day, July 11, 1993, highlighted Pakistan's demographic picture and promoted birth-spacing and male responsibility.

The campaign's key message was, "Talk with your spouse, seek counsel from your provider; the family planning decision is yours. Act now!" It is from the central themes of the dramas and the action line in the TV spots "Der Na Kijiye, Eaisla Kijiye" (Please Don't Wait—Decide Now!) that the media campaign derives its name.

Strengthening Field IEC Services

The activities designed to enhance field counseling and IEC services included:

- Two Training of Trainers (TOT) Workshops on Interpersonal Communication in Lahore (December 12–18, 1992) and Karachi (April 5–8, 1993). The workshops were conducted for trainers from the MPW and Ministry of Health, with UNICEF/USAID collaboration. Sessions focused on counseling, community mobilization, and use of field IEC; participants developed recommendations for the enhancement of the new Village-based Field-workers' training curriculum.
- Development, pretesting, and production of 6,000 copies of a family planning flipchart and approximately 60,000 copies each of seven contraceptive methods brochures for low-literate clients.

- Development and pretesting of a poster outlining the steps of counseling, and the conduct of a preliminary study in Punjab on common rumors and misinformation pertaining to family planning.

FUTURE DIRECTIONS

PCS has conducted no USAID-supported activities in Pakistan since the project was closed June 30, 1993, and has no more planned unless USAID support for Pakistan reopens in the future. Independently of USAID, Pakistan Television aired the drama co-produced with PCS, and PCS is conducting a campaign evaluation with the assistance of International Development Research Corporation (IDRC).

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS PIP Program Officer Ron W. Hess provided 15 weeks of technical assistance, Training Division Chief Benjamin A. Tozare provided three weeks, and Program Officer Mrudula K. Amin and Africa Division Senior Program Officer Sharon Rudy both provided two weeks of technical assistance. In-country consultants Anjum Niaz and consultant Muhammed Allauddin provided six weeks of technical assistance. ■

PAKISTAN***Ek Hi Raasta (The Only Way)***

Country Project AS-PAK-06

PROJECT GRANTEE

The Film Makers, Private, Limited

PROJECT DURATION

October 15, 1992-June 30, 1993

PROJECT BUDGET

\$66,731

PROJECT OBJECTIVES

- Increase birth spacing through modern contraceptive methods.
- Increase husband-wife communication on family planning.
- Increase male responsibility for family planning decision making.
- Highlight the consequences of population growth over the last three generations in Pakistan in order to increase lay persons' understanding of Pakistan's demographic situation and to advocate among planners and policy makers for increased support to the family planning program.

SPECIAL FEATURES

In *Ek Hi Raasta (The Only Way)*, which dramatizes the reflections of a Punjabi grandfather, director Shireen Pasha and screenwriter Munoo Bhai have created a film of national and international appeal. Its real locations and its use of age-old proverbs, beliefs, and wisdom speak directly to rural people on issues of safe motherhood, male responsibility, and population growth in Pakistan. The film's visual beauty and dramatic approach have also brought international attention, in the form of festival and conference screenings and distribution offers. *Ek Hi Raasta* was broadcast nationally in Pakistan on July 11, 1993, World Population Day, and will be distributed through the outreach services of the Ministry of Population and NGOs in Pakistan.

PRINCIPAL FY93 ACTIVITIES

- Designed, pretested and produced one 50-minute TV film, *Ek Hi Raasta*, for use in both broadcast and outreach settings by government and NGOs.
- Produced one English-subtitled version of the video, 1,000 colored poster brochures, and one 16mm master negative made from the video as well as 16mm film prints for the Ministry of Population Welfare distribution.
- Assisted in arranging national broadcast of the film on PTV for World Population Day, July 11, 1993.

FUTURE DIRECTIONS

The project has been completed.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS PIP Program Officer Ron W. Hess provided four weeks of technical assistance, consultant Anjum Niaz provided two weeks of technical assistance, and consultant Muhammed Allauddin provided six weeks of technical assistance. ■

ایک ہی راستہ
The Only Way



PAKISTAN

Country Project AS-PAK-07

PROJECT GRANTEE

R-Lintas, Ltd.

PROJECT DURATION

January 1, 1993–June 30, 1993

PROJECT BUDGET

\$222,070

PROJECT OBJECTIVES

- To assist in the development, pretesting, production and broadcast of advertising support materials for the "Decide Now!" Media Campaign.
- To assist in the development, pretesting, and production of key IEC print materials for Ministry of Population Welfare service providers and non-literate clients.

PRINCIPAL FY93 ACTIVITIES

- Three TV spots entitled *Do Saheli* (Women Friends), *or*, informed choice; *Mamta* (Mother Love), on breastfeeding and spacing; and *Miyam Bibi* (Husband Wife), on removal of doubt about the safety of contraceptive methods were developed, pretested, produced, and aired. A radio spot of *Miyam Bibi* was also produced and broadcast. The spots were aired in June as an opening for the "Decide Now!" Media Campaign. The action line of the spots is, "Der Na Kijye, Taisla Kijye," or "Please Don't Wait -- Decide Now!"
- Assisted with promotion of the social drama. Publicity stills and a press kit for journalists were prepared for use by PTV. These were distributed by PTV to journalists prior to the airing of the drama.
- Developed, pretested, and produced family planning flipchart and brochures on the seven major contraceptive methods for low-literate clients.

FUTURE DIRECTIONS

The project has been completed.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS/PIP Program Officer Ron W. Hess provided five weeks of technical assistance, consultant Anjum Niaz provided two weeks of technical assistance, and consultant Muhammed Allaiddin provided six weeks of technical assistance. ■



From *Miyam Bibi* TV spot



The flipchart

PAKISTAN

Country Project AS-PAK-08

PROJECT GRANTEE

Pakistan Television Corporation (PTV)

PROJECT DURATION

February 1, 1993–June 30, 1993

PROJECT BUDGET

\$114,808

PROJECT OBJECTIVES

Assist with the production of half of the 13 episodes of the TV drama series *Nijaat* (Deliverance) targeted at rural Pakistani men and women and designed to:

- Increase the public acceptability of family planning;
- Increase husband-wife communication on family planning and related issues;
- Increase male responsibility for family planning decision-making;
- Improve the image of the field worker and of the family planning program; and
- Persuade eligible couples to seek family planning counseling and products from any health care provider, informing them that the decision to adopt family planning is theirs, and the time to act is now!



Naumann Ijaz and Ateeqa Odho play the husband and wife in *Nijaat*. Midhat Saiyada, reviewer for the Dawn, Tuesday Review of July 20–26, 1993, wrote, "Sahira Kazmi is regarded as a perfectionist and a very demanding director... watch out for *Nijaat*, for it surely has all the ingredients of a successful serial: a strong script, powerful direction, and sensitive performances."

SPECIAL FEATURES

Nijaat (Deliverance) builds on the opportunities created by the success of the 1991 drama, *Aabat*. Leveraging the commercial interest sparked by series of this type, PCS/PIP arranged a co-production in which PTV provided 50% financing for the 13-episode drama. Advancing on *Aabat*'s gains of bringing family planning into the open, the new series tackles the subject even more directly, taking the main couple through the entire decision to adopt and receive modern contraception. In the drama's final episodes the health worker is shown giving a(n) injection and instructions for a return visit to the wife, the heroine of the drama. After launch of the drama in July 1993, the national ratings for *Nijaat* reported an estimated 75% viewership, a very high percentage in Pakistan's competitive media market and a number suggesting as many as 20 million viewers. This result was phenomenal for a country whose advertising regulations normally prohibit the advertisement of firearms, blasphemy, and the mere mention of contraceptives.

PRINCIPAL FY93 ACTIVITIES

- Assisted with the production of 6.5 episodes (half of the total of 13) of the TV drama series *Nijaat* (Deliverance). The drama was a co-production in which PTV financed 50% of the production costs.
- Developed scripts for all 13 episodes outside PTV under contract with screenwriter Asghar Nadeem Syed and with assistance of PTV producer Sahira Kazmi; pretested pilot episodes of drama with assistance of R-Lintas.
- Arranged for the drama's broadcast between July and October, 1993.

FUTURE DIRECTIONS

The project has been completed.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU/PCS/PIP Program Officer Ron W. Hess provided five weeks of technical assistance and consultant Anjum Niaz provided two weeks of technical assistance. ■



Philippines

In-Country Office Technical Assistance

The program includes public and private sector components developing short and long-term IEC plans and strategies, conducting formative research and impact evaluations of IEC programs, producing print and media materials, and carrying out training in interpersonal communication skills. PCS PIP has a full-time Senior Resident Advisor, Patrick L. Coleman, in Manila who works closely with the Department of Health (DOH) as the lead agency for the Philippine Family Planning Program (PFPP).

PROJECT OBJECTIVES

To provide technical assistance and support in the development of IEC strategies and IEC audio, visual, and print materials for the USAID-Funded Family Planning Assistance Project (FPAP) to the Philippine Family Planning Program (PFPP).

PRINCIPAL FY93 ACTIVITIES

The IEC technical assistance team worked with the DOH and other agencies to:

- Launch the National Communication Campaign 1993 (NCC-93);
- Prepare the IEC Operational Plan for 1993;
- Develop IEC print materials for clients and service information providers;
- Put up family planning billboards in Metro Manila, Cebu City, and Davao City;
- Produce collateral materials (T-shirts and stickers) for the Population and Development Week Celebration;
- Print 10,000 copies of monograph on "Counteracting Rumors and Misinformation"; "Family Planning Counseling" monograph; "Let's Talk Family Planning" booklet; and 1,000 copies of the "Family Planning Manual" for use by local government units;
- Print 1.5 million copies of Health Benefits leaflets in three versions (English, Tagalog, and Cebuano); and
- Produce 8,000 PFPP Bags for service information providers.

FUTURE DIRECTIONS

The PCS PIP Technical Assistance Team will continue to design and implement IEC strategies and develop IEC support materials. Future activities will include:

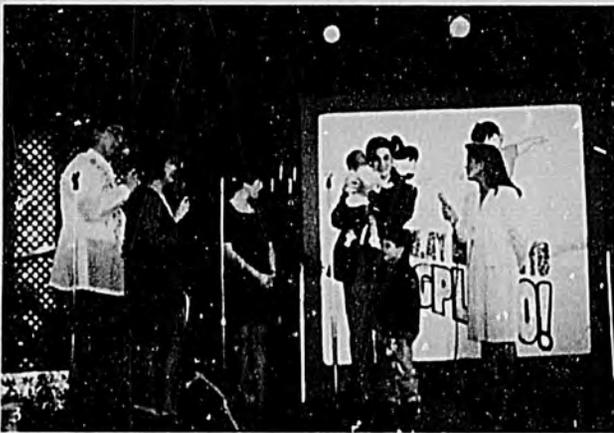
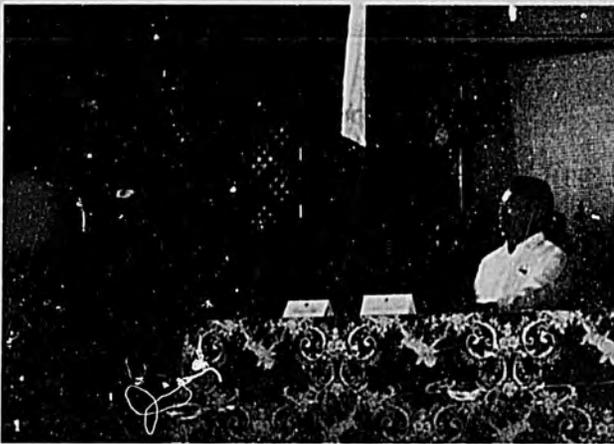
- Development and broadcast of 13 episodes of a situational comedy series with the Enter-Educate Foundation;
- Production of Program Kit for Family Planning Volunteer Workers;
- Production of print materials on injectables for influentials, clients, and health workers;
- Production of audience-specific print materials; and
- Reprints of materials for service information providers and clients.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS PIP Senior Resident Advisor Patrick L. Coleman and Program Officer Lolit S. Tabale provided on going technical assistance. Asia Division Chief Sung Hee Yun provided two weeks of technical assistance.

VISITORS

Ramon Espiritu, Chief Accountant, JHU CCP Philippines OFC, participated in a four-day Subcontracting course at The George Washington University and is a trainee with the JHU PCS PIP finance administration staff on PCS PIP contracting policies and procedures. ■



Government officials, including President Fidel Ramos, Health Secretary Juan Flavier, performers, and other celebrities participated in the launch for NCC-93 at the Festivities at the Presidential Palace ("Pakulo sa Palacio"). 1: Health Secretary Juan Flavier (r) enjoys a joke by President Fidel Ramos during keynote speech; 2: Geneva Cruz sings the new family planning song, "Arekup, Inakup" while children dance behind her; 3: popular recording artist Jun Polistico sings following his declaration of sup-

port for the family planning program; 4: Romualdo Maranan, President of the Federation of Jeepney Operators and Drivers Association of the Philippines, endorses the family planning program; 5: Jun Urbano, a famous comedian, performs his number, with Secretary Flavier as the "victim" of a joke; 6: Jacki Lou Blanco with his family gives testimonials on family planning and breastfeeding as the three emcees (Lloyd Samartino, Cathy De Leon, and Cristina Peczon) look on.

PHILIPPINES***Womanwatch***

Country Project AS-PHI-17

PROJECT GRANTEE

Women Media Circle Foundation, Inc. (WMCFI)

PROJECT DURATION

May 15–December 31, 1992

PROJECT BUDGET

\$8,860

PROJECT OBJECTIVES

Develop and broadcast remaining two parts of a four-part television series, *Womanwatch*, on family planning and related issues produced in semi-documentary style with panel discussions and immediate audience participation through telephone calls. These shows stimulated discussion and interaction among members of the target audience.

SPECIAL FEATURES

The programs are aired live in a panel discussion format. The audience is encouraged to phone in questions about the topics discussed. Popular, influential, technical experts, TV personalities, and consumers of services programs are invited guests on the programs. All programs are hosted by members of the WMCFI who are well known popular TV hosts and commentators. The programs include topics on maternal mortality and morbidity and stages of a woman's life and her choices in family planning care.

PRINCIPAL FY93 ACTIVITIES

- Produced and aired programs on maternal mortality and morbidity and stages of a woman's life and her choices in family planning care.
- Produced TV spots promoting the two programs.
- Conducted a post-production survey with viewers of the two programs.

FUTURE DIRECTIONS

WMCFI is an active non-governmental organization that looks into the health and welfare of women. The organization currently has two programs that discuss health of women and family planning issues: one on television and one on radio. These programs may be tapped for specific topics that need to be discussed.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS PIP Senior Resident Advisor Patrick L. Coleman and Program Officer Lolit S. Tabala provided on-going technical assistance. ■

PHILIPPINES

Consumer Pulse, Inc.

Country Project AS-PHI-18

PROJECT GRANTEE

Consumer Pulse, Inc.

PROJECT DURATION

July 1, 1992–December 31, 1994

PROJECT BUDGET

\$39,176

PROJECT OBJECTIVES

To finalize the report of the focus group discussions among male and female midwives, nurses, volunteer workers, and Municipal Development Officers held in five regions selected by the Philippine DOH and conducted by the contractor.

SPECIAL FEATURES

Four target respondents were covered in five regions: Vigan, Ilocos; San Pablo City, Southern Luzon; Consumer Pulse FGD room, Metro Manila; Cebu City, Central Visayas; and Cotabato City, General Mindanao. A total of 40 focus groups were conducted. The findings provided inputs in developing IEC print materials for the workers and training design.

PRINCIPAL FY93 ACTIVITIES

Project members consolidated the findings, presented them to key Department of Health staff and to USAID, and prepared a final report.

FUTURE DIRECTIONS

The project is rich in information that can be useful in designing IEC strategies, print materials, and training curriculum.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU/PCS PIP Senior Resident Advisor Patrick L. Coleman and Program Officer Lolit S. Tabale provided on-going technical assistance. ■



PHILIPPINES
Enter-Educate TV Sitcom
Country Project AS-PHI-19

PROJECT GRANTEE
Enter-Educate Foundation (EEF)

PROJECT DURATION
March 1, 1993–March 15, 1994

PROJECT BUDGET
\$120,000

PROJECT OBJECTIVES

The project aims to raise awareness and popularize responsible behavior among the target youth market on family planning and related health issues. This project also aims to demonstrate to the Filipino entertainment industry that the Enter-Educate concept can be commercially viable for collecting sufficient revenue to produce additional episodes.

SPECIAL FEATURES

A 13-part television situation comedy series will be produced and aired over a local television station on prime time. The episodes, which will take place in a medical setting, will popularize family planning and family health care. Family health and economic benefits of family planning will be illustrated in the different episodes. Popular television performers will be tapped.

PRINCIPAL FY93 ACTIVITIES

The project staff contracted a producer who identified popular television movie performers, had access to a popular television station that will be willing to co-produce the episodes with social messages, and prepared the scripts for the episodes.

FUTURE DIRECTIONS

The series will be broadcast in FY94. A marketing plan will be developed to tap advertisers and advertising agencies in order to ensure revenues. The project will produce additional episodes from the revenues generated.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS PIP Senior Resident Advisor Patrick L. Coleman, Program Officer Lolit S. Tabale, and local consultants Grace Javier-Alfonso and Girlie Rodis provided on-going technical assistance. ■

PHILIPPINES
PLCPD Advocacy Project
Country Project AS-PHI-20

PROJECT GRANTEE

Philippine Legislators' Committee on Population and Development Foundation, Inc. (PLCPD)

PROJECT DURATION

February 1, 1993-January 31, 1994

PROJECT BUDGET

\$101,000

PROJECT OBJECTIVES

The project aims to create and strengthen awareness among national and local elected officials and local executives policy makers on the population/family planning program. The project will also establish a growing, capable, and committed group consisting of people interested in issues involving human development from the legislative system, local government executives, local media, and business community in each of four provinces.

SPECIAL FEATURES

Conferences, meetings, and workshops for government officials and influentials will be conducted in each of the four provinces. Population and development information will be disseminated through print and broadcast media. An information kit with print materials on family planning and population and development will be distributed among influentials, local elected officials, religious leaders, executives, and policy makers.

PRINCIPAL FY93 ACTIVITIES

- Consulted with local officials regarding the project.
- Organized the pilot province and implemented the project.
- Made a preliminary visit to the second province to begin selecting the host organization for the project.

FUTURE DIRECTIONS

Project staff will evaluate implementation of the project in the first province and use the finding as a guide in implementing the project in the remaining three target provinces.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS PIP Senior Resident Advisor Patrick L. Coleman, Program Officer Lolit S. Tabale, and local consultants Ramon Eagle and Rosario Lambino provided on-going technical assistance. ■

PHILIPPINES**Philippines Population/Environment Film**

Country Project AS-PHI-21

PROJECT GRANTEE

Enter-Educate Foundation (EEF)

PROJECT DURATION

May 1, 1993–April 30, 1994

PROJECT BUDGET

\$300,000

PROJECT OBJECTIVES

The project aims to build local institutions and to develop an in-country capacity to produce entertainment films with positive social messages. The project also aims to increase awareness that adopting family planning practices is a key factor in protecting the environment. Ancillary video and music products will be marketed to sustain further enter-educate projects.

SPECIAL FEATURES

The film will focus on the environmental impact of deforestation resulting from both large scale development activities and practices. The story will actively involve the people most impacted by the environmental problem portrayed and use them as positive role models for effecting sustainable social and environmental progress. Popular actors/actresses in the movie industry will be tapped to play the major roles in the film.

PRINCIPAL FY93 ACTIVITIES

- Contacted a film producer interested in projects with social messages.
- Submitted the script for testing approval.
- Identified an initial list of cast members.
- Initiated production planning.

FUTURE DIRECTIONS

The income generated for the film and ancillary products will be used to produce further enter-educate projects. Based on the results of the film, schools will be integrating the population-environment linkage in their curricula.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU/PCS PIP Senior Resident Advisor Patrick L. Coleman, Program Officer Lolit S. Tabale, and local consultants Grace Javier-Alfonso and Girlie Rodis provided on-going technical assistance. ■

PHILIPPINES**National Communication Campaign 1993 (NCC-93)**

Country Project AS-PHI-22

PROJECT GRANTEE

Campaigns Universal, Inc.

PROJECT DURATION

May 14, 1993–December 31, 1993

PROJECT BUDGET

\$800,000

PROJECT OBJECTIVES

Design and produce print, broadcast, and collateral materials for communication activities of the Philippine Family Planning Program. The project will also air broadcast materials on television and radio and on selected radio stations in the pilot local government units.

SPECIAL FEATURES

There are three phases to the campaign:

- Phase I. General concept of family planning;
- Phase II. Promoting the providers of services; and
- Phase III. Promoting the different family planning methods.

PRINCIPAL FY93 ACTIVITIES

- Produced a variety of publicity materials including T-shirts, buttons, and stickers.
- Published in local newspapers a list of supporters of the Philippine Family Planning Program and a print ad.
- Broadcast 60-second and 30-second TV spots promoting the concept of family planning on local television stations.

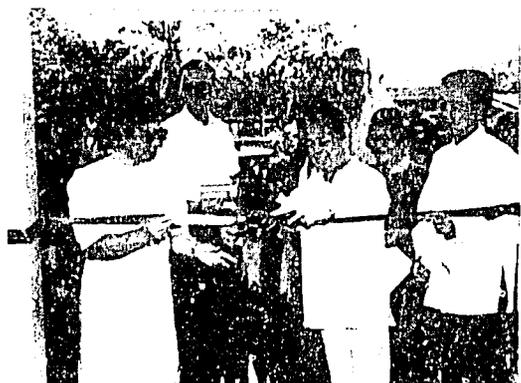
FUTURE DIRECTIONS

Produce additional radio and television spots presenting the health providers and different contraceptives. Due to a great demand for T-shirts and stickers, the Philippine Family Planning Program will reproduce 30,000 T-shirts and 300,000 stickers for the Population and Development Week celebration in November 1993.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU/PCS/PIP Senior Resident Advisor Patrick L. Coleman, Program Officer Lolit S. Tabale, and local consultant Aurora Silayan-Go provided on-going technical assistance. ■

The DOH launch of Population and Development Week, November 1992. L-R, Front Row—Secretary Flavio, Undersecretary Tan, and Assistant Secretary Reodico. Second Row—Dr. Bea Entantado, Patrick Coleman (JHU/PCS/PIP), David Alt (USI/Family Planning Logistics Management), and Dr. Quintong.



In November 1992 Secretary of Health Juan Flavio launched Population and Development Week nationwide, featuring print, radio, and TV ads, T-shirts, billboards, and other promotional items with this logo, which says, "If you love them, plan them."



PHILIPPINES
Consumer Pulse
Country Project AS-PHI-23

PROJECT GRANTEE
Consumer Pulse

PROJECT DURATION
July 15, 1993–April 30, 1994

PROJECT BUDGET
\$67,431

PROJECT OBJECTIVES

Monitor and evaluate the National Communication Campaign 1993 (NCC-93) for the Philippine Family Planning Program.

SPECIAL FEATURES

The project will cover 12 Local Government Units (LGUs): ten pilot LGUs and two other LGUs as control areas. The survey is in three waves:

- Wave I, benchmark knowledge, attitudes, and practices (KAP) of respondents. This was conducted before the launching of NCC-93;
- Wave II, Mid-point KAP which will be conducted after the end of NCC Phase I and before the start of Phase II; and
- Wave III, Post-campaign KAP. The same list of respondents will be used in all waves in order to track shifts in a person's attitude and behavior.

PRINCIPAL FY93 ACTIVITIES

- Designed the research component of NCC-93. (See Chapter VIII, *Research and Evaluation* for details.)
- Developed the questionnaire.
- Conducted the first wave of the survey.
- Completed the topline report of Wave I results.

FUTURE DIRECTIONS

Conduct Waves II and III of the project. The findings of the project will be used in designing IEC strategies, materials, training curriculum, and future National Communication Campaign projects.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS PIP Senior Resident Advisor Patrick L. Coleman and Program Officer Lolit S. Tabala provided on-going technical assistance. ■

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

COUNTRY	NEEDS ASSESSMENT & PLANNING	COUNTRY PROJECT DEVELOPMENT	COUNTRY PROJECT INITIATION	TECHNICAL ASSISTANCE	MEETINGS AND WORKSHOPS	PROVISION OF FILMS AND MATERIALS
Bangladesh	86,93	86-93	89-93	86-93	89-93	83,86-93
Burma						85
Fiji	89					85,86,89,91
Hong Kong						86
India	92	93	91-93	84-93	85,93	83-93
Indonesia	91	92	92	86-92	92	85,86,88,89,91,92
Malaysia						85,86,89
Micronesia						86
Nepal	84,90,93	84,90-93	84,90-93	88,90-93	84,85,91,92	84-86,89,91,93
New Caledonia						86
Pakistan	89-92	90-93	90-93	85,86,89-93	90-93	86,89-93
Papua New Guinea	89					89,91,92
Philippines	91-93	86-93	87-93	86-93	89,91,93	85,86,88-93
Samoa, Western						86
Solomon Island						86,89
South Korea					89	85
Sri Lanka	84				84	84,85
Thailand	84*	86		84-86,89	90	84,85,89-92
Turkey	86	86,87,90	87,89,90	87-90,92	89,90,92	85-92

* Partial needs assessment

Table III-2
ASIA: Needs Assessment Conducted—FY93

COUNTRY	MONTH/YEAR	PERSONNEL (AFFILIATION)	DURATION IN WEEKS	DESCRIPTION OF ACTIVITIES
Nepal	Feb 1993	Rimon (PCS PIP)	2.5	Conduct IEC Needs Assessment upon request of USAID Kathmandu.

Table III-3
ASIA: Technical Assistance Visits FY93

COUNTRY	MONTH/YEAR	PERSONNEL (AFFILIATION)	DURATION IN WEEKS	DESCRIPTION OF ACTIVITIES
Bangladesh	Oct 1992	Kincaid (PCS/PIP)	1	Present initial version of computer-aided communication planning and evaluation (SCOPE) simulation at JHU-CCP/BAN/HC National Planning Workshop. Finalize data and analysis plan for final evaluation of Trishal Upazila Communication Project with Mitra & Associates. Plan future communication project evaluations including roll-out of Jiggasha village interventions with the satellite clinic program and with NGOs.
Bangladesh	Oct 1992	Piotrow (PCS/PIP)	1	Monitor ongoing JHU-PCS/PIP/HC activities in Bangladesh. Meet with high-level Ministry of Health officials to elicit their support for expansion of the Trishal project. Brief local USAID Mission on ongoing TV in Bangladesh. Meet with representatives of other NGOs and potential donors to identify possible areas of cooperation/coordination.
Bangladesh	Oct-Nov 1992	Groff (PCS/PIP)	3	Develop brief shooting script for "cinema-verse" style <i>Jiggasha</i> video and carry out all pre-shooting tasks. Direct shooting of video. Supervise post-production work and produce plan for rough cut.
Bangladesh	Dec 1992	Groff (PCS/PIP)	1.5	Direct fine-cut editing of <i>Jiggasha</i> video. Supervise development of titles, subtitles and graphics. Write narration and voice covers and assist in preliminary selection of voices. Ensure completion of video by February 1993.
Bangladesh	Jan 1993	Rimon (PCS/PIP)	1	Assist in conceptualizing and framing first draft of the national FP/MCH/HC strategy with local team and working group after meeting with USAID/Dhaka, key donors, and NGO agencies.
Bangladesh	Feb 1993	McCoskrie (PCS/PIP)	3	Work with research staff to assist them in the development of a distribution and evaluation scheme for <i>Saatmer Shuni</i> designed to assess post-campaign clinic attendance. Work with local staff to coordinate logistics for the South Asia Population Communication Conference. Develop first treatment for Trishal Training video based on existing footage and literature on the implementation of Jiggasha interventions.
Bangladesh	Feb 1993	Kincaid (PCS/PIP)	2	Attend the South Asia Population Communication Conference and present research findings on the project. Assess the research needs for baseline data for Trishal replication sites, as well as <i>Saatmer Shuni</i> field test. Discuss evaluation mechanisms for Trishal replication in satellite clinic program. Review progress on journalist study with URC.
Bangladesh	Feb 1993	Yun (PCS/PIP)	1.8	Attend and present at the South Asia Population Communication Conference. Discuss Bangladesh workplan and activities. Meet key officials for USAID and other donor/NGO agencies.
Bangladesh	April 1993	Allen (PCS/PIP)	1.9	Meet the Country Representative, Project Administrator and staff of JHU-PCS/PIP/Dhaka office to learn about the administrative routine, procedures, and responsibilities of the staff. Visit a Jiggasha in Trishal.
Bangladesh	May 1993	McCoskrie (PCS/PIP)	2	Draft shooting script for Trishal Replication Video by selecting sequences from existing footage and planning for new footage to be shot. Negotiate shooting dates and post-production dates with A/comm. Discuss progress on <i>Saatmer Shuni</i> distribution and evaluation with Car. Bridge Consulting Corporation (CBC) and IFM unit.

Table III-3—continued

COUNTRY	MONTH/YEAR	PERSONNEL (AFFILIATION)	DURATION IN WEEKS	DESCRIPTION OF ACTIVITIES
Bangladesh	June 1993	Das Gupta (PCS/PIP)	7	Participate in the summer course on Survey Research Techniques at the Survey Research Center, Institute for Social Research, University of Michigan. Discuss research issues on the Trishal Replication Evaluation Program with senior research personnel at JHU/PCS/PIP, Baltimore.
Bangladesh	June 1993	Robey (PCS/PIP)	3	Make slide presentations to select groups on efforts to inform, educate, and motivate the news media. Compose the final draft of the Development Journalists Initiative Survey with Dr. Barkat e Khada of URC (Bangladesh).
Bangladesh	Sept 1993	McCoskrie (PCS/PIP)	3	Edit final version of national FP/MCH/EC strategy. Assist with the production of training video for the replication of the Iggasha Project.
India	Oct 1992	Piotrow (PCS/PIP)	1	Attend the IPPE Members Assembly and Family Planning Conference in New Delhi. Meet with appropriate MOHFW representatives and USAID officials to discuss current and future JHU/PCS/PIP activities in India. Meet with Dr. Sopti of IMA and Dr. Jan of Jan Studios.
India	Nov/Dec 1992	Allen (PCS/PIP)	2	Oversee development of IEC Workshop Module #1. Consult with USAID, MOHFW, and UNICEF on Draft Module #1 and work in collaboration with local agency to refine module in preparation for January IEC Workshop. Meet with IMA and Thompson Social Advertising to discuss research design for the evaluation of the training and logo campaign.
India	Nov/Dec 1992	Amin (PCS/PIP)	1	Coordinate with USAID on reviewing proposals, defining terms of reference, and establishing implementation plans for JHU/PCS/PIP funded Training and Community Module activities. Contact and brief prospective in-country resource persons for IEC workshop; oversee collection of necessary data on participants. Assist IMA and USAID in the expanded planning curriculum currently being developed by Development Associates. Assist IMA and Thompson Social Advertising in planning proposed evaluation of the logo promotion campaign.
India	Aug 1993	Amin (PCS/PIP)	4	Propose JHU/PCS/PIP assistance to Mrs. Promila Shankar for start-up activities in EP, and determine an implementation plan for FY91. Finalize 15-minute video for IMA currently in production; finalize sub-agreement between IMA and Thompson Social Advertising for IMA promotional activities in EP. Prepare a project paper for the IMA initiative in India, and finalize the research plan for pre- and post-campaign evaluation of IMA activities in EP. Expand plan for <i>Population Reports</i> with Jan Studios. Finalize the operations research plan for <i>Sacchar Shakti</i> with JHU/PCS/PIP Senior Research Officers in Dhaka, and negotiate partnership between IPI and IEC/EP for implementing the operations research.
India	Jan 1993	Allen (PCS/PIP)	2	Preliminary discussions with Indian facilitating facilities as to the role of JHU/PCS/PIP in the continuity of the Family Welfare National Workshop on Communication, January 17-20, 1992. Conduct selected workshop sessions. Discuss status of logo pretesting research with IMA/Thompson Social Advertising.
India	Jan 1993	Amin (PCS/PIP)	2	Conduct selected workshop sessions on Communication in Family Welfare. Review and provide input on proposals submitted by Scientific Illustration, Educational Technology, and Literacy House. Initiate contractual procedures for Module III development.

Table III-3—continued

COUNTRY	MONTH/YEAR	PERSONNEL AFFILIATION)	DURATION IN WEEKS	DESCRIPTION OF ACTIVITIES
India	Jan 1993	Lozare (PCS/PIP)	2	Direct the National Workshop on Communication in Family Welfare. Hold preliminary discussions with Indian facilitating faculty as to their role and continuity in the Family Welfare Program. Conduct several workshop sessions. Debrief USAID and government officials on research requirements for conducting needs assessment for developing Module III. Recruit fieldworkers for community involvement.
India	Mar 1993	Amin (PCS/PIP)	4	Meet with USAID to review scope of work, conduct training needs assessment with Dr. Allen. Identify training venue, prepare budget for two workshops in HCU in August and September. Recruit local consultant as Communication Officer for MOHFW and determine logistic needs. Identify local training and research organizations for UP.
India	Mar 1993	Allen (PCS/PIP)	2	Clarify the schedule for HCU Workshops in UP and review the curriculum development for January's workshop with USAID & MOHFW. Conduct assessment of training needs. Identify local Hindi-speaking resources for the two workshops. Work with local consultant to begin development of case studies for UP.
India Hong Kong	Apr 1993	Yun (PCS/PIP)	2	Discuss with USAID: a) The status of the UP project and b) the selection of a Resident Technical Advisor for the HIPS project in UP. Also discuss the latter issue with MOHFW. Meet with MOHFW, New Delhi, and UP to discuss future plans. Finalize HCU Action Plan for 1993-94 and sub-agreement with a local training and research organization. Visit Hong Kong to present the population environment films on Indonesia (The Equatorial Trilogy) chosen for the 17th Hong Kong International Film Festival.
India	April 1993	Lozare (PCS/PIP)	1.5	Define the objectives and time schedule for the two workshops proposed for August and September. Select local faculty and Hindi-speaking people to assist in conducting workshop. Determine needs for ethnographic and organizational research. Review existing organizations available to conduct research and training. Select a local expert consultant for coordinating research activities. Confirm logistics and participants for the workshops.
India	May 1993	Amin (PCS/PIP)	3	Finalize the amendment to IMA and HCU (PCS/PIP) contract to include: a) additional activities for UP, and b) amendment to IMA Thompson Social Advertising sub-contract to include baseline research for Gujarat, UP, and additional air time for IMA media launch. Contract a local video production unit to produce a 25-minute video for IMA. Supervise video shooting and brochure production activities.
India	May 1993	Williams (PCS/PIP)	2	Prepare official launching of IMA logo. Deliver a session on the value of promotional activities to participants during the Actor-Trainers training program. Supervise the script development and production of a 25-minute video about the IMA training program. Discuss text and graphics for brochure on physician recruitment for the same program. Meet with Thompson Social Advertising to review research, creative materials development, and media plans.
Indonesia	Oct 1992	Yun (PCS/PIP)	1	To meet with senior management of BKKBN to discuss plans for the population education curriculum to be developed around the Equatorial Trilogy films.

Table III-3--continued

COUNTRY	MONTH/YEAR	PERSONNEL (AFFILIATION)	DURATION IN WEEKS	DESCRIPTION OF ACTIVITIES
Indonesia	Nov 1992	Rimon (PCS/PIP)	1	To assist in preparation for the signing ceremony between JHU/PCS/PIP and IIP/BKKBN to formally announce the training project with IIP/BKKBN and to follow up on the status of plans to integrate the Equatorial Trilogy films into the curricula for population and environmental education.
Indonesia	April 1993	Yun (PCS/PIP)	1	Brief the Mission, Ministry of Population, and Ministry of Environment on status of Population/Environment films. Discuss strategies for coordination and submission of films at future film festivals, including those in Holland, Germany, and Switzerland.
Indonesia	July 1993	Rimon (PCS/PIP)	2	Make final negotiations and draft memorandum of agreement with the National Family Planning Coordinating Board (BKKBN) on the collaboration between IEC and Community Participation with the objective of enhancing training programs. Observe the first 3 days of the IEC training course, to review the curriculum and training materials. Brief the Mission on the outcome of negotiations between JHU/PCS/PIP and International Training Program (IIP/BKKBN).
Nepal	Nov 1992	Wray (PCS/PIP)	2	Meet with representatives of USAID and IP/MCH Division of the MOH to discuss progress of JHU/PCS/PIP activities in Nepal. Assist local consultants with the establishment of Sangam Kendra (Information Center) in the two villages and in the development of a counseling training curriculum. Set up and conduct a Planning Seminar to present the Village-based IEC Program (VIP) strategy to the District Public Health Officers (DPHOs) of IP/MCH/UNPA and New ERA. Discuss script development and production of training videos with Kamandra Baral of Reel Images. Meet with New ERA to review final report of radio audience study. Meet with JHU/PCS/PIP consultants to discuss development of counseling training curriculum.
Nepal	March 1993	Wray (PCS/PIP)	3	Introduce Dr. Allen to local JHU/PCS/PIP consultants, contractors, and USAID, plus IP/MCH officials. Assist in establishing field office. Provide technical assistance to local consultants in finalizing inter-personal communication skills training video. Design methodology, prepare terms of reference and RFP for local contractor to aid in impact evaluation of community-based strategy in Lalitpur VDCs. Initiate establishment of project teams for radio programming.
Nepal	Mar/Apr 1993	Allen (PCS/PIP)	2.5	Meet with local JHU/PCS/PIP consultants and with USAID and IP/MCH officials prior to May/June move to Kathmandu. Work with Mark Fedard in negotiating the establishment of NGO field office and recruiting staff. Establish project teams for radio programming. Visit Lalitpur district VDCs (Village Development Committees) and contribute to Impact Evaluation Methodology.
Pakistan	Oct/1992	Hess (PCS/PIP)	1	Meet with the Communication Directorate and the Secretary, MPW, as well as USAID to discuss long range plans and coordinate on going JHU/PCS/PIP assisted activities. Help plan IEC consultant visit and assemble/translate IEC materials. Oversee script finalization for Family Planning Urdu Drama Project. Select and contract writer and producer for social drama project. Conclude budget negotiations on Entas Family Welfare Media Campaign activities.

Table III-3—continued

COUNTRY	MONTH/YEAR	PERSONNEL (AFFILIATION)	DURATION IN WEEKS	DESCRIPTION OF ACTIVITIES
Pakistan	Oct/1992	Amin (PCS/PIP)	2	Meet with Communication Directorate and the Secretary, MPW, as well as USAID to discuss long range plans. Assist MPW to finalize agenda for Interpersonal Communication (IPC) Workshop scheduled for the third week of December. Assist the government counterparts to develop a concept for a training curriculum designed to train field workers on interpersonal communication skills.
Pakistan	Dec/1992	Hess (PCS/PIP)	2	Oversee the coordination of activities between UNICEF, USAID, MPW, within Pakistan. Serve as a resource person for the workshop. Review script of Social Drama. Review concept for the TV spots. Monitor Docu drama Project and IEC Development activities.
Pakistan	Dec/1992	Amin (PCS/PIP)	1	Co-Direct Interpersonal Communication Workshop (ICW), orient UNICEF and MPW counterparts on course content and on the training methodologies for the ICW. Train workers on the use of print and electronic media for counseling on Family Planning. Consolidate recommendations from the workshop for further action by MOH and UNICEF and coordinate logistics with UNICEF. Ensure that training materials match training module.
Pakistan	Dec/1992	Rudy (PCS/PIP)	1	Design and finalize Training Curriculum for Interpersonal Communication Trainers Workshop. Train participants on the principles of behavior change and factors that influence the decision making process. Conduct and analyze pre- and post workshop tests. Serve as a resource person for the workshop.
Pakistan	Dec/1992	Lozare (PCS/PIP)	1	Direct training team in designing curriculum for Interpersonal Communication Trainers Workshop. Provide training on the principles of Interpersonal Communication for Family Planning and on the importance of monitoring and evaluation of training programs. Train workers on the importance of reinforcement through visual aids. Evaluate effectiveness of training course. Present findings of a case study in Bangladesh.
Pakistan	Jan/Feb 1993	Hess (PCS/PIP)	6	Discuss April workshop with USAID, MPW, and UNICEF. Review IEC materials with them, including first draft pictorials and text of flip chart and methods brochures. View rough cut for Pak 05 docu drama. Review first episode of TV drama script for PAK 08 with PAK TV.
Pakistan	Mar/Apr 1993	Hess (PCS/PIP)	2	Provide Technical Assistance in organizing and conducting pretest of field materials on Information Education and Communication (IEC). Assist with organization of the second Trainers workshop on Interpersonal Communication for Family Planning. Assist with pretesting of pilot episode of Family Welfare Social Drama.
Pakistan	April 1993	Lozare (PCS/PIP)	2	Develop Social Drama Evaluation Questionnaire. Review preparations for pretest of field IEC materials and field IPC TOE. Conduct opening, closing, and management sessions of workshop.
Pakistan	May/1993	Hess (PCS/PIP)	2	Provide technical assistance in finalizing text and pictorial revisions based on pretest of field IEC materials. Assist in finalizing arrangements for printing of IEC materials. Assist with finalization of script as well as media campaign for the Family Welfare Social Drama.

Table III-3—continued

COUNTRY	MONTH/YEAR	PERSONNEL (AFFILIATION)	DURATION IN WEEKS	DESCRIPTION OF ACTIVITIES
Philippines	Oct-Nov 1992	Rimon (PCS/PIP)	1	Debrief USAID Manila on new bilateral; meet with DOH to discuss future buy-in for the next five years and the upcoming IEC project. Meet with Campaign Inc. and other JHU PCS/PIP contractors to discuss future plans.
Philippines	Feb/1993	Yun (PCS/PIP)	1	Provide technical assistance to Philippine Legislative Committee on Population & Development (PLCPD) on Advocacy Workshop Planning. Visit and observe local advocacy workshop.
Philippines	June/July	Coleman (PCS/PIP)	2	Attend the Annual JHU CCP FY94 Planning Workshop in Baltimore to follow-up on pending projects and contracts at JHU CCP.
Turkey	Oct/Nov 1992	Yun (PCS/PIP)	2	Attend International Conference on Population (ICP) sponsored by Istanbul Chamber of Commerce. Discuss the next phase of the Blue House Campaign.

Table III-4
ASIA: Workshops and Conferences—FY93

COUNTRY	DATES	HOST AGENCY	NUMBER OF PARTICIPANTS	DESCRIPTION OF ACTIVITIES
Bangladesh	Oct 1992	JHU/PCS	88	Workshop held to present findings of literature review and USAID institutional analysis. These findings formed the basis for the MOHFW development of the National FP-MCH IEC Strategy
Bangladesh	Feb 1993	JHU/PCS	83	South Asia Population Communication Conference organized to present the jiggasha approach to representatives of agencies involved in population activities in South Asia, and to elicit their reactions to the approach.
Bangladesh	March 1993	JHU/PCS	84	Four day Workshop entitled "Jiggasha: A Community Network MOHFW IEM Approach to Family Planning" introduced jiggasha to policy-makers, donors, and government officials. Jiggasha groups help extend the reach of family planning field workers by identifying and building networks of women and men who meet in homes of local opinion leaders.
India	Jan 1993	MOHFW	31	An eight day workshop on the role that Information, Education, and Communication (IEC) plays in family welfare programs. The overall goal of the training was to instill a greater appreciation of the strategic role IEC can play in establishing and maintaining an effective health program. The workshop was primarily adapted from a JHU CCP training module titled "Advances in Family Health Communication." There were 31 participants present at the workshop, most of whom were senior administrative officials from the government, state, and district levels in India.
Pakistan	Dec 1992	UNICEF/JHU	40	An "Interpersonal Communication for Family Planning Trainers" workshop held in Lahore, from December 12-17, 1992. The focus of this workshop was to train Village-based Family Welfare Workers (VBFWW) in interpersonal communication in family planning.
Pakistan	April 1993	UNICEF/JHU	30	A workshop in interpersonal communication held in Karachi, similar to the one held in Lahore. Purpose of this workshop, like that of the December workshop, was to train VBFWW workers.
Philippines	Nov 1992	USAID/DOH	40	One-day workshop for key staff of participating agencies actively involved in FP advocacy programs to update on the current FP program thrust and to follow up the plan developed in the June 1992 workshop for the PEPP advocacy program.
Philippines	July 1993	USAID/DOH	80	One-half day orientation on the FP National Communication Campaign 1993 (NCC-93) for key staff of the different FP participating agencies.
Philippines	Aug 1993	USAID/DOH	400	Launching of the National Communication Campaign 1993 at Malacañang Palace; attended by key officials of government and NGOs, media practitioners, entertainers, technical professionals, and civic organizations supportive of FP.

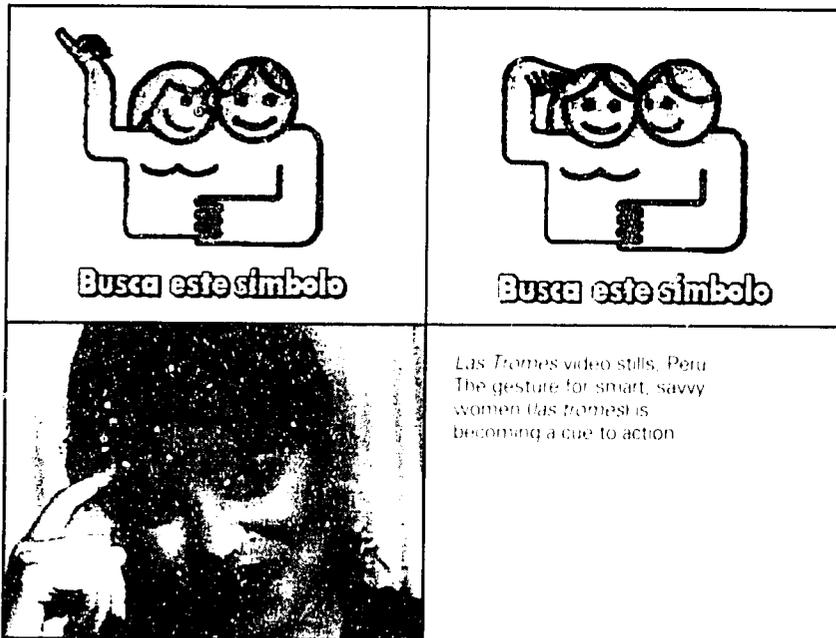
Table III-5
ASIA: Materials Developed
CA-2 & CA-3, FY93

REGION/COUNTRY PCS PROJECT NO.	PRINT MATERIALS	AUDIOVISUAL MATERIALS	OTHER
Bangladesh	Final draft of National FP-MCH HEC Strategy Draft report on evaluation of Field Worker's Guide and Method Specific Booklet		
Bangladesh (AS-BAN-10)	Report on findings of Journalists' study		
Bangladesh (AS-BAN-12)	Revised training curriculum with video modules for Jiggasha replication.		
Bangladesh (DHK-02)		Produced 30 minute video, <i>Jiggasha: A Community Network Approach to Family Planning</i> (in Bangla and English)	
Bangladesh (DHK-04)		Second set of ten episodes of a 25-episode audiodrama serial, <i>Goi Geraam Goppo</i> , with FP-MCH messages in an Enter-Educate approach	
Bangladesh (FHK-05)	6 issues of <i>Sanjog</i> newsletter Proceedings of South Asia Population Communication Conference held in February 1993		
Bangladesh (DHK-08)	Evaluation of <i>Swapaner Shura</i> research design to determine the effectiveness of 16 mm films on behavior changes toward family planning and immunization.		
India (AS-IND-02)	2 banners, 3 press ads, 20 billboards, 1 ID sticker, and 1 brochure on FP services		
Indonesia (AS-INO-02)	Flyer on the Equatorial Trilogy (ET), 1000 copies	One video for IMA promotion, <i>Population & Environment: Making the Connection</i> video	
Nepal	Training manual on Interpersonal Counseling for Village-based Family Planning Workers		
Pakistan	Poster and leaflet promoting 2 training manuals for Training-of- Trainers on IPC in Karachi		
Pakistan (AS-PAK-06)	1,000 posters promoting <i>Ek Thi Raasta</i>	Hour-length film to promote male responsibility for family planning decision making	
Pakistan (AS-PAK-07)	6,000 Counseling & FP flipcharts; 60,000 each of 7 contraceptive methods brochures for low literates	3 television spots, <i>Informed Choice</i> , <i>Removal of Doubt</i> , and <i>Breastfeeding & Contraception</i> 1 radio spot on <i>Removal of Doubt</i>	

Table IV-5—continued

REGION/COUNTRY PCS PROJECT NO.	PRINT MATERIALS	AUDIOVISUAL MATERIALS	OTHER
Pakistan (AS-PAK-08)		13-episode FP Television Drama, <i>Nijaat</i> (Deliverance), to be broadcast by PTV starting July 1993	
Philippines	Poster on health benefits of family planning in Ilocano, 4,000 Copies; English, 4,000 copies; Cebuano, 8,000 copies Leaflets on vasectomy and tubal ligation in Ilocano, 200,000 copies each; English, 200,000 copies each; Cebuano, 400,000 copies each Flipchart, <i>FP Methods and Reproduction</i> , in English, 2,000 copies; Cebuano, 4,000 copies; Ilocano, 2,000 copies Leaflets on RUD, Pill, NFP, and condom in Tagalog, 500,000 copies each; English, 200,000 copies each; Cebuano, 400,000 copies each; Ilocano, 200,000 copies each Booklet, <i>Let's Talk Family Planning</i> , in English, 10,000 copies Monograph on FP Counseling in English, 10,000 copies Monograph on "Counteracting Rumors and Misinformation" in English, 10,000 copies Comics, 150,000 copies Leaflet on health benefits in English, 200,000 copies; Tagalog 700,000 copies; Cebuano 400,000 copies Advertorials on FP published in 2 newspapers Print ads published in 5 major newspapers FP manual, 1,000 copies	30-sec radio spot on male participation 30-sec radio spot on health of mother and child	Bags for frontline, 8,000 pieces Signboards for clinics, 1,500 pieces Stickers, 150,000 pieces T-shirts, 5,000 pieces Billboards, 10 pieces
Philippines (AS-PHI-17)		2 TV programs on Channel 4: 1) <i>Stages of a Woman's Life and Her Choice in FP Care</i> ; 2) <i>Maternal Mortality and Morbidity</i>	
Philippines (AS-PHI-22)	Print ad published in 7 newspapers List of FP supporters published in 7 newspapers	60-sec TV spot on FP concept 30-sec TV spot on FP concept	Stickers, 150,000 pieces Tee shirts, 25,000 pieces Signboards for clinics, 1,500 pieces Umbrellas, 1,500 pieces

Bolivia
Brazil
Ecuador
Haiti
Mexico
Peru



Latin America/ Caribbean

Satellite TV, cable systems, and computer data transporters are covering national territories throughout Latin America. The emergence of these new communication technologies is allowing anyone, even those located in remote communities, access to the many popular TV talk shows, telenovelas, and radio call-in programs that are beamed from big metropolises. At the same time, the rapid evolution of these technologies has contributed to the advent of "alternative networks of communication" such as

community TV and radio stations, fax networks, and video clubs. The technical configurations of the new communication technologies are flexible enough so that individuals and social groups can adapt and operate them in pursuit of specific communication needs. The increasing sophistication of these communication systems requires that family planning communication ventures creatively explore both the powerful mainstream media and the alternative networks to reach culturally diverse populations.

Just as the popular media have achieved national coverage in most countries in Latin America, the scope of family planning programs in Bolivia, Brazil, Ecuador, Mexico, and Peru has evolved from short, one-time efforts to national, long-term projects. This ability to reach different segments of society on a national scale through a variety of strategies makes campaign planning, media selection, and evaluation an exciting adventure for the cadre of well-trained Latin American IEC managers.

Momentum is now enabling the public, private, and commercial sectors to combine efforts and achieve national impact in Bolivia, Ecuador, and Peru. Over the past year, technical assistance to the Bolivian National Reproductive Health Program (NRHP) and its 16 public and private organizations has resulted in a comprehensive design for an integrated mass media campaign. This campaign will position the reproductive health logo as a trigger to bring people to health and family planning clinics. In a pioneer initiative in Latin America linking creative communication with service delivery, the NRHP IEC group produced the first in a series of in-clinic videos designed to inform and, thus, empower women in clinics waiting rooms. *De Mujer a Mujer* (From Woman to Woman), a series of half-hour mini-dramas, features reproductive choices and family planning methods, spousal communication, and STDs.

In Ecuador, PCS-PIP is helping to strengthen and solidify institutional collaboration among private and public groups by creating a coalition of IEC managers and experts. Members of the National IEC Committee were trained in the "nuts and bolts" of working in partnerships with the media. They used this new skill to form an alliance with Mercedes Erazo of the leading TV talk-show *En Familia*. As a result, Erazo donated 55 minutes of air time and named one week as Family Health Week to broadcast family planning "shorts." Erazo was so pleased with the high-quality production and call-in questions that she has expressed interest in new ventures of a more permanent nature. The National IEC Committee also produced 29 entertaining 10-minute radio programs

called *Entre Nosotras* (Between Us) which dispel family planning rumors and encourage urban women to visit family planning clinics.

Peru is at the forefront of a national multi-media approach that effectively and creatively combines mass media campaigns, interpersonal communication, and media partnerships. PCS-PIP worked closely with APROPO (Advocacy for Population Programs), the leading health communication and marketing agency promoting family planning services, the Ministry of Health, and the Peruvian Social Security Institute to launch a national, six-month campaign to refer potential family planning clients to health sites. Women who have opted to use modern contraceptives are identified as "Las Tromes" and positioned as role models on TV and radio spots, print materials, and merchandising. This "Las Tromes" campaign got its name from a popular expression for someone who is intelligent, has charisma, and is "with it." It is also linked to APROPO's vanguard SexEd family planning hot-line which provides first-rate counseling and referrals promoted via the "Las Tromes" campaign. Wide-spread acceptance of the campaign, even by groups who traditionally oppose family planning, is strengthening APROPO's leadership and expertise in the eyes of both the public and private sectors.

Partnership with the commercial media has been particularly successful in Peru, where TV networks are promoting family planning. Alliances with the leading TV talk show, *Guisela en America*, have grown over the past year. APROPO has produced bi-weekly TV sketches on family planning topics. Experts join the star, Guisela, in answering live calls concerning sexuality, family planning, and women's issues. Each program reaches approximately 1,800,000 people. Likewise, *Comunicando*, the strongest national radio talk show in Peru, provides 30 minutes of free air time to APROPO every two weeks. Alternative radio networks, such as community aired radio in rural and semi-urban communities have rebroadcast 48 of these 10-minute radio programs to hard-to-reach audiences.

COMMUNICATING—THE SECRET TO SUCCESS

Dr. Nelson Oviedo, Executive Director of CEPAR and a member of Ecuador's National IEC Technical Committee, was participating in a national donor coordination meeting on how to increase the effective use of funds available for health programs in Ecuador. During the meeting, someone made the inevitable suggestion to form a working committee. With a groan, several people asked, "Car, we make it work?"

Then another person mentioned that some of the local agencies had already formed an inter-institutional committee. Reportedly, she said, it had been working well for over two years. Why not contact this committee and ask them the secret of their success? For Dr. Oviedo, this was his cue: "You're talking about the IEC Technical Committee," he said. "I happen to be on it. It is, indeed, as strong as its reputation. Excellence in communication is not only its express purpose—it is also the guiding principle for how the committee members themselves interrelate. The committee has worked hard to establish and maintain clear and open communication between all members—that's the IEC Technical Committee's 'secret' to success."

As told to PCS/PIP Local
Coordinator for Ecuador
(1990-93), Lucia Kramer

In Brazil, the PCS PIP communication strategy supports USAID's program to strengthen the introduction and integration of family planning services in the Northeast region. This program will emphasize the expanded choice of contraceptive methods and of family planning. A pre-

liminary needs assessment revealed the urgent need for building institutional capabilities in communication to upgrade the provision of correct and consistent information on family planning methods. Workshops are underway in interpersonal communication counseling and communication methodologies.

In Mexico, PCS PIP worked with the Secretariat of Health (SSA) and the Mexican Institute of Social Security (IMSS) through USAID's program to support the extension of family planning services in rural areas. Building and upgrading technical capabilities in communication is a high priority for these two institutions. For SSA, the development of culturally-sensitive communication materials is a priority in reaching the rural population; therefore, SSA initiated activities to develop an integrated set of provider-client orientation materials. Data collected through audience research studies gives insight into information needs from both provider and user perspectives. Likewise, PCS PIP has been supporting IMSS to test the effectiveness of current print materials used by midwives.

Efforts to link communication interventions with behavior change were closely tracked in Peru and Bolivia. A time-series impact evaluation in Peru has tracked all mass communication interventions and revealed penetration of at least 80%. Preliminary analysis has shown that this exposure is associated with increases in awareness of modern methods and has reduced prevalence of myths and rumors regarding family planning. In Bolivia, an evaluation measured the efficacy of print materials developed for health centers. Findings showed that clients visiting service providers who used the comprehensive set of orientation materials knew more about modern family planning methods, had higher levels of awareness of family planning and reproductive health, and improved communication with their spouses. ■

BOLIVIA

Technical Assistance to the National Reproductive Health Program (NRHP)

PROJECT OBJECTIVES

To bring together and assist local organizations participating in the NRHP with implementation of an IEC program which will provide reproductive health information to audiences across Bolivia.

SPECIAL FEATURES

The commitment and increasing professionalism of NRHP IEC Subcommittee members made FY93 the most productive year yet in terms of IEC outputs, research, and training.

PRINCIPAL FY93 ACTIVITIES

With PCS/PIP assistance, the IEC Subcommittee moved forward on all its activities, including the following: the first NRHP mass media campaign, in-clinic video series, Enter-Educate audiocassette series for buses, and evaluation and revision of the NRHP print materials set (detailed overviews for each may be found on subsequent pages).

- In preparation for the first NRHP mass media campaign, a three-day PCS/PIP workshop was conducted to train IEC Subcommittee members to utilize creative strategies for professionalizing IEC products. The workshop emphasized techniques for getting the most out of working with an advertising agency.
- Fifty representatives from NRHP agencies were trained during two Training-of-Trainers (TOT) workshops in interpersonal communication and counseling for reproductive health. The two PCS/PIP workshops were conducted in Tarija and Lake Titicaca. Replications of the workshop have been carried out for individual agencies by several TOT participants, thus multiplying the impact of the basic training.
- The format of the official NRHP news bulletin was revised to make it more attractive. Key changes included increasing the frequency of publication, adding color and modern illustrations, and expanding the number of pages.

FUTURE DIRECTIONS

FY94 technical assistance will focus especially on the successful implementation of the NRHP mass media campaign and related activities.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS/PIP Program Officer Liza Nickerson, Program Officer Walter Saba, Research Officer Thomas Valente, and consultant Abel Aguilar provided five and one-half weeks of technical assistance. Regional Communication Adviser Luis Ramiro Beltran, Assistant Local Coordinator Nancy Castellon, and consultant Ramiro Caballero provided on-going local technical assistance. ■



JHU/PCS/PIP Assistant Local Coordinator in Bolivia, Nancy Castellon, and consultant Ariel Perez at JHU local office

BOLIVIA**First Things First: National Reproductive Health Program (NRHP)
Print Materials Evaluation and Reprinting**

Technical Assistance

PROJECT OBJECTIVES

To evaluate and reprint the coordinated set of print materials (posters, flyers, booklet, flipchart, and manual) developed by the NRHP.

SPECIAL FEATURES

Three NRHP institutions representing La Paz, Santa Cruz, and Cochabamba cooperated to conduct an evaluation.

PRINCIPAL FY93 ACTIVITIES

- The evaluation design and survey instrument were developed together with the Centro de Investigación, Educación y Servicios (CIES), ProSalud, and MotherCare. The evaluation design consisted of a panel study with pre- and post-measurements in experimental and control groups.
- The results of the evaluation showed that the materials contributed significantly to patients' knowledge of methods, as well as to communication among couples about family planning: a) 29% increase in awareness of reproductive health; b) 12% increase in knowledge of contraceptive methods and use; and c) 8% increase in spousal communication.
- Some patients suggested minor adjustments to the graphics, although the evaluation results indicated overwhelming acceptance of the materials. These recommended alterations are underway.

Research results are reported in detail in Chapter VIII, *Research and Evaluation*.

FUTURE DIRECTIONS

The revised set of materials will be pretested and printed in early FY94.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS PIP Program Officer Liza Nickerson and Research Officer Tom Valente provided seven weeks of technical assistance. Regional Communication Adviser Luis Ramiro Beltran and consultant Ramiro Caballero provided on-going local technical assistance ■



BOLIVIA
In-Clinic Video Series
Technical Assistance

PROJECT OBJECTIVES

To reach clients of National Reproductive Health Program (NRHP) clinics with informational videos about reproductive health.

SPECIAL FEATURES

The videos utilize the Enter-Educate approach, positioning simple messages in an attractive, enjoyable format specifically designed for women and men between the ages of 18 and 35. The first video in the series featured Bolivia's most popular folk-singer, Zulma Yugar.

PRINCIPAL FY93 ACTIVITIES

- The first of the series of videos for in-clinic use was produced. Titled *De Mujer a Mujer* (From Woman to Woman), the 26-minute video offers an introduction to reproductive health.
- Pretests of the video in two cities showed that key messages were clearly understood by the target audience and that the character of the nurse (portrayed by a professional actress) was especially well-received. The video is currently in use in 110 clinics across the country.
- Scripts for additional videos are under production.

FUTURE DIRECTIONS

In FY94, the series will expand to include a total of six videos on topics such as breast-feeding, specific family planning methods, and myths and misconceptions about methods. The video series will be closely linked to the NRHP mass media campaign.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS PIP Program Officer Liza Nickerson, Program Officer Walter Saba, and Technical Coordinator for Ecuador Pablo Palacios provided six weeks of technical assistance. Regional Communication Adviser Luis Ramiro Beltran and local consultant Ariel Pérez provided on-going local technical assistance. ■



BOLIVIA

Mass Media Reproductive Health Campaign

Technical Assistance

PROJECT OBJECTIVES

1) To introduce the NRHP logo ("las manitos"); 2) to promote the concept and benefits of reproductive health to women and men between the ages of 18 and 35 in La Paz, Santa Cruz, and Cochabamba; 3) to stimulate dialogue among couples about reproductive health; and 4) to encourage couples to visit clinics for information and services.

SPECIAL FEATURES

This will be the first National Reproductive Health Program (NRHP) multi-media campaign and will be closely monitored and systematically evaluated in terms of its impact on behavior.

PRINCIPAL FY93 ACTIVITIES

- Bolivia's premier research firm, Encuestas & Estudios, was selected to conduct the research and evaluation for the campaign. The baseline survey instrument was designed and 12 focus group discussions were conducted as part of the audience research necessary for campaign development.
- Selection of the advertising agency to design the campaign included a thorough review of over 40 advertising agencies and media production houses in Bolivia. Grey Advertising won the account, based on the agency's expertise, outputs, and performance in an in-depth interview process. Based on the brief prepared by IEC Subcommittee members with technical assistance from PCS/PIP, Grey Advertising prepared the first draft of a campaign strategy for the NRHP, including proposed message treatment.

FUTURE DIRECTIONS

The multi-phase campaign will be launched in early 1994 and will be complemented by other NRHP activities, such as audiocassettes for buses and in-clinic videos

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS/PIP Latin America Division Chief Alice Payne Merritt, Program Officer Walter Saba, Grants Contractor Supervisor Rafael Barbato, and consultant Gerardo Figueroa provided eight weeks of technical assistance. Regional Communication Adviser Luis Ramiro Beltran and consultant Ariel Pérez provided on-going local technical assistance. ■



COMMERCIAL SECTOR ALLIES

Late one afternoon, high up in La Paz, we were meeting with our newly-hired advertising agency. I was giving my usual impassioned appeal for pretesting. "We need to pretest the upcoming demand-generation campaign in several cities nationwide," I proclaimed, "and we need to assure that the campaign will reach all the different linguistic and cultural groups, such as the Aymara and Quechua. We must also make sure that the mul-

tiple public and private agencies participating in the National Reproductive Health Program are on board and supporting the campaign. Not to mention the newly elected government officials..."

Afraid that the ad agency might be feeling a bit intimidated by this pretesting and approval phase, I launched into a theoretical "spiel" about the importance of pretesting. The creative director just

stared. The executive director listened patiently.

When I finally finished, the executive director chuckled. "How the tables have turned!" he marveled. "It is usually I who must persuade my clients to use formative research and pretesting. What a pleasure to find a client who actually appreciates the fine art of creating communication campaigns!"

Alice Payne Merritt, Chief,
Latin America Division

BOLIVIA
Safe Sex for Sex Workers

Technical Assistance

PROJECT OBJECTIVES

To provide technical assistance in IEC to the Centers for Disease Control (CDC) AIDS/STD Prevention and Control Project in Bolivia, for expanding access to, and use of, effective STD/HIV control and prevention services and education in the departments of La Paz, Santa Cruz, and Cochabamba, Bolivia.

SPECIAL FEATURES

This is the first national effort to pursue new frontiers in communication research and interventions to promote risk-reducing behavior change among female sex workers and their male clients with the intent of reducing the spread of STDs and HIV.

PRINCIPAL FY93 ACTIVITIES

- A Resident Advisor was based in Santa Cruz to direct the outreach communication efforts for commercial sex workers, clients, and brothel owners.
- The IEC component was expanded from its original site in the capital city of La Paz to Santa Cruz, which is culturally very distinct. Since the two cities are so different, the outreach efforts have been tailored to each setting.
- The IEC interventions continued to reach the women on their own turf and gain support of the brothel owners. Activities were increased with clients and focussed on facilitating condom use and opportunities for negotiation in the brothels. Condom promotional items for the brothels were produced, such as condom key chains, posters featuring "Juana Segura," who is "armed" with an "arsenal" of condoms, as well as condom matchbooks. All the items feature the tagline "I love life, I use condoms."

FUTURE DIRECTIONS

Now that the project has gained the confidence of the women and brothel owners, more women will be recruited into the intervention groups in each city and efforts will be intensified with clients in the coming year.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS-PIP Resident Advisor Reynaldo Pareja provided on-going local technical assistance.



BOLIVIA
Strategic Planning for Santa Cruz
Country Project LA-BOL-04

PROJECT GRANTEE

ProSalud

PROJECT DURATION

August 1, 1992–July 31, 1993

PROJECT BUDGET

\$30,000

PROJECT OBJECTIVES

To assist ProSalud, the Santa Cruz-based primary health care provider, in audience research, design of a multi-year institutional communication strategy, and monitoring and evaluation of the impact of the National Reproductive Health Program (NRHP) print materials in Santa Cruz.

SPECIAL FEATURES

The project has contributed to IEC becoming a freely integral part of ProSalud's activities. This is especially important since, with its recent expansion into La Paz, ProSalud is positioned to become the largest private sector family health care provider in Bolivia.

PRINCIPAL FY93 ACTIVITIES

- ProSalud carried out the Santa Cruz portion of the NRHP print materials evaluation. This involved conducting pre- and post-test interviews with patients exposed to the materials, as well as with service providers. ProSalud also analyzed the data collected with technical assistance from PCS PIP.
- Audience research aimed at helping ProSalud to design an institutional IEC strategy was carried out.
- A multi-year institutional IEC strategy was developed to chart the course for ProSalud's communication activities over the next six to eight years. The strategy is tailored to ProSalud's institutional goals and contains specific objectives, key audiences, and proposed activities.

FUTURE DIRECTIONS

As a result of the project, it appears likely that ProSalud will formally establish an IEC unit in the Santa Cruz headquarters.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS PIP Program Officer Liza Nickerson and Research Officer Thomas Valente provided one and one-half weeks of technical assistance. Regional Communication Adviser Luis Ramiro Beltran and Assistant Local Coordinator Nancy Castellon provided on-going local technical assistance. ■

BOLIVIA

Marketing Hospital San Gabriel

Country Project LA-BOL-08

PROJECT GRANTEE

Hospital San Gabriel (HSG)

PROJECT DURATION

April 1, 1993–March 31, 1994

PROJECT BUDGET

\$45,000

PROJECT OBJECTIVES

To introduce and test a sustainable marketing model in order to at least double individual and group subscriber health plans offered by Hospital San Gabriel.

SPECIAL FEATURES

Marketing techniques are being used to help HSG reach two key audiences: pregnant women from lower socio-economic groups and small companies interested in offering a health plan for their employees. Revenues generated from the health plan for companies will help subsidize services for the low-income mothers.

PRINCIPAL FY93 ACTIVITIES

- Market research was conducted to determine how best to target the respective audiences, such as employed mid-level professionals and technicians, managers of large corporations, and low-income women between the ages of 17 and 35.
- A marketing communication strategy is being developed based on the identified strengths and weaknesses of the current clinic service.
- Preliminary message design and pretesting was initiated.

FUTURE DIRECTIONS

Applying marketing techniques to social services is an unusual approach in Bolivia, so it is expected that useful lessons in sustainable development for other institutions may grow out of this experience.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS PIP Latin America Division Chief Alice Payne Merritt and Program Officer Liza Nickerson provided one and one-half weeks of technical assistance. Regional Communication Adviser Luis Ramiro Beltran and local consultant Jaime Saavedra provided on-going local technical assistance. ■

BOLIVIA
NRHP Audio Cassettes for Buses
 Country Project LA-BOL-09

PROJECT GRANTEE

Programa de Educación por Radio (PER)

PROJECT DURATION

January 18-September 18, 1993

PROJECT BUDGET

\$10,000

PROJECT OBJECTIVES

To inform thousands of public transportation users across the country about reproductive health and to motivate these men and women to visit NRHP-affiliated clinics.

SPECIAL FEATURES

The successful diffusion of the program will depend on bus drivers who have volunteered to play the audiocassettes on their vehicles. For this reason, audience research was conducted among the drivers so that their tastes could be considered in the design of the programs.

PRINCIPAL FY93 ACTIVITIES

- PER, the producer of the audiocassettes, was selected through a methodical analysis of possible producers. Factors such as expertise in radio production, experience in health education, and professional reputation were taken into consideration.
- A series of four NRHP audiocassette programs for buses was initiated with the development of the first one-hour program. Using the Enter-Educate approach, the programs include health messages complemented by popular music, a jingle, and jokes. With technical assistance from PCS/PIP, the IFC Subcommission task force for audiocassette production closely monitored the development of the scripts.
- Diffusion of the series will take place through 1,000 city and interstate buses and will begin in October 1993. Diffusion is expected to continue for eight months.

FUTURE DIRECTIONS

The remaining programs in the series will be developed in FY94. Adaptation of the programs for use in clinics will be considered.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS/PIP Latin America Division Chief Alice Payne Merritt, Program Officer Liza Nickerson, and Program Officer Walter Saba provided two and one-half weeks of technical assistance. Regional Communication Adviser Luis Ramiro Beltran and Assistant Local Coordinator Nancy Castellon provided on going local technical assistance. ■



BOLIVIA
Promotion of Clinic for Women
Country Project LA-BOL-11

PROJECT GRANTEE
Centro de Investigación, Educación y Servicios (CIES)

PROJECT DURATION
July 1, 1993–February 28, 1994

PROJECT BUDGET
\$15,932

PROJECT OBJECTIVES
To promote CIES' new clinic for middle and upper-middle class women in La Paz.

SPECIAL FEATURES
This project will market the image of the new clinic as a highly professional service equivalent in quality to that of a private physician but lower in cost. If successful, the project could offer a new vehicle for NGOs like CIES to subsidize health services for patients who are not able to pay. The establishment of the clinic was supported by The Population Council through an operations research project.

- PRINCIPAL FY93 ACTIVITIES**
- Audience research was conducted through interviews and focus group discussion. PCS PIP technical assistance helped guide the research to reveal a specific profile of the clinic's intended clientele.
 - The clinic's communication strategy is being designed with assistance from PCS PIP. The strategy proposes promotion primarily through radio and interpersonal communication.
 - Messages were designed and pretested with audience samples of employed and non-employed housewives.

FUTURE DIRECTIONS
In FY94, project implementation will continue. This project will test the feasibility of persuading middle and upper-middle class women to change their health service providers.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE
JHU PCS PIP Latin America Division Chief Alice Payne Merritt, Program Officer Liza Nickerson, and Program Officer Walter Saba provided three and one-half weeks of technical assistance. Regional Communication Adviser Luis Ramiro Beltran and Assistant Local Coordinator Nancy Castellon provided on-going local technical assistance. ■

BRAZIL

Reproductive Health for All by the Year 2000

Technical Assistance

PROJECT OBJECTIVES

To provide technical assistance in IEC skills and communication methodology to key public and commercial health services in Northeast Brazil expanding into family planning service delivery.

SPECIAL FEATURES

PCS PIP's communication strategy supports USAID's program to strengthen service delivery mechanisms which have the potential to institutionalize a full range of family planning services within eight years' time, when USAID assistance will be phased out. The USAID program focusses on the public and commercial sector delivery systems which have the greatest potential to reach large numbers of clients.

PRINCIPAL FY93 ACTIVITIES

- Conducted a preliminary communication needs assessment in Northeast Brazil highlighting the urgent need for correct and consistent information on family planning methods and their health benefits for potential clients. Since new methods and new providers will be introduced, the assessment recommends promoting the concept of choice: both informed choice in selecting an appropriate method, and free choice in seeking out services.
- Established a PCS PIP local coordinator based in Fortaleza, Ceara (one of the targeted states) to work closely with the local groups in designing communication strategies and effective interpersonal and outreach promotional activities to reach women and couples.
- Initiated communication planning with State Health Secretariats in Ceara (SES), and Bahia (SESABE), to support their recent expansion into state-wide family planning delivery.
- Began collaborating with the PROETT project to introduce a range of family planning services into the commercial health group, UNIMED, which is the fourth largest HMO worldwide.
- Developed a dissemination strategy for correct population family planning information to reach the medical community, political gatekeepers, and the press through *Population Reports* in Portuguese and systematic press releases and forums with the press.

FUTURE DIRECTIONS

Plans are underway to hold regional courses in the areas of interpersonal communication counseling and communication methodologies. Links are being established with the local media and entertainers in each state to pursue co-productions in Enter-Educate with a Brazilian flavor.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS PIP Latin America Division Chief Alice Payne Merritt provided four and one-half weeks of technical assistance. Local Coordinator Rosa Saïd provided on-going local technical assistance. ■

ECUADOR

National Communication Initiative

Technical Assistance

PROJECT OBJECTIVE

To form partnerships between the IEC Technical Committee of the Family Planning Agencies in Ecuador and the local media to jointly produce Enter-Educate initiatives and position reproductive health themes in the mainstream media.

SPECIAL FEATURES

Ecuador's IEC Technical Committee continues to illustrate a highly effective model for fostering and maintaining inter-institutional collaboration over time. In its third year, the IEC Technical Committee has gained recognition as producer of a radio program and television reports about family planning. PCS PIP supported these products through a matching grant, a mechanism for the Committee to put its proposals for inter-institutional collaboration in IEC into action.

PRINCIPAL FY93 ACTIVITIES

- A PCS PIP workshop entitled "Creatividad y Alcance: IEC Hoy" ("Creativity and Reach: IEC Today") prepared Technical Committee members to utilize creative strategies for professionalizing their IEC products. The workshop emphasized techniques for getting the most from working with an advertising agency.
- The IEC Technical Committee produced *Between Us* (Entre Nosotras), the new daily 10-minute radio program on reproductive health. Music, social dramas, and comments are inserted in this magazine-type program broadcast by three local radio stations in Quito. Its creators expect the program to reach 30,000 women, 18-25 years old, from low socio-economic status in the urban and peri-urban areas of Ecuador's capital city.
- The IEC Technical Committee obtained 55 minutes of free air time on a popular afternoon talk show for women called *En Familia* for the Technical Committee's special video reports on family planning. During that show's Family Health Week, the video reports covered topics like responsible parenthood and misconceptions about contraceptives. The videos were so well received that the program's host, Mercedes Erazo, has requested that the reports become a permanent weekly feature.

FUTURE DIRECTIONS

In FY94, PCS PIP efforts in Ecuador will include a mass media campaign to combat myths and rumors about contraceptive methods and an intervention to improve interpersonal communication in clinics. Planning for a prime-time television series with social messages, to be produced in collaboration with Ecuador's largest television station, is underway.

Mercedes Erazo,
the popular host
of *En Familia*.



FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS PIP Latin America Division Chief Alice Payne Merritt, Program Officer Liza Nickerson, Program Officer Walter Saba, and Regional Communication Adviser Luis Ramiro Beltran provided five weeks of technical assistance. Local Coordinator Lucia Kramer and Technical Coordinator Pablo Palacios provided local on-going technical assistance. ■

ECUADOR

Advancing Family Planning IEC in Local Agencies

Technical Assistance

PROJECT OBJECTIVE

To assist private and public sector agencies participating in Ecuador's National Family Planning Program in creating innovative, effective strategies for reaching new users.

SPECIAL FEATURES

In addition to participating in Ecuador's IEC Technical Committee, local agencies have received one-on-one technical assistance in IEC. PCS PIP assisted individual institutions in designing IEC strategies and in developing specific IEC materials as part of those strategies.



PRINCIPAL FY93 ACTIVITIES

- Under a Georgetown University Institute for Reproductive Health project and with technical assistance from PCS PIP, CEMOPLAF (Centro Medico de Orientación y Planificación Familiar) developed a set of materials to promote and educate young married women about breastfeeding as a family planning method. The materials were designed to be appropriate for any cultural setting and have become regional prototypes for breastfeeding materials.
- CEMOPLAF's set of method-specific brochures were upgraded in order to better reach users and potential users of different contraceptive options. The set was revised to include better artwork, more appropriate language for the target audience, and a more professional layout.
- APROFE (Asociación Pro Bienestar de La Familia Ecuatoriana) produced a radio promotion campaign designed to attract new users of pills and IUDs. Clinic data collected in the months during and following the campaign showed a significant increase in adoption of IUDs as a result.
- APROFE also began a public relations effort to increase media coverage using their newly acquired "Health Launch," which brings boat based primary health care to the Puna area. A video documentary was produced with PCS PIP assistance about the pioneering effort to bring health services to hard-to-reach populations. The public relations campaign also included a series of press releases aimed at increasing APROFE's presence in the media.

FUTURE DIRECTIONS

In FY94, PCS PIP technical assistance will help agencies implement increasingly sophisticated family planning IEC. For CEMOPLAF, IEC efforts will focus on strengthening the quality of the services offered through improved materials and training for staff. For APROFE, promotional efforts to increase users will be emphasized.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS PIP Latin America Division Chief Alice Payne Merritt, Program Officer Liza Nickerson, and Program Officer Walter Saba provided three weeks of technical assistance. Local Coordinator Lucia Kramer and Technical Coordinator Pablo Palacios provided on-going local technical assistance. ■

HAITI**In-Country Office Technical Assistance****PROJECT OBJECTIVES**

To strengthen the institutional capability of the private sector (INHSAC, PAPFO, etc.) in implementing IEC activities in the area of family planning, child survival, and AIDS/STDS.

PRINCIPAL FY93 ACTIVITIES

- Designed a needs assessment strategy design, known as the "Haiti: Health IEC Overview and Strategic Options Design."
- Provided technical assistance to IPPF/WHR to select an advertising agency to develop and promote a national family planning campaign.
- Provided technical assistance to INHSAC (National Haitian Institute of Community Health) to develop an IEC strategy and project document proposal for child survival activities in Haiti.

FUTURE DIRECTIONS

- Assign a PCS/PIP Resident Advisor and establish a PCS/PIP office in Haiti, including hiring staff, purchasing equipment, and setting up an accounting system.
- Develop an annual operations budget for Haiti country representation.
- Develop comprehensive IEC strategies for medium and short term country-specific health IEC projects.
- Set up and train INHSAC personnel in POPLINE.
- Implement the family planning campaign in collaboration with IPPF/WHR/PAPFO (International Planned Parenthood Federation Western Hemisphere Region Port-au-Prince Field Office).

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS/PIP Deputy Project Director Philippe Langlois and Africa Division Program Officers Danielle Baron and Corinne Shetner provided nine weeks of technical assistance.

Note: Work in Haiti is administered under the Africa Division of PCS/PIP for reasons of culture and language. It is reported under the Latin America/Caribbean Division for reasons of USAID classification. ■



MEXICO

Achieving High Quality Provider-Client Orientation Materials

Technical Assistance

PROJECT OBJECTIVES

To provide technical assistance to the Secretariat of Health (SSA), Family Planning Division, in developing a five-year communication strategy project and a one-year communication workplan and budget. More importantly, PCS PIP is assisting SSA in developing institutional capabilities to produce, in a systematic manner, state-of-the-art national communication materials to help family planning counselors and promoters provide clear, correct, and consistent information.

SPECIAL FEATURES

PCS PIP technical assistance supports the agreement signed between USAID and the Mexican Government to implement the Extension of Reproductive Health and Family Planning Services Program in Rural Areas.

PRINCIPAL FY93 ACTIVITIES

- Designed an audience research study with health providers and users to learn about levels of information, attitudes, and practices in regard to family planning, contraceptive methods, and myths and rumors that prevent contraceptive adoption.
- Designed a sample survey of health providers and users.
- Developed focus group discussion protocol, provider-client relationship observation guides, and a survey short questionnaire.
- Developed criteria to select a local research agency to help SSA carry out the audience research study.

FUTURE DIRECTIONS

PCS PIP plans to provide ongoing technical support to SSA in the areas of audience research, message development, pretesting methodologies, and print materials production. Development of a training module for interpersonal communication and counseling skills for the rural component of the program is anticipated.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS PIP Latin America Division Chief Alice Payne Merritt, Senior Program Officer Patricia Poppe, consultant Claire Storey, and local consultant Antonieta Martin provided five weeks of technical assistance. ■



MEXICO

Enhancing Communications Skills to Reach a Rural Population

Technical Assistance

PROJECT OBJECTIVES

To provide technical assistance to the Instituto Mexicano de Seguridad Social (IMSS) to develop its institutional capability to test the effectiveness of existing midwife-client communication materials. Also, to produce new communication materials (print and videos) providing family planning counselors and promoters easy access to quality information.

SPECIAL FEATURES

PCS PIP technical assistance supports the agreement signed between USAID and the Mexican Government, including IMSS, to implement the Extension of Reproductive Health and Family Planning Services Program in Rural Areas.

PRINCIPAL FY93 ACTIVITIES

- Designed a test to measure the effectiveness of existing print materials on maternal-child and reproductive health. This test will be administered with midwives, physicians and nurses, and target clients in the states of Guimajuato, Veracruz, and Baja California.
- Developed focus group discussion protocols and provider-client relationship observation guides to measure print materials effectiveness.
- Developed criteria to select a local research agency to help IMSS implement the effectiveness test.

FUTURE DIRECTIONS

PCS PIP plans to provide ongoing technical support to IMSS in client-oriented methodologies, audience research, IFC materials design, state-of-the-art pretesting methodologies for communication materials, and IFC evaluation techniques to measure the impact of media material on the quality of client-provider relationships and on the reduction of misconceptions and myths among clients and providers.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS PIP Latin America Division Chief Alice Payne Merritt, Senior Program Officer Patricia Poppe, consultant Claire Storey, and local consultant Antonieta Martin provided three weeks of technical assistance. ■



MEXICO
Multi-Media Intervention in Rural Chiapas, Phase II
 Country Project LA-MEX-15

PROJECT GRANTEE

Fundacion Mexicana para la Planeación Familiar (MEXFAM)

PROJECT DURATION

June 1, 1993–November 30, 1994

PROJECT BUDGET

\$183,042

PROJECT OBJECTIVES

To assist MEXFAM in developing capabilities to implement a multi-media intervention that will increase the number of contraceptive users among rural young couples in Chiapas. MEXFAM will also gain expertise in interpersonal communication and counseling curriculum development; design, pretesting, and production of print materials; and evaluation techniques to track attitudinal and behavior changes, clinic attendance, and improvement of provider-client relationships.

SPECIAL FEATURES

This project provides the opportunity to strengthen private, public, and commercial sector collaboration to improve family planning services and contraceptive prevalence.

PRINCIPAL FY93 ACTIVITIES

- Designed and conducted a "Mystery Client" study to feed into the development of an Interpersonal Communication and Counseling Training-of-Trainers (TOT) curriculum. The curriculum features a training model on skills building for improving provider-client communication.
- Developed a counseling training plan to implement a TOT.
- Held a Health Leaders Forum in Tuxtla Gutierrez, Chiapas, to gain endorsement for the project and to discuss ways of strengthening collaboration and involvement for greater impact.
- Defined the objectives, content, and messages for the set of print materials. The coordinated set included: a flipchart, service provider's manual, pamphlet addressing family planning adoption obstacles, methods poster to facilitate informed choice, and brochures on method-specific rumors.

FUTURE DIRECTIONS

The PCS-PIP-MEXFAM project, which emphasizes counseling training, the production of print materials, and a two-tier mass media intervention, will be a prototype of inter-institutional collaboration for the Extension of Reproductive Health and Family Planning Services Program signed between USAID and the Mexican Government.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS-PIP Senior Program Officer Patricia Poppe and local consultant Raquel Schlosser provided five weeks of technical assistance. ■

PERU

Achieving High Quality Family Planning Information and Counseling for the Ministry of Health (MINSA)

Technical Assistance

PROJECT OBJECTIVES

To assist MINSA in its communication needs and produce a set of culturally sensitive provider-client orientation materials to support service delivery efforts.

SPECIAL FEATURES

PCS PIP technical assistance supports USAID's five-year program to strengthen the public family planning service delivery system.

PRINCIPAL FY93 ACTIVITIES

- Developed a communication project in conjunction with MINSA and the Peru Family Planning Implementation Plan (PEPIP) to support the design and production of an integrated set of provider-client orientation materials.
- Coordinated the review of existing public and private sector information materials and assessed their strengths and weaknesses with health providers and users.
- Designed and conducted audience research studies with MINSA health providers and clients in Piura, Tumbes, and Chimbote to identify information needs, gender and "machista" attitudes toward contraceptive adoption, as well as method-specific rumors.

FUTURE DIRECTIONS

PCS PIP plans to provide ongoing technical support to MINSA in message development, pretesting methodologies, materials evaluation techniques to measure the impact of IEC materials on the quality of the client-provider relationship, and on family planning rates of adoption. PCS PIP anticipates development of a training module on interpersonal communication and counseling skills and a training plan addressed to service providers using provider-client orientation materials.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS PIP Senior Program Officer Patricia Poppe and local consultants Max Tello and Carla Queirolo provided six weeks of technical assistance. ■

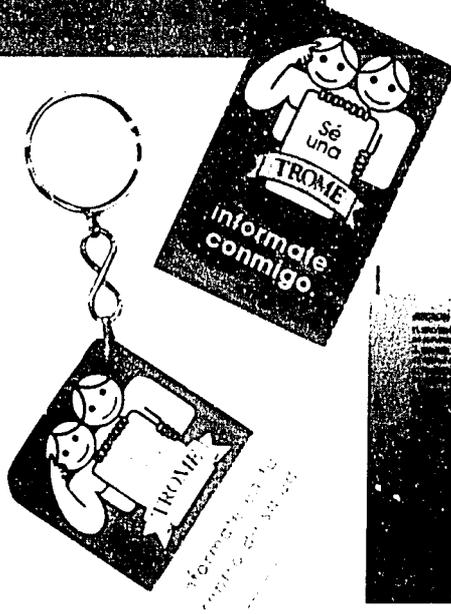
**Sé una
trome,
infórmate
aquí.**



**Las Tromes
se informan
aquí**



Peru's *Las Tromes* campaign materials took many forms, including (clockwise from upper left) a banner, a hotline, a poster, a pin, and a keychain



PERU

Communications Scale-Up with a National Mass Media Campaign

Technical Assistance

PROJECT OBJECTIVES

To assist APROPO in the design, implementation, and evaluation of national multi-media communication strategies to generate demand for family planning services and modern methods, as well as to address myths and rumors and "machista" attitudes that prevent contraceptive adoption.

SPECIAL FEATURES

The launching of a mass media intervention, known as the "Las Tromes" campaign, features the beginning of the mass media component of USAID's strategy under the Peru Family Planning Implementation Plan (PEPIP). This plan seeks public, private, and commercial sector collaboration for greater FP program impact.

PRINCIPAL FY93 ACTIVITIES

The campaign positions women users of modern contraceptives as role models projecting charisma, intelligence, and spousal and maternal fulfillment who seek professional information and avoid contraceptive myths and rumors.

- Developed and launched the "Las Tromes" campaign. Materials include two TV and radio spots, a poster promoting five state specific health clinic sites, outdoor signs and banners featuring the Peru family planning logo, and a variety of promotional materials (e.g., providers' pins, key chains).
- Designed, pretested, and produced IEC activities: 1) "infospots" produced with the national leading radio station, Radio Programas del Peru (RPP), aimed at potential and current modern method users as well as young couples who want to space their children; 2) radio programs for the leading national radio talk show *Comunicando*, reaching 385,000 people per show; 3) Enter-Educate TV sketches and a panel discussion of human sexuality and family planning topics in the leading female oriented TV talk show *Guisela en America*, reaching 1,800,000 people per show; and 4) a street theater play, *Ms. Rumors*, reaching a total of 19,255 people in the battle against contraceptive myths and rumors.
- Designed, implemented, and promoted "Te Sentiras en Confianza," a sex education and FP hotline in Lima that reached over 6,000 people in seven months of operation. The main subjects addressed by the hotline include correct information on the use of the pill and the rhythm method, dispelling rumors, couples' relationships, and referrals to selected FP clinics.
- Monitored on-going time-series impact evaluation analyzing the reach and efficiency of specific communication activities, and changes in knowledge, attitudes, and behaviors resulting from the communication campaign. In addition, a clinic data-collection evaluation plan was designed to track clients' attendance and the number of new users and method adopted as a result of the "Las Tromes" mass media campaign.

FUTURE DIRECTIONS

In FY94, PCS PIP will assist APROPO in improving mass media communication efforts to effectively reach semi-urban and rural populations, enhance culturally-sensitive message development, and strengthen public, private, and commercial collaboration.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS PIP Latin America Division Chief Alice Payne Merritt, Senior Program Officer Patricia Poppe, Research Officer Thomas Valente, and consultants Heriberto Lopez, Gerardo Figueroa, Jose Romero, and Max Tello provided nineteen weeks of technical assistance. ■

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

COUNTRY	NEEDS ASSESSMENT & PLANNING	COUNTRY PROJECT DEVELOPMENT	COUNTRY PROJECT INITIATION	TECHNICAL ASSISTANCE	WORKSHOPS AND CONFERENCES	PROVISION OF FILMS AND MATERIALS
Antigua						89
Argentina						88
Barbados				87		85,87-89
Belize						89
Bolivia	83,89,90,91	84,90-93	85,90,92,93	85-86,89-93	86,87,90,92,93	83-93
Brazil	93	84,85,87,88	85,88	88,89,90,93	89	85-90
Caribbean	86*			87	87	86-88
Chile						86,88,89
Colombia		84, 86-88	84, 87, 89	88		84-91
Costa Rica		84	84	83,89,92		83-91
Dominica						85
Dominican Republic				85	85	83, 85-89
Ecuador	90	87		83,85-88,90-93	85,90,91	83,90-93
El Salvador		89	90	86,88-90	90	85-90
Grenada						86
Guatemala	91	86,87	87	88-91	88,89,91	83-91
Haiti	83, 93			84, 85	85	83-89
Honduras	83	83	84	90	84-86	83-90
Jamaica	85*					83-89
Mexico	92	83,85,87,89-93	83,86,87,89,90	83,88,90-93	83,91	83-92
Panama		83		83, 84, 88, 89		
Paraguay						83-85, 87-89
Peru	83,91	87,91,92	88,91	83-89,91-93	88	83,89-93
St. Lucia						86
St. Vincent and the Grenadines						85
Suriname						87-89
Trinidad and Tobago		86-88		88		85, 88
Uruguay						87, 88
Venezuela						86, 88, 89

* Partial needs assessment

Table IV-2
LATIN AMERICA CARIBBEAN: Needs Assessments Conducted-FY93

COUNTRY	MONTH/YEAR	PERSONNEL (AFFILIATION)	DURATION IN WEEKS	DESCRIPTION OF ACTIVITIES
Brazil	Jan 1993	Payne Merritt (PCS PIP)	2	Participate in CAs coordinating meeting in Bahia and discuss and assess the local IFC needs in Bahia and Fortaleza with potential counterparts.
Haiti	Jan-Feb 1993	Langlois (PCS PIP) Shefner (PCS PIP)	6	Conduct needs assessment and design strategy for future family planning population IFC activities.

Table IV-3
LATIN AMERICA/CARIBBEAN: Technical Assistance Visits-FY93

COUNTRY	MONTH/YEAR	PERSONNEL (AFFILIATION)	DURATION IN WEEKS	DESCRIPTION OF ACTIVITIES
Bolivia	Nov 1992	Laraja (Consultant)	2	Provide TA to the CDC Bolivia team in the administrator owners intervention, outreach intervention, training modules, material production, counseling intervention, focus group training, and gathering of data for intervention design.
Bolivia	Nov 1992	Nickerson (PCS PIP) Valente (PCS PIP)	2	Provide TA to the NRHP materials evaluation in data cleaning, recoding procedures, data analysis, and statistical tests. Also, assist the task force for audiocassette production in advancing design of the first series of cassettes, and to plan the second TOT in interpersonal communication skills to be held in early '93.
Bolivia	Jan 1993	Palacio (Consultant)	1	Participate as a trainer on techniques for pretesting videos and conduct Cochabamba and Santa Cruz pretests of NRHP video for in clinic use.
Bolivia	Jan 1993	Nickerson (PCS PIP) Saba (PCS PIP)	2.5	Conduct a 9 day TOT workshop in interpersonal communication and finalize script and film segments of first NRHP video for in clinic use. Also, conduct training in and carry out pretesting of the video, and provide ongoing TA to the NRHP IFC activities.
Bolivia	Feb 1993	Valente (PCS PIP)	1.5	Provide TA to CIES and ProSalud in analysis of evaluation of the NRHP print materials.
Bolivia	Mar 1993	Nickerson (PCS PIP) Saba (PCS PIP) Aguilar (Consultant) Figueroa (Consultant)	5	Conduct a three day workshop for IFC Subcommittee members on creative thinking and working with advertising agencies, in anticipation of NRHP mass media activities. Also, establish an action plan for the mass media campaign introducing reproductive health.
Bolivia	May 1993	Valente (PCS PIP)	2	Finalize selection of research firm for baseline evaluation research and to initiate design and methods procedures for baseline evaluation research, as well as to begin instrument development. Also, work with JHU PCS PIP APROPOS Research and Evaluation Specialist Rosario Bruceno to discuss APROPOS 1992 mass media campaign evaluation design and revise sentinel clinic sites evaluation strategy. (Clearance for Peru travel was not given due to IDU priorities in May and ongoing security concerns.)
Bolivia	May 1993	Payne Merritt (PCS PIP) Nickerson (PCS PIP) Figueroa (Consultant)	2	Hold a JHU PCS PIP team meeting to lay the groundwork for the first national reproductive health multi media campaign, identify specific audience research needs, and develop a research plan. Also, move forward negotiations of further production of in clinic video series.
Bolivia	Jun 1993	Payne Merritt (PCS PIP) Figueroa (Consultant)	2	Interview advertising agencies competing for the NRHP mass media campaign account and select the winning agency.
Bolivia	Jul 1993	Saba (PCS PIP)	2	Discuss the mass media campaign brief with the advertising agency and to participate in the negotiation of the contract with JHU PCS PIP Grants Contract Supervisor Rafael Barbato. Also, provide TA to CIES and Hospital San Gabriel in on going demand generation projects.
Bolivia	Jul 1993	Barbato (PCS PIP)	1.5	Negotiate contract with the advertising agency selected to carry out the NRHP mass media campaign and meet with other local agencies with which JHU PCS PIP has contractual agreements.
Bolivia	Sep 1993	Payne Merritt (PCS PIP) Saba (PCS PIP) Figueroa (Consultant)	3	Discuss the communication strategy and budget for the upcoming NRHP national mass media campaign proposed by the advertising agency. Also, provide TA to ongoing production of in clinic video series, as well as to monitor on going project with CIES.

Table IV-3—continued

COUNTRY	MONTH/YEAR	PERSONNEL (AFFILIATION)	DURATION IN WEEKS	DESCRIPTION OF ACTIVITIES
Brazil	Jan 1993	Payne Merritt (PCS-PIP)	2	Participate in CAS coordinating meeting in Bahia and discuss and assess the local IEC needs in Bahia and Fortaleza with potential counterparts. Also, meet with ABEPF in Sao Paulo to discuss distribution of print materials and cultivate on-going communication and contacts with print/electronic journalists to promote accurate dissemination of reproductive health issues.
Brazil	May 1993	Payne Merritt (PCS-PIP)	1.5	Meet with: 1) BEM/AM, to pursue discussions of commercial sponsorship for the Portuguese editions of <i>Population Reports</i> ; 2) SESABE and Pathfinder, to develop a workplan of TV in FP communication; 3) SES, to formulate a workplan for communication technical assistance to the state Viva Mulher project; and 4) UNIMED and PROFF, to establish contact with the PROFF project coordinators and initiate TV in promoting FP services.
Brazil	Aug 1993	Payne Merritt (PCS/PIP)	1	Visit two UNIMED sites in the Northeast to begin collaboration with PROFF on IEC activities relating to the new FP services, as well as continue discussions with the MOH in Fortaleza regarding their communication needs to support the Viva Mulher project. Also, plan upcoming activities with JHU PCS-PIP Resident Advisor.
Ecuador	Oct 1992	Beltran (PCS-PIP) Nickerson (PCS-PIP) Saba (PCS-PIP)	3	Conduct a three-day workshop on creativity and professionalizing IEC for communicators from local population and family planning agencies, and initiate planning for the first Andean Forum on Health Communication, tentatively to be held in Quito in 1993.
Ecuador	Mar 1993	Nickerson (PCS-PIP) Saba (PCS-PIP)	2	Further progress on the development of radio programs to be developed under the JHU PCS-PIP Ecuador matching grant for IEC activities, and provide TV to local family planning agencies in on-going institutional IEC efforts.
Ecuador	May 1993	Nickerson (PCS-PIP)	1	Review, finalize, and approve scripts for IEC Technical Committee radio programs.
Ecuador	Aug 1993	Payne Merritt (PCS-PIP) Saba (PCS-PIP)	1	Initiate negotiations with ECUAVISA for joint production of a TV program series and work with the Technical Committee in annual update of the national IEC-IP strategy. Also, review status of Matching Grant radio series and meet with APROFE, CFMOPLAF, and potential research groups and consultants.
Ecuador	Sep 1993	Beltran (PCS-PIP)	1	Participate at PAHO's regional meeting on how to better integrate communication into public health curriculum, and meet with CEPAR to discuss pre-Cano press seminar for journalists.
Haiti	Jan/Feb 1993	Langlois (PCS-PIP) Baron (PCS-PIP)	3	Conduct needs assessment and design strategy for future family planning population IEC activities.
Haiti	Mar 1993	Langlois (PCS-PIP)	1	Start up JHU PCS-PIP activities in Haiti and attend a private sector family planning project meeting of cooperating agencies and private voluntary organizations (PVOs).
Haiti	Aug 1993	Langlois (PCS-PIP)	2	Assist INHSAO in developing an IEC strategy for the Health sector in Haiti. Participate in a workshop for VACS representatives on the topic of IEC. Assist IPPE and PROFAMH with preparations for an upcoming family planning promotion campaign. Discuss the establishment of the JHU PCS-PIP resident advisor in Haiti.
Mexico	Oct 1992	Payne Merritt (PCS-PIP)	1	Assist USAID Mexico in negotiating IBC country strategy projects with Mexican government officials, with special emphasis on communication projects.

Table IV-3—continued

COUNTRY	MONTH/YEAR	PERSONNEL (AFFILIATION)	DURATION IN WEEKS	DESCRIPTION OF ACTIVITIES
Mexico	Nov 1992	Payne Merritt (PCS PIP) Poppe (PCS PIP) Claire (Hospital San Gabriel)	1	Represent JHU PCS PIP at the Family Planning Latin American Symposium from November 29 to December 5, 1992. The objective of this symposium is to assist current and potential Spanish and Portuguese speaking leaders in Latin America to adopt new ideas and models of operation to continue the expansion of efforts to improve FP and sexual health in the region.
Mexico	Nov 1992	Poppe (PCS PIP)	2	Assist the public sector institutions (CONAPO, IMSS, SSA, ISSSTE) in developing specific workplans and budget for the IEC project proposals to be carried out under the Population BIC Country Strategy. Also, assist MEXFAM in preparing final draft to launch Phase II of JHU PCS MEXFAM project "Multi-Media Intervention in Rural Chiapas."
Mexico	Nov 1992	Leon (APROPO)	2	Travel to Mexico due to impossibility of Poppe's traveling to Peru for security reasons. Work with Murguía (APROPO), Poppe, and Lopez to formulate a mass media and interpersonal communication intervention for FY93, and develop a management plan to carry out the communication strategy. Also, review the scope of current communication and evaluation activities carried out to follow up impact.
Mexico	Feb 1993	Poppe (PCS PIP)	1	Follow up and assist on project proposal development prepared by the public sector institutions to be carried out under the Population BIC country strategy.
Mexico	May 1993	Poppe (PCS PIP)	1.5	Assist public sector institutions in developing a communication work plan for the first year of the program to extend FP health services, and assist MEXFAM in launching Phase II of JHU PCS PIP MEXFAM project.
Mexico	Jul 1993	Poppe (PCS PIP)	2	Assist public sector institutions in the development and launching of the communication component for the first year of the program to extend FP services, and assist JHU PCS MEXFAM's project in counseling training, planning, and design of IEC materials to support client-provider relationship.
Mexico	Aug 1993	Storey (Consultant)	1	Assist SSA in: 1) designing a qualitative audience research study focussed on misconceptions, beliefs, and practices on FP adoption among SSA health providers and potential FP users; 2) developing criteria to select a local research agency; 3) providing guidelines to develop research instruments, and for IMSS—designing methodologies to test the effectiveness of existing print materials.
Peru	Jan 1993	Payne Merritt (PCS PIP) Poppe (PCS PIP)	1	Discuss with I. SAID Lima and APROPO, JHU PCS PIP's scope of work and action plan for Year 1 under the Peru Population BIC Country Strategy project, as well as to develop the action plan, message development and media mix strategies, and impact evaluation proposal for APROPO's '93 mass media campaign. Also, discuss advances in implementing APROPO's communication strategy plan for 1993, and short term studies to evaluate effectiveness of on-going communication activities including newest counseling booklet.
Peru	Jan 1993	Lopez (Consultant)	1	Discuss results of second mass media evaluation survey, and compare it to results of first survey, and discuss with APROPO the most recommended cross tabulation analysis, the methodology to compare baseline results and second survey with the upcoming third measurement, and characteristics of technical report. Also, review survey questionnaire and open question responses, and discuss preparation for upcoming third survey.
Peru	Feb 1993	Valente (PCS PIP)	1	Meet with project staff to provide TA to the data collection and analysis for APROPO national communication campaign.
Peru	Feb 1993	Poppe (PCS PIP)	1	Represent JHU PCS PIP at the Fourth International Roundtable on Communication and Development presented by the Institute for Latin America held in Lima, February 25-26, 1993.

Table IV-3—continued

COUNTRY	MONTH/YEAR	PERSONNEL (AFFILIATION)	DURATION IN WEEKS	DESCRIPTION OF ACTIVITIES
Peru	Apr 1993	Poppe (PCS/PIP)	1	Discuss and approve a communication strategy and media plans for APROPO's 1993 national mass media campaign, and advance with CARE and Pathfinder the IFC materials development plan to support MOH providers' client relationship for rural and urban settings under PEPiP project. Also, identify and interview local institutions and local communication experts to work with JHU/PCS/PIP in support of communication activities.
Peru	May 1993	Valente (PCS/PIP)	.5	Provide TA to APROPO by: 1) reviewing results from wave 2 data collection; 2) establishing data management procedures for evaluation data collection and analysis; 3) discussing the MFC campaign research design; and 4) revising sentinel sites research strategy.
Peru	Jun 1993	Poppe (PCS/PIP)	1.5	Review and provide input to APROPO's '93 mass media campaign materials, and discuss the scope of work, budget, and timetable of JHU/PCS/APROPO subagreement to design a national FP communication strategy and development of an integrated set of print materials for the public and private service sectors under the mandate of the PEPiP project.
Peru	Sep 1993	Valente (PCS/PIP)	1.5	Provide TA to APROPO and USAID/PEPiP project. Specifically: 1) develop and review procedures for clinic data collection for the 1993 mass media campaign evaluation; and 2) assist in the analysis of the third survey data of the impact evaluation to create topline report.
Peru	Sep 1993	Tello (Consultant) Leon (APROPO)	2	Travel to US to work with Poppe, to coordinate action plan to support MINSA in developing an integrated set of provider-client orientation materials, and to define a course of action to design a PEPiP national FP communication strategy. Also, support APROPO's initiative in designing a private FP physicians communication network, and review APROPO's Year III communication strategy.

Table IV-4
LATIN AMERICA-CARIBBEAN: Workshops and Conferences - FY93

COUNTRY	PROJECT NUMBER	DATES	HOST AGENCY	NUMBER OF PARTICIPANTS	DESCRIPTION OF ACTIVITIES
Bolivia	TA	Jan 93	USAID La Paz	25	Training of Trainers Workshop - a six day workshop held in Lake Titicaca, with a two day practicum in La Paz, directed to training in the use of interpersonal communication and counseling skills.
Bolivia	TA	Mar 93	USAID La Paz	50	"Reproductive Health in the Mass Media - Working with an Advertising Agency." This three day workshop was designed to help IEC coordinators to maximize both their creative potential and the resources available for communication activities in Bolivia. It was also designed to prepare members of the NRHP IEC Subcommission for the mass media campaign planned for mid 1993.
Bolivia	TA	Jul 93	USAID La Paz	25	Training of Trainers Workshop - a six day workshop of the IEC PCS-PIP curriculum for training in interpersonal communication and counseling skills in La Paz. This workshop was part of the activities carried out by the IEC Subcommission of the National Reproductive Health Program (NRHP).
Ecuador	TA	Oct 92	USAID Quito	13	"Creativity and Reach: IEC Today" workshop held in Quito. This three day workshop was designed to help IEC coordinators maximize both their creative potential and the resources available for communication activities in Ecuador.

Table IV-5
LATIN AMERICA-CARIBBEAN: Materials Developed
 CA-2 & CA3, FY93

REGION/COUNTRY PCS PROJECT NO.	PRINT MATERIALS	AUDIOVISUAL MATERIALS	OTHER
Bolivia (CA-NRHP)	1 bi-monthly bulletin, 1,300 copies	1 audiocassettes, 1-hour program 1 20-minute in-clinic video, broadcast in 110 clinics	
Ecuador (Matching Grant)		30 radio programs 55 minute video reports in talkshow	
Ecuador (*) (CA to Cemiplaf)	1 poster 1 method-specific brochure		
Ecuador (*) (CA to APROFE)		1 video documentary	
Peru (*) (CA to APROPOD)	3 posters 1 banner	2 TV spots 1 radio spots 12 2-minute radio infospots 10 30-minute presentations on radio talkshow 12 4-minute E-E TV sketches 12 10-minute panel discussions in TV talkshow	1 sex-ed & FP hotline 1 FP logo 1 pin 3 bumper stickers 1 keychain, 10,000 2 outdoor signs, 150 each 70 presentations of street theater

(*) BU-PCS PIP provided technical assistance in materials design and development, bilateral funding provided for local production

Egypt
Morocco
Yemen



Near East/Eastern Europe/Central Asian Republics

National family planning communication strategies—Communication strategies are well under way in Egypt and Morocco. As a result of visits to Oman and the Central Asian Republics in the final months of FY93, national strategies are being developed in those countries as well. Projects are exploiting the full potential of the mass media to attain universal knowl-

edge of family planning (Egypt), to affirm a positive image of contraceptive users (Morocco), and to change individual behavior (Egypt). Using TV and radio spots in both Egypt and Morocco, the focus of programs in 1993 has been on improving the image of family planning and the service provider as well as promoting positive images of contraceptive methods and

those who choose to use them. In Egypt, communication interventions in health facilities and in the community complemented the mass media effort. The project produced a video magazine for viewing in hospital outpatient clinics throughout the country and carried out accelerated interpersonal communication campaigns in the Governorate of Minya.

In Morocco, the Ministry of Health launched a national campaign to promote family planning. The campaign mobilized service providers, religious leaders, and the media. It highlighted national objectives and methods available in the country, and urged couples to visit FP service delivery sites.

PRO Approach—Egypt witnessed a major breakthrough in 1993. For the first time, two national agencies, the Ministry of Health Systems Development Project (MOH SDP) and the State Information Service (SIS), are collaborating to prepare and implement a communication and service marketing strategy to support the MOH Systems Development Project Quality Improvement Program (QIP). The QIP was established to further improve the standards of practice in family planning services. Improved clinical performance, physical conditions, and commitment to client satisfaction are some of its key elements. The PRO Approach strategy developed by PCS PIP aims to create awareness and enhance consumer perceptions of MOH family planning service providers and motivate clients to visit participating MOH QIP clinics, identified by a distinctive symbol. Program messages will be developed for and integrated across three broad, inter-related channels of communications: mass media, community-based outreach programs, and in-clinic communications.

Quality of Care—During FY93, PCS PIP undertook extensive work in one governorate in Egypt, Minya Governorate, to promote quality of care in family planning services. The Minya Initiative trained service providers in interpersonal communication and counseling skills and provided them with educational materials to support their activities. Successful activities and providers were highlighted during an

exhibition in July 1993, and attended by key National Population Council (NPC), State Information Service (SIS), Ministry of Health (MOH), and USAID players. In October and December of 1992 and May and August of 1993 family health campaigns were organized at the community level to promote the role of FP services and providers as caring and concerned about clients welfare. Sixteen agencies collaborated to implement these governorate level activities which resulted in increased client loads for service provision agencies. The positive result encouraged participating agencies to institutionalize their collaboration and continue organizing governorate level campaigns even after the Minya Initiative ended its activities.

Research and documentation of program activities received special attention in Egypt during 1993. Researchers evaluated the impact of the Private Practitioner Family Planning Project (PPEPP) social marketing campaign and assessed audience reaction to the television series, *And the Nile Flows On*. An impact evaluation of The Minya Initiative is underway and the findings will be presented during the End of the Initiative workshop planned for December 1993.

Exchange of experiences in the Region was yet another important focus for the Near East Division in FY93. The first regional Arabic "Advances in Family Health Communication" workshop took place in Cairo in November - December 1992. Twenty-four participants came from eight Arab countries, Algeria, Morocco, Egypt, Iraq, Syria, Jordan, Sudan, and Yemen. The workshop incorporated case studies on health communication projects and lessons learned from different Arab countries, such as the television campaigns in Egypt and the role of interpersonal communication and counseling in family planning service delivery.

The Tunisian experience in family planning and the reasons for its success were the subject of a case study produced in Arabic, English, and French and used in the Baltimore-based PCS PIP French "Advances" workshop. It will be incorporated in the October 1993 English and Summer 1994 Arabic workshops.

"THINK, O MINYAWI"

Take a few seconds and think, O Minyawī,
 Before begetting another child.
 Too many children — weak health;
 A small family — happiness and hope.
 A healthy woman needs rest,
 Just like the earth,
 Before begetting another child.
 Take a few seconds and think, O Minyawī.



A thin, undernourished, nearly-blind 8-year old, Mahmoud, sings this Minya song before an audience of thousands at one of the Minya Enter-Educate nights. This little boy touches the heart of every listener. The song is emotionally charged. It contains the slogan of the Minya Initiative ("Think, O Minyawī") and embodies its messages — proclaiming the need of a child for proper care and urging parents to space their children to safeguard the mother's health.

As Mahmoud sings, a children's choir sings behind him. Audiences at the many festivities during the five Family Health Weeks have all warmly applauded the song, and the frail little boy with the touching message. Thanks to the heart-warming success of this rendition, the project has made a professional recording of the song with Mahmoud and the children's choir. Now, it is being played on inter-district micro-buses throughout the Governorate.

Lamia Jaroudi, Program Officer

Enter-Educate Activities—A number of Enter-Educate productions reached completion in FY93. The television series *And the Nile Flows On* aired in December 1992 and received very good reviews in the press and among the population at large. Audience research undertaken on a national scale documented this success. Twelve performances of the participatory play *Valley of the Ants* took place in Minya despite national security limitations and received very favorable responses from the public. A video clip of a song on family planning by a famous singer was developed by the State Information Service (SIS) IEC Center with technical assistance from PCS PIP. PCS PIP developed the script for a video magazine which was produced by a local contractor for the Ministry of Health Systems Development Project.

Regional Activities—The Canadian International Research and Development Center (IDRC) funded formative research for a feature-length film on population and the environment. PCS PIP provided technical assistance in developing the research methodology and tools as well as supervision of the two contractors who undertook the research. PCS PIP will provide partial funding for the production of the feature film.

UNICEF Regional Environmental Education Strategy—At the request of UNICEF Regional Office for the Middle East and North Africa, the Chief of the Near East Division undertook a needs assessment strategy development consultancy in several countries of the region. The strategy was adopted by the Regional Office.



YOU COULD HAVE HEARD A CHAIR DROP

Advocates of family planning sometimes make surprise appearances. During the Minya Initiative activities in Upper-Egypt, many evenings were filled with Enter-Educate events. Often they were folk media performances such as traditional dancing and skits accompanied by songs with family planning messages. Because they were evening events, they attracted a predominantly male audience, who were encouraged to take responsibility in making family planning decisions. One remarkable performance featured a strapping dancer who picked up a chair on which a young woman was sitting and continued his dance with the chair held between his teeth, biting firmly on one rung. The ability to perform such a feat seemed a clear demonstration not only of strength and talent, but of virility. Imagine, then, the impact when the dancer, having completed his dance and set the chair down, stared in silence at the audience and, with a mixture of pride and defiance, declared, "I have only one child!"— as if challenging them to abandon preconceived notions that equate virility with very large families.

Lamia Jaroudi, Program Officer

Four *Population Reports* issues are being translated and will be published in Arabic for distribution in the Near East Region.

The Near East/Eastern Europe Division gained new territories in FY93. The Division expanded its coverage to the Central Asian Republics of Kazakhstan, Uzbekistan, Turkmenistan, and the Kyrgyz Republic, and to Oman in the Arab Gulf region. This expansion further added to the geographic, cultural, and socio-economic diversity of the regions served by the Division, bringing with it new challenges and opportunities. ■



Above Left: Participants at the Arabic workshop. Center photo: Participants at multitrack session of the Arabic workshop. Far Right: Professor Maher Mahran, Egypt Minister of Population and Family Welfare, Dr. Carol Carpenter Yaman, Director, Office of Population, USAID-Cairo, and Jim Williams, JHU/PCS/PIP Deputy Director, at the Arabic workshop.

NEAR EAST REGION

Arabic "Advances in Family Health Communication" Workshop

PRINCIPAL FY93 ACTIVITIES

The first Arabic language "Advances in Family Health Communication" workshop for the Arab Region was held in Cairo, Egypt, at the International Scout Center, November 28 - December 17, 1992. A total of 24 participants attended from eight of the Region's countries: Algeria, Egypt, Iraq, Jordan, Morocco, Sudan, Syria, and Yemen. The workshop covered the topics of the P process framework and were presented in both didactic and participatory formats. The majority of the participants gave a positive review of the workshop and highlighted the opportunity to exchange work experiences with colleagues from the region, the participatory nature of the training, and instructors with a high level of expertise in their respective disciplines.

As host institution to PCS/PIP, the Cairo International Scout Center assisted in the coordination of logistics for the workshop and made available a training environment including accommodations and meals, training facilities, A/V equipment, transportation for field visits and recreational activities, and administrative services. ■

NEAR EAST REGION

Arabic Language *Population Reports* "The Environment and Population Growth: Decade for Action"

EGY-CDS-01

PROJECT GRANTEE

Center for Development Services (CDS)

PROJECT DURATION

September 1, 1993-January 31, 1994

PROJECT BUDGET

\$10,177

PRINCIPAL FY93 ACTIVITIES

- Contract signed and initial payment made to CDS.
- Translation of report completed and under review.

FUTURE DIRECTIONS

- The report and its supplements (poster and wallchart) will be distributed throughout the Arab region to professionals and decision makers interested in population and environment issues.
- Four other *Population Reports* will be translated into Arabic: **Lower-Dose Pills, Counseling Clients About the Pill, IUDs—A New Look, and Pharmacists and Family Planning**. ■

EGYPT**Technical Assistance and Country Projects**

Nos. NE-EGY-10 to 18

In FY93, PCS PIP activities focused on improving the quality of care and promoting inter-agency cooperation through technical assistance to the following USAID-funded family planning organizations: Ministry of Health Systems Development Project (MOH/SDP), National Population Council (NPC), the State Information Center (SIS/IEC), and Clinical Services Improvement Project (CSIP).

PRINCIPAL FY93 ACTIVITIES**Ministry of Health/Systems Development Project (MOH/SDP)**

- *Visit Me More Than Once*: Assistance was provided for the production and finalization of a video magazine, to be shown in the waiting rooms of MOH clinics nationwide.
- PCS PIP provided assistance in planning and developing a comprehensive strategy to support the MOH/SDP's new project under Egypt Population Family Planning III Project. Its goal is to improve the quality of services at selected MOH clinics nationwide. The PCS PIP strategy will aim to position and promote the image of the MOH as a quality service provider.

National Population Council

PCS PIP assisted the NPC in implementing the Minya Initiative through completion of the project. Intensive training took place for service providers, religious leaders, teachers, local leaders, and outreach workers in family planning, interpersonal communication, and counseling.

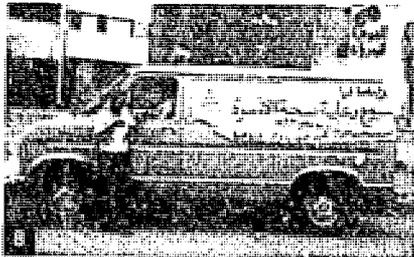
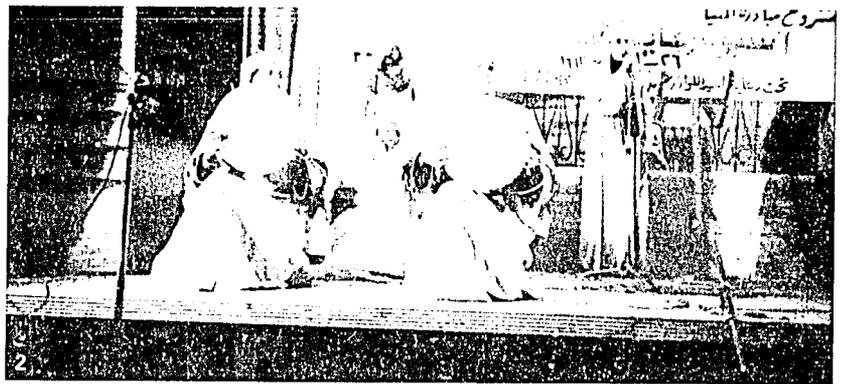
Five one-week health campaigns to raise community awareness about family planning and to promote a caring image of providers were planned and implemented. Key people from USAID, NPC, MOH, and SIS attended the event-filled "Health Weeks" whose activities ranged from clinic and public meetings to evenings of Enter-Educate activities, with the enormously successful performances of the interactive play *Valley of the Ants*, to folk media such as *zagal* (traditional poetry recitals) and *maawal* (traditional singing). Events were also held in churches, mosques, and schools.

The Health Weeks witnessed intensive and innovative promotional campaigns. Moving vans and cars with broadcast speakers informed the public of the clinics offering free and subsidized family planning services. Promotional items, featuring the slogan "Our Goal Is Family Care," the result of a slogan competition during the second Week, were distributed at the events. In the third Week, 258 IUD insertions occurred, and the number increased to 500 during the fourth Week.

In order to keep motivation high, an exhibition planned by PCS PIP took place in August 1993. It displayed each agency's outputs during the Initiative and its achievements to date in charts. The Minya Governor and key people from USAID, NPC, MOH, SIS, and PCS PIP attended the exhibition.

To measure the impact of the 18-month project, PCS PIP developed a tracking system and used systematic studies. A 20-minute video highlighting key activities and the cooperation between the 16 collaborating agencies in Minya was near completion at the end of FY93. It will incorporate research results and will be presented at the End of Project Conference. This two-day event will take place in December 1993 and will showcase achievements and lessons learned from the Initiative.

Judging from the sense of ownership demonstrated by the collaborating agencies and their commitment to the Initiative's goals, the project appears set to continue beyond the AID-funded period. Minya's 16 collaborating agencies will hold a fifth Health Week campaign in October 1993 with no financial support from PCS PIP. The Governor of Minya has given his endorsement of this Health Week.



ACTIVITIES DURING FAMILY HEALTH WEEKS

Clock wise from top left: (1) Finalist picture at the school art competition, (2) A *mawal*, traditional singing accompanied by dancing, (3) *Valley of the Ants* play, (4) Community outreach workers updating Dr. Samir Khamis, PCS/PIP Resident Advisor in Minya, on activities, (5) Participants in soccer competition sport T-shirts with winning slogan "Take a few seconds and think, O Minyaw!", (6) Women at a MOH/SIS/NPC joint clinic meeting, (7) Men at a population education meeting, (8) Van promoting Health Week activities, (9) Children attending school meeting on population issues, (10) Father and son attend a village mass meeting promoting male responsibility



State Information Service (SIS/IEC) Center

In FY93, PCS PIP provided assistance to SIS/IEC to strengthen its institution building capabilities and to promote inter-agency cooperation. Specifically, technical assistance was provided to:

- Develop a five-year National Communication Strategy focusing on institution building objectives, unmet need, and communication "gap areas."
- Promote inter-agency cooperation through the collaboration of the SIS/IEC center with the MOH QIP (Ministry of Information Quality Improvement Project) to implement the three and one-half year PRO Approach strategy developed by PCS PIP.
- Participate in and monitor the SIS/IEC Management Training program. Update the management systems of the IEC Center through the training of field officers and the introduction of computer use for programmatic and financial monitoring.
- Develop the script for a composite video to highlight Egypt's successful use of media to promote family planning which will be presented in September 1994 at the International Conference on Population and Development (ICPD).

Clinical Services Improvement Project (CSI)

The CSI Project went through a reorganization phase in 1993. PCS PIP technical assistance was held in abeyance until clear direction about regionalization is adopted. The finalization of the local promotion strategy developed by PCS PIP in FY93, recommendations for IEC training modules, and a PCS PIP evaluation of the marketing strategy (from 1988 to 1992) have all been postponed until FY94, pending reorganization.

FUTURE DIRECTIONS

During the first half of FY94, PCS PIP will continue to provide specialized technical assistance to SIS, MOH, and NPC, at the national and governorate levels to wind up activities under POP II and plan agency strategies and implementation plans for POP III. Under POP III, which will begin in January 1994, PCS PIP will have a Resident Advisor to SIS and will provide technical assistance to SIS, MOH, and NPC, and to the Family Planning Private Initiative. TA activities in 1994 will include the following:

- Implement the first year of the marketing strategy of the MOH SDP program.
- Further the institution building objective for SIS through the implementation of the first phase of the communication strategy. Develop and produce a PRO Approach mini-series focusing on the role of the nurse as a competent provider of quality care. Invite two IEC specialists on a two-week study tour of PCS PIP's Media Materials Collection (MMC) to demonstrate how to set up and run a documentation audio-visual resource unit.
- Encourage the sustainability of the Minya Initiative through the End of Project Conference, including a final report documenting the Initiative and its achievements. Advocate to NPC, SIS, MOH, and other family planning agencies the replication of the decentralized communication campaigns using the lessons gained from the Minya Initiative.
- Finalize the IEC module for CSI to incorporate interpersonal communication and counseling training into the pre-service training of the newly recruited service providers. Evaluate the implementation of the CSI marketing strategy (1988-1992) and provide recommendations for the forthcoming POP III project.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS PIP staff, subcontractors, and consultants provided a total of 25 weeks of technical assistance. Technical assistance was provided through visits by: Deputy Project Director James R. Williams, Near East/Eastern Europe Division Chief Bushra Jabre, Program Officers Mona Kaidbey and Laila Jaroudi, Media Materials Manager Hugh Rigby, Research and Evaluation Assistant Louise Kemprecos, and consultant Gary Salfitz of Salfitz Alpert & Associates. Resident Program Advisor Samir Khamis provided on-going technical assistance to the Minya Initiative.

The above technical assistance was provided in part through the following country projects:



Ministry of Health Videomagazine

Country Project NE-EGY-16

PROJECT DURATION

December 31, 1992–August 15, 1993

PROJECT BUDGET

\$17,273

PRINCIPAL ACTIVITIES

A 60-minute video magazine for the Ministry of Health (MOH) in Egypt is under production. *Visit Me More Than Once* promotes the services of the MOH and available contraceptives through the presentation of the cases of four married women and their family planning experiences in clinics. Enter-Educate and the PRO-Approach are integral components of the video.

FUTURE DIRECTIONS

MOH clinics with video players will show the video magazine in waiting rooms. The video will inform clients throughout Egypt about available family planning services, motivate them to use an effective contraceptive method, and help them choose the methods that best meet their individual needs.

CDS, Time and Materials

Country Project NE-EGY-17

PROJECT DURATION

March 9, 1992–May 31, 1993

PROJECT BUDGET

\$42,538

PRINCIPAL ACTIVITIES

- Translated materials for the Arabic "Advances in Family Health Communication" workshop from English to Arabic.
- Conducted needs assessment and planned and implemented a six-day counseling Training-of-Trainers workshop for MOH physicians and nurses and other family planning service organizations in Minya Governorate. Assisted the graduates of the TOT in planning and implementing a series of 12 district-level training sessions for physicians and nurses of selected clinics.
- Conducted a three-day refresher training in family planning counseling to graduates from the IPC and counseling TOT workshops in Minya Governorate.
- Conducted a six-day training in IEC management for State Information Services staff at the Central and Governorate levels.

Al-Ahram Media-Buy Research Center

Country Project NE-EGY-18

PROJECT DURATION

March 9, 1992–May 31, 1993

PROJECT BUDGET

\$42,538

PRINCIPAL ACTIVITIES

- Conducted a survey using a sample of 1,500 Minya residents to provide baseline data for an extensive family planning campaign throughout the Minya Governorate.
- Conducted a survey to evaluate the impact of the media campaign of the EJMDA Private Practitioner Family Planning Project (PPFPP) on Physicians (sample size 600), and on the target population throughout Egypt (sample size 1,400) from September 1991 through April 1992.

Wafai and Associates

EGY-WAFAI-01

PROJECT DURATION

January 5, 1993-December 31, 1993

PROJECT BUDGET

\$55,369

PRINCIPAL FY93 ACTIVITIES

- Analysis and reporting on the baseline data of the Minya Initiative.
- Collecting data, analyzing, and reporting on the impact evaluation of the SIS TV series *And the Nile Flows On* (sample size 600).
- Analysis and report writing of the Physician's Survey and the Public Survey based on the data collected by Al-Ahram for evaluating the impact of the marketing campaign of EJMIDA PPEPP.
- Evaluation of the impact of the Minya Initiative using a sample of 1,200 married individuals in the Governorate of Minya. ■



Scenes from *And the Nile Flows On*.

MOROCCO
Strengthening Family Planning Communication Services
 Country Project NE-MOR-07

PROJECT GRANTEE

Ministry of Public Health (MOPH), Division of Family Planning

PROJECT DURATION

May 15, 1993–October 31, 1994

PROJECT BUDGET

\$227,170

Action! Filming a scene in the health center for a 45-second TV spot promoting long-term family planning methods in Morocco



PROJECT OBJECTIVES

To stimulate the demand for family planning services through the use of mass media, and to strengthen the capacity of the MOPH to manage family planning Information, Education, and Communication (IEC) programs.

PRINCIPAL FY93 ACTIVITIES

This new country project was signed and launched and a local consultant hired to provide on-going assistance to the MOPH in implementing project activities.

- Developed two television spots, one on family planning and one on the IUD, for broadcast on national television twice a day during prime time.
- Produced a press kit on the national family planning program for distribution during the National Family Planning Week held September 6-12, 1993.
- Provided the regional soap opera *The Family House* (produced with technical assistance from PCS/PIP for regional distribution) to Moroccan television for broadcast nationwide.

FUTURE DIRECTIONS

The MOPH will work with a selected advertising agency to produce three radio spots which elaborate on themes presented in the television spots. A media plan for broadcast of the radio spots will be developed to optimize their impact on the target audience, particularly rural couples. Strengthening the MOPH's media relations capability will continue to be a strategic objective. Communication activities which support service delivery will be implemented, as service delivery and health education staff are trained in interpersonal communication and counseling skills.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU/PCS/PIP Deputy Project Directors Philippe Langlois and James R. Williams and Program Officer Steven Thaddeus provided 11 weeks of technical assistance. In-country consultant Khalid Alioua provided an additional six weeks of technical assistance. ■



Representatives from the MOH and an advertising agency refine the script for a TV spot on family planning



Between sets, make-up is refreshed and the nurse rehearses her counseling skills once again

YEMEN
Family Planning Television Spots
 Country Project NE-PCS-02

OBJECTIVES

To create advocacy among Yemeni policy makers for family planning and lay the ground-work for the development of a national Family Planning IEC strategy.

PRINCIPAL FY93 ACTIVITIES

Under this contract, JHU PCS PIP consultant Screen Thaddeus determined audience reaction to seven TV spots based on footage from the video *Living Stories of Yemeni Families*. The spots deliver messages on: the need for family planning in Yemen, the dangers of early marriages and early pregnancies, the benefits of breastfeeding, the consequences of large families, family planning and economic difficulties, Islam and family planning, and the use of contraceptives in child spacing. Audience reaction to the spots was determined through focus group discussion with service providers, women, and men inside health centers and in their homes. Results indicated that most viewers liked the spots, understood the messages, and found the language clear.

FUTURE DIRECTIONS

- PCS PIP will conduct focus group discussions to determine the impact of *Living Stories of Yemeni Families* among decision-makers.
- PCS PIP will develop and promote an advocacy program for decision-makers.

FY93 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS PIP Program Officer Mont Kaidbey provided one week of technical assistance. In-country consultant Screen Thaddeus provided an additional five weeks of technical assistance. ■



Table V-1
*NEAR EAST/EASTERN EUROPE CENTRAL ASIAN REPUBLICS: Summary of Major Country Activities
 by Project Output Category Indicating Fiscal Year of Activity*

COUNTRY	NEEDS ASSESSMENT & PLANNING	COUNTRY PROJECT DEVELOPMENT	COUNTRY PROJECT INITIATION	TECHNICAL ASSISTANCE	MEETINGS AND WORKSHOPS	PROVISION OF FILMS AND MATERIALS
Regional		90	90	84, 90, 92	85, 90, 92, 93	84, 85, 87, 88, 90-93
Algeria						87, 93
Egypt	88	88-93	88-93	83, 88-93	88-93	85-93
France					92	
Israel						85, 86, 87, 88
Jordan	83	83	83		84, 85, 92	84-88, 93
Lebanon						84, 85, 87
Morocco	88	88-93	89-93	88-93	89, 92-93	86-88, 92-93
Oman	93					93
Saudi Arabia						86, 88
Somalia**	84			84, 87, 88	86, 88	85, 86
Sudan	83	84	85	87, 89	89	84, 85, 89
Tunisia				89-90, 92-93	87	83, 85-88, 90-93
Yemen	84*, 90	92	91	84, 92-93		84, 85, 89, 90, 92-93

* Partial needs assessment

** Activities in FY86-88 were funded through a subcontract with an AID Cooperating Agency.

Table V-2*NEAR EAST/EASTERN EUROPE/CENTRAL ASIAN REPUBLICS: Needs Assessment Conducted—FY93*

COUNTRY	MONTH/YEAR	PERSONNEL (AFFILIATION)	DURATION IN WEEKS	DESCRIPTION OF ACTIVITIES
Oman	Sept 93	Jaroudi (PCS PIP)	2	Conduct a Needs Assessment of IEC.
	Sept 93	Thaddeus (PCS PIP)	2	Conduct a Needs Assessment of IEC and train MOPH staff in focus group research methodology.

Table V-3
NEAR EAST/EASTERN EUROPE/CENTRAL ASIAN REPUBLICS: Technical Assistance Visits—FY93

COUNTRY	MONTH/YEAR	PERSONNEL/(AFFILIATION)	DURATION IN WEEKS	DESCRIPTION OF ACTIVITIES
Regional	Nov-Dec 92	Jabre (PCS-PIP)	5	Make preparations, conduct, and provide administrative support for Arabic "Advances in Family Health Communication" Workshop
		Hacklaway (PCS-PIP)	1	
		Kaidbey (PCS-PIP)	3	
	Nov-Dec 92	Williams (PCS-PIP)	1	Participate as Resource Persons for Arabic "Advances in Family Health Communication" workshop.
Mattar (Consultant)	1			
Al-Kayed (Consultant)	1			
Watar (Watar & Assoc.)	1			
Regional	Sept 93	Williams (PCS-PIP) Jabre (PCS-PIP)	1	Participate in Donors' Meeting for <i>Family House</i> soap opera and project development for production of commercial film on the effects of population on the environment
Egypt	Oct 92	Kaidbey (PCS-PIP)	1	Provide assistance to Minya Initiative Family Health Education Week. Monitor service provider training in Minya.
Egypt	Dec 92	Mattar (Consultant)	2	Prepare a script and direct the production, edit and revise a documentary of the Minya Initiative.
Egypt	Dec 92	Williams (PCS-PIP)	1	Assist CDC in marketing <i>The Family House</i> with ad agencies.
Egypt	Dec 92	Jabre (PCS-PIP)	2	Monitor preparation for and activities of Family Health Week in Minya and monitor project activities in Cairo.
Egypt	Jan 93	Rigby (PCS-PIP)	2	Provide assistance to NPC in developing systems for operating the Information Center, Showroom and Media Center.
Egypt	Apr 93	Jabre (PCS-PIP)	3	Monitor SIS/IFC Center project on the development of a National Communication Strategy, the development of systems for interagency cooperation and institution building.
Egypt	May 93	Kaidbey (PCS-PIP)	3	Supervise preparation of and monitor activities during the Minya Health Week. Follow up on the refresher training in Minya with CDS.
Egypt	July 93	Jabre (PCS-PIP)	3	Participate in and monitor the SIS/IFC Management Training Program. Monitor the August Minya Health Week.
Egypt	July 93	Kemprecos (PCS-PIP)	2	Set up the Impact Evaluation Study in Minya.
Egypt	Aug 93	Kemprecos (PCS-PIP)	2	Train interviewers, supervisors, coders, and data entry staff in Minya and Cairo for the Minya Initiative Impact Survey. Pre-test and finalize the questionnaire.
Egypt	Sept 93	Jaroudi (PCS-PIP)	2	Assist with documentation of the Minya Activities.
	Sept 93	Salfitz (SAAD)	2	Finalize the PRO Approach Strategy for the MOH SDP and discuss the local implementation with SDP staff members.
Morocco	Oct 92	Langlois (PCS-PIP)	3	Participate in the design of a 6-year health FP/IFC strategy in collaboration with the Morocco Ministry of Health.

Table V-3—continued

COUNTRY	MDNTH/YEAR	PERSONNEL/(AFFILIATION)	DURATION IN WEEKS	DESCRIPTION OF ACTIVITIES
Morocco	Mar 93	Langlois (PCS PIP) Williams (PCS PIP)	2	Discuss the bridging project activities with the MOPH and finalize the content and budget of the project proposal; interview communication advertising agencies to choose one to represent PCS PIP in Morocco.
Morocco	Jun 93	Thaddeus (PCS PIP)	2	Facilitate collaboration between the MSP and the National Moroccan Radio and Television Broadcasting regarding the airing of the TV series <i>The Family House</i> . Finalize the selection of an advertising agency to produce television and radio spots on FP.
Morocco	Aug 93	Thaddeus (PCS PIP)	2	Assist MOPH and ACF advertising agency in the preparation of public announcement spots. Assist MOPH with preparations for national FP campaign and the development of press kits.
Yemen	Oct 92	Kaidbey (PCS PIP) Thaddeus (PCS PIP)	6	Organize the pretesting of television spots and recruit and train FGD moderators for testing spots.

Table V-4
NEAR EAST/EASTERN EUROPE/CENTRAL ASIAN REPUBLICS: Workshops and Conferences--FY93

COUNTRY	PROJECT NUMBER	DATES	HOST AGENCY	NUMBER OF PARTICIPANTS	DESCRIPTION OF ACTIVITIES
Regional	FGY-CISC-01	Nov-Dec 92	JHU-CISC	24	The first "Advances in Family Health Communication" workshop for the Arab World Region, conducted in Arabic, brought together participants from eight of the Region's countries: Algeria, Egypt, Iraq, Jordan, Morocco, Sudan, Syria, and Yemen.
Regional	NE-EGY-11	Sept 93	HRDC	7	Donors' meeting to review and discuss future direction and distribution of <i>The Family House IV</i> series, and future collaboration among the agencies.
Egypt	NE-EGY-17	Oct 92	MOH/CDS/NPC	24	TOT for Service Providers on skills development in counseling and IPC was conducted for FP physicians, nurses, and IEC managers. The 6 day workshop took place from October 3-8, 1992 with service providers from seven agencies in Minya Governorate.
Egypt	Minya Initiative	Oct 92	GEOSS COC CSI EFPA FIA NPC PPEPP SIS Minya Univ. Cultural Dept. Pop Ed Dept.	84 FP/IEC activities	<i>Family Education Week</i> to motivate the general public to accept and practice family planning through the coordination of IEC activities among family planning agencies and local schools. Activities included seminars, public meetings in churches and mosques, and Enter Educate events in rural and urban areas. The events took during the week of October 24-29. An estimated audience of 7,500 people was reached.
Egypt	NE-EGY-17	Nov-Dec 92	MOH/CDS	193	Graduates of the October TOT conducted 12 training workshops for service providers in IPC and counseling from various FP agencies from the nine districts in Minya Governorate.
Egypt	Minya Initiative	Dec 92	COC CSI FIA EFPA NPC SIS Minya Univ. Cultural Dept. Pop Ed Dept.	75 FP/IEC activities	<i>Family Care Week</i> focused on promoting the image of the FP service provider as competent, caring, and confidential to encourage the public to seek FP services. The slogan "Our Goal is Family Care" was developed and displayed on pins and banners during the week. This event was celebrated during the period of December 26-31 with an estimated reach of 12,000 people.
Egypt	NE-EGY-17	May 93	MOH/CDS	25	Follow up refresher training for the graduates of the TOT to reinforce counseling and IPC skills for service providers of MOH clinics. The training was conducted at the Center for Development and Training Services from May 25-27, 1993, in Minya Governorate.
Egypt	Minya Initiative	May 93	GEOSS EFPA MOH SIS FIA	80 FP/IEC activities	<i>Family Health Week</i> focused on motivating the general public to seek FP counseling and services through promotion of accessible services offered by caring, capable service providers. The highlights of this week (May 8-13) were the insertion of free IUDs at MOH clinics and six presentations of the play <i>Valley of the Ants</i> .

Table V-4—continued

COUNTRY	PROJECT NUMBER	DATES	HOST AGENCY	NUMBER OF PARTICIPANTS	DESCRIPTION OF ACTIVITIES
Egypt	NE-EGY-17	June 93	CDS/ MOH	29	"How to conduct an effective FP seminar" was the title of a one-day workshop for FP/IFC supervisors from 21 MOH and eight other FP agencies on June 15 as part of the Minya Outreach.
Egypt	NE-EGY-17	July 93	MOH	25	A one-day workshop on "The Relation Between Female Physicians and FP Practices" in MOH FP clinics was conducted on July 11 for MOH FP district supervisors, FP/IFC supervisors, and selected female physicians from the nine districts in Minya Governorate.
Egypt	NE-EGY-17	Jul 93	SIS/CDS	22	Training in IFC Management for SIS staff at the Central and Governorate levels in planning, implementing, and evaluating Pilot Village programs.
Egypt	Minya Initiative	Jul 93	NPC CEOSS CSI MOH	25	A three-day training for NPC (including outreach workers), conducted on July 27-29 to improve IPC skills during home visits to improve marketing skills, and to understand administrative issues of client recruitment to MOH clinics.
Egypt	Minya Initiative	Aug 93	CSI CEOSS DPC EFPA FIA MOH NPC SIS Women's Committee	77 FP/IFC activities	<i>Family Health Week II</i> focused on motivating MWRA to seek FP services, especially at low-cost clinics. Contraceptive methods and marketing of FP services were highlighted involving female physicians and a coupon system. 500 IUDs were inserted in MOH clinics during the week. An estimated audience of 3,500-4,000 people was reached.

Table V-5
NEAR EAST/EASTERN EUROPE/CENTRAL ASIAN REPUBLICS: Materials Developed
CA-2 & CA-3, FY93

REGION/COUNTRY PCS PROJECT NO.	PRINT MATERIALS	AUDIOVISUAL MATERIALS	OTHER
Central Asian Republic	Translated into Russian: P Process GATHER CCP Promo Fact sheets on Enter Educate POPINE <i>Pop Reports</i> MIRS PRO Approach		
Egypt NE-EGY-16		60 minute videomagazine for AODH	
Egypt Minya Initiative	9,000 booklets on religious view on FP 500 district lists of FP clinics per district in Minya Governorate 10 Press articles	<i>Minya Harvests</i> 30 minute documentary on the Minya Initiative 8 radio coverage segments on 5 Programs <i>Future Generation</i> , <i>Road for Wealth</i> and <i>Creativity</i> Project Jingle 2 television programs <i>Zabma</i> <i>Amam Wa Agbam</i> 3 video tapes Television coverage on news programs and <i>El Garida Al</i> <i>Missaumea</i> (current events program)	1,000 notebooks with slogan 3,000 totebags with slogan and FP agencies' telephone numbers 2,000 calendars with slogan and FP agencies 5,000 plastic bags with project logo <i>Valley of the Ants</i> play (2 performances)
Egypt NE-EGY-17	2 cue cards on Pill and IUD for service providers		
Morocco NE-MOR-07		2 TV spots (30 sec & 40 sec)	300 Press Kits
Tunisia	Case Study on ONEP in Arabic, French, and English.		



Hugh Rigby (left), Media/Materials Collection manager, and visitors

Media/Materials Collection

Hundreds of communication professionals turn to the M/MC each year as a central, well-organized, and responsive resource for IEC information and sample materials. With over 21,000 sample materials, the Media/Materials Collection constitutes the largest cataloged collection of family planning communication materials in the world. A computer database and printouts provide users easy access to the materials.

In FY93, as the Collection continued to grow at a rapid pace, M/MC staff accomplished the following:

MORE MATERIALS

After ten years of servicing IEC professionals worldwide, the M/MC is well known and IEC professionals submit hundreds of newly-produced materials for inclusion in the Collection every year. In FY93, over 1,000 new items were added to the Collection, including many PCS/PIP project materials, for a total of 21,691 different IEC materials. Very little solicitation for new materials is necessary, and almost no funds are spent in acquisition.

MORE REQUESTS

M/MC staff filled close to 1,500 requests for sample materials and information this year. The nature of these requests varies: some are for specific IEC materials; some are for reference information on IEC methodology or specific projects; others are for production of videotape composites, slide presentations, and exhibits; and others are for printouts from the M/MC database on certain topics.

MORE DISPLAYS AND EXHIBITIONS

To create greater awareness of the array of materials available within the M/MC, staff arrange regular displays on specific topics or country projects. M/MC staff also participate in staffing PCS/PIP displays at international conferences such as the American Public Health Association and the National Conference on International Health.

MORE VISITORS

Over 800 health communication professionals visited the M/MC in FY93, receiving an in-depth explanation of M/MC services and activities. These visitors included representatives of many Cooperating Agencies and other international organizations ...

AED	JHU Institute for International Programs
AERICARE	
American Public Health Association	MACRO International
AVSC	National Library of Medicine
CARE	PAHO
GEDPA	PATH Pathfinder
Cornell University	Population Council
CPO	Population Reference Bureau
Development Associates	
Futures Group	PROFIT
HEALTHCOM	PSI
IPPF	

SEATS	University of Michigan
SIECUS	USAID
UNESCAP	World Bank
UNESCO	World Neighbors
UNEPA	Workview International
UNICEF	

... as well as numerous students and faculty of Johns Hopkins School of Public Health and other universities, foreign Ministers of Health and Public Health officers, and USAID mission representatives. Visitors came from 62 different countries and many have returned to the Collection or written to request more materials and information.



Cynthia Shaw, Media/Materials Assistant, with a visitor

NEW PACKETS

In FY93 the M/MC produced two Packets. The first was a revision and update of Packet 5, *Reaching Young People*, first published in 1985. The supply of the original edition was exhausted, yet there was still great demand for this packet. Included in the new version are 14 sample materials, descriptions of each item, and brief guidelines on materials development. The second Packet published this year was Packet 17, *Promoting Professional*

Providers: The PRO Approach, which includes materials from campaigns in Egypt, Ghana, Indonesia, and Bolivia, an overview, and a colorful poster displaying the materials in the Packet along with basic principles of the PRO Approach.

BETTER ACCESS

As of FY95, M/MC users have several ways of accessing the materials in the Collection:

1. Computer database
2. Computer printouts on specific topics as requested
3. Computer printouts of entire collections by type of material
4. "What's New in the M/MC?" — a weekly listing of newly catalogued materials.

In response to many requests for additional materials, the M/MC has compiled a set of information sheets called "Where Can I Get It?" which list resources for specific types of materials, such as pretesting, materials development, AIDS materials, and films and videos.

MORE REGIONAL M/MC SUPPORT

In FY93 the M/MC helped to establish the Media Materials Collection at the National Population Center in Cairo, Egypt, and developed a workplan for an M/MC to be established in Ghana. The M/MC also supplies regional offices in the Philippines, Bangladesh, Nepal, Kenya, Bolivia, and Ecuador with regular shipments of materials for their collections. ■



Peggy D'Adamo (left), Librarian, with visitors

Table VI-1
Materials in the M/MC

TYPE	FY92	FY93
Audiotapes	150	157
Calendars	164	174
Field Photos	5820	5862
Films	305	300
Flipcharts	138	141
Novelty items	1776	1672
Pamphlets	8834	8914
Posters	2402	2413
Reports	*	325
Slide Sets	180	192
Training Materials	*	299
Videotapes	719	936
TOTAL	20,788	21,691

* New sections since FY92

Table VI-2
Requests for M/MC Materials (excluding Packets)

REGION	FY92	FY93
Africa	270	353
Asia	233	211
Latin America Caribbean	152	161
Near East Eastern Europe CAR	81	94
Other*	660	674
TOTAL	1376	1493

Requests by Region (% of Total)

Africa	20%	23%
Asia	14%	14%
Latin America Caribbean	18%	12%
Near East Eastern Europe CAR	8%	6%
Other*	36%	45%
TOTAL	100%	100%

*Cooperating Agencies, AID/W, and international organizations

Table VI-3
JHU PCS Packet Series
Packets Produced FY83-FY93

PACKET	TITLE	YEAR PRODUCED
1	Print Materials for Nonreaders (out of print)	FY83
2	Male Responsibility (out of print)	FY84
3	Basic Processes & Principles for Population Family Planning Communication	FY84
4	Social Marketing and Packages for Contraceptive Methods	FY85
5	Reaching Young People, Revised 1993	FY93
6	Working With the Media	FY86
7	Wallcharts about Contraceptive Methods	FY87
8	Pamphlets about Condoms	FY88
9	Pamphlets about Oral Contraceptives	FY88
10	Pamphlets about Voluntary Surgical Contraception	FY88
11	Pamphlets about the IUD	FY89
12	Photonoels and Comic Books about Family Planning	FY89
13	Video for Family Planning	FY90
14	Family Planning Logos	FY90
14	Reformatted for PCS Packet Series Binder	FY91
15	Songs for Family Planning	FY92
16	Pamphlets about Injectable Contraceptives	FY92
17	Promoting Professional Providers: The PRO Approach	FY93

Packets Distributed FY93

REGION	NUMBER ON MAILING LIST	NUMBER DISTRIBUTED	PERCENTAGE OF TOTAL DISTRIBUTED
Africa	513	1,771	30%
Asia	321	2,838	18%
Latin America Caribbean	364	1,006	6%
Near East Eastern Europe CAR	117	3,402	21%
Other*	419	3,926	25%
TOTAL	1,734	15,943	100%

*Cooperating Agencies, AID W, and international organizations



Participants work on SCOPE during "Advances in Family Health Communication" workshop.

Training

The PCS PIP experience represents more than a decade's work in 60 countries worldwide. It reflects the collective learning of a critical mass of IEC and public health experts working together in the field. The PCS PIP experience has become more and more valuable as the field of population communication faces new challenges due to rapid changes in policy, technology, and society. PCS PIP, recognizing the value of sharing the lessons it has learned from programs and research, and doing so quickly, widely, and effectively, has always given a high priority to training. In response to the increasing demand from USAID Missions throughout

the world and other donors for high quality IEC training and in order to use training resources more efficiently, PCS PIP established a Training Division in July 1993.

Need for a Training Division

The need for a Training Division has been felt as the number of applicants to PCS PIP-sponsored workshops and requests for technical assistance in training have steadily increased in recent years. From its inception, PCS PIP has recognized the need to train various levels of family planning personnel in different types of IEC such as:

- Strategic Planning
- Communication Planning Process
- Message Design and Materials Development
- Interpersonal Communication and Counseling
- Media Planning and Enter-Educate
- Research and Evaluation

While publications and videos help meet the goal of sharing program and research experience, these are not, by themselves, sufficient to meet the demand for highly-skilled IEC personnel all over the world.

There is need for a systematic and comprehensive training plan and program to increase the pool of well-trained IEC staff that can bring population communication programs in Africa, Asia, Latin America, and the Near East to higher levels of performance and thus enhance sustainability of programs.

Through its "Advances in Family Health Communication" workshops conducted in English, French, and Arabic, PCS PIP has taken the leadership in population communication training. The strong demand for these workshops is evident even despite the periodic regional and national IEC training programs that PCS PIP projects conduct. Clearly, training is a vital strategic function in the PCS PIP mandate.

Highlights of Training Activities

PCS PIP trains many different categories of personnel: policy-makers, media personnel, opinion leaders, program managers, trainers, AID staff members, staff of various donors and other Cooperating Agencies, and clinic-level personnel. Since 1990, PCS PIP has conducted 294 training activities attended by more than 9,000 trainees (see Table 1). The training activities ranged from international or regional training activities to training at the national or even community level.

In 1989, PCS PIP offered the first "Advances in Family Health Communication" workshop in Baltimore. Since then,



At the September 1993 French-language workshop, participants do a role-play (above), and later (below) dance at "International Night."



PCS PIP has conducted four more English workshops, four French (two in Tunis and two in Baltimore) and one Arabic (in Cairo). The large number of applicants to these workshops reflects their popularity. The English workshop in FY93 alone had some 200 applicants; only 38 participants could be accepted. Evaluations of these workshops both by attendees and by external agencies such as Partners for International Education and Training have been highly positive. Tables 2 and 3 contain breakdowns on the types of organizations participants work for and funding sources for workshop participants.

During FY93, PCS PIP organized 39 training activities. Of these, 37 took place overseas and two were international workshops (the "Advances" workshops) held in the United States. A total of 1,013 participants attended (see Table 2).

The demand for training is probably highest in the Africa region where many



Participants enjoy role-playing a counseling scene during the Interpersonal Communication Training workshop in Karachi

population programs are in an early stage. In 1993, PCS PIP carried out 22 workshops in Africa, 14 in English and eight in French. Of these 22 training activities, four were on materials development and message design, eight on training-of-trainers, three on working with the media, four on communication training, and three on interpersonal communication and counseling. A total of 401 people participated.

In Asia, PCS PIP conducted six training activities, all in English. Two of the activities were on lessons learned from "jiggashas," a community participation approach pioneered by PCS PIP in Bangladesh. Another two were Training-of-Trainers in interpersonal communication in Pakistan. One workshop was on IEC planning conducted in Jaipur, India, and the last was a workshop on research utilization held in the Philippines. In all, 313 participants attended these workshops.

In Latin America, PCS PIP conducted four training activities, all in Bolivia. Three were training-of-trainers workshops and one was on working with the media. These activities involved 111 participants.

In the Near East, PCS PIP organized five training programs, all held in Minya, Egypt, and conducted in Arabic. Three were on counseling and interpersonal skills, one on IEC management, and one on training skills. A total of 126 participants attended these sessions.

Training Division Plans

The Training Division works closely with the Research and Evaluation Division, all the program divisions, and the Creative Resource Group. In line with PCS PIP strategic goals, the Training Division's FY94 work plan calls for the training staff to:

DEVELOP INNOVATIVE WAYS TO ASSESS TRAINING NEEDS AND TO DESIGN, CARRY OUT, AND EVALUATE COMMUNICATION TRAINING PROGRAMS

The training staff will develop innovative and cost-effective diagnostic and evaluation tools for training, training strategies, and training methods and materials.

CONDUCT MORE NATIONAL TRAINING PROGRAMS

In response to requests from national population programs, the Training Division will help conduct national and or state-level communication training programs. The goal is for these training programs to reflect the state-of-the-art experience of PCS PIP and to serve as models for replication.

Strategic Goal for Training

Through the new division, the training staff will focus on a PCS PIP strategic goal: to share lessons from PCS PIP programs and research quickly and widely through more effective training programs.

DEVELOP AND PRODUCE TRAINING MANUALS OR "HOW TO" LEARNING SERIES

Rapid changes in policy, technology, and society present new challenges to the field of population and communication. To cope with these challenges, the Training Division will work with the geographic program divisions to produce a state-of-the-art training manual on "How to Analyze Programs and Audiences." This will be the first of a series of manuals on dif-



Brochure for the Arabic "Advances in Family Health Communication" workshop, Cairo, December 1992

Dr. Ben Lozare demonstrates SCOPE to participants (right) ... who then work together in small groups to create their own project and presentation (far right) at the June 1993 workshop.



ferent aspects of the communication planning process.

EXPAND TESTING AND DEVELOPMENT OF SCOPE.

Participants in the 1992 and 1993 "Advances in Family Health Communication" English-language workshops and the 1993 French workshop had the opportunity to work with SCOPE (Strategic Communication Planning and Evaluation), a computer-aided communication planning software developed by PCS PIP. These participants all gave highly positive evaluations of SCOPE. In collaboration with the Research and Evaluation Division, the Training Division will continue testing and development of SCOPE in both international and local training situations. Specifically, the training staff will:

- Test use of SCOPE in single-country training and planning situations in Nepal and Bangladesh.
- Refine existing country versions of SCOPE (Turkey, Bangladesh, Ghana).
- Collaborate with PCS PIP staff in Nepal and the Research and Evaluation Division to develop a Nepal SCOPE version by December 1993.

DEVELOP AN IEC TRAINING NETWORK.

PCS PIP experiences show that post-training support can reinforce lessons learned and encourage desired behavioral changes. Recognizing this, the Training Division will set up a systematic follow-up program for its trainees. A needs assessment study will take place to determine the range of possible post-training support that participants would find beneficial. Based on this study, the staff will regularly select and mail PCS PIP publications and research findings, video and audio materials, as well as model training curricula and materials. To help share current trends in IEC, the training staff will publish a biannual newsletter. Through the newsletter, population communicators can share experiences and lessons learned.

The need for an IEC training network is clear. The number of PCS PIP training programs has significantly increased in the past five years. Based on consultations with regional program divisions, the Training Division expects that demand for PCS PIP training programs will increase even more as national family planning programs expand and become more complex. ■

Participants' Comments from the FY93 "Advances in Family Health Communication" Workshops.

ENGLISH

Excellent! Excellent! Excellent! Selection of course content, creative learning environment.—*Krishna Raj Giri, Nepal*

Never go to a workshop thinking you know it all or thinking you are an expert because you will get disappointed when you discover that this workshop has revealed how much you did not know. I gained a lot in this workshop.—*Fatima Bopoto, Zimbabwe*

The most innovative, educative, and interesting workshop I ever attended during my 30 years of service.—*Usman Sbetima, Nigeria*

In my 15 year career, I have attended 5-6 international workshops. Honestly, I have to convey that this workshop is the best, both in administrative and educational aspects.—*Masri Muadz, Indonesia*

This workshop affords you the best opportunity to blend the experience with the theory of developing effective communication. It demonstrates that communication is the steering wheel of development. It feels like one has been recharged.—*Dan Odallo, Kenya*

This workshop has been successful in implementing a learning-by-doing approach, especially by having a computer-based experiential learning through SCOPE.—*Adi Sasongko, Indonesia*

The SCOPE exercise is a life-like simulation of the big world of campaign planning and taught me the imperative of focusing on pretesting and evaluation before going ahead.—*Rita Menon, India*

FRENCH

Réussite complète de l'atelier.—*Roger Rakotohe, Madagascar*

Très bon travail pour le bonheur de l'humanité.—*Dr. Koffi Francis Arodagbe, Bénin*

Bravo pour l'organisation de cet atelier.—*Rabab Latreche, Algérie*

Très satisfaite de l'atelier.—*Dr. Razafindravony Bakolisoa Harimalala, Madagascar*

Tous les encadreurs maîtrisaient leurs sujets et avaient tous le souci d'atteindre les objectifs fixés. J'ai surtout aimé les exercices pratiques en travaux de groupe. Les encadreurs ont su lier l'utile et l'agréable. Organisation parfaite.—*Unsigned*

J'ai beaucoup apprécié le soutien logistique à tous points de vue, la nouveauté des approches, l'atmosphère de divertissement et du travail. Je participe à beaucoup de séminaires, et je dois reconnaître que celui-ci est parmi ceux qui m'ont le plus satisfait.—*Unsigned*



Advances in Family Health Communication workshop
Baltimore, Maryland, USA, June 7 - July 2, 1993



Nouvelles Orientations de la Communication pour la Santé
Baltimore, Maryland, USA, 13 septembre - 1 octobre 1993

Table VII-1
Summary of Training Activities from 1990 to 1993

	1990		1991		1992		1993	
	NUMBER OF ACTIVITIES	NUMBER OF PARTICIPANTS						
OVERSEAS								
1) Regional	6	89	4	119	3	7	7	139
2) National	170	5064	7	282	31	850	16	469
3) Local/Community Level	12	449	6	129	11	1564	14	343
U.S.								
International	1	33	1	36	3	119	2	62
TOTAL	189	5635	18	556	48	2540	39	1013

Grand Total of Activities: 294

Grand Total of Participants: 9,754

Table VII-2
Organizational Origins of Workshop Participants, 1993

	ADVANCES IN FAMILY HEALTH COMMUNICATION	NOUVELLES ORIENTATIONS DE LA COMMUNICATION POUR LA SANTÉ	TOTAL
Host Country Government	21	19	40
Host Country NGO	13	5	18
PCS/PIP Employees	4	0	4
TOTAL	38	24	62

Table VII-3
Funding for Workshop Participants

1993 WORKSHOPS	ADVANCES IN FAMILY HEALTH COMMUNICATION	NOUVELLES ORIENTATIONS DE LA COMMUNICATION POUR LA SANTÉ	TOTALS
USAID Missions	10	8	18
PCS Buy-ins or Core	14	3	17
Other Donors			
WHO	2	2	4
SEATS	1	N/A	1
PSI	1	N/A	1
UNICEF	1	1	2
BKKBN	1	N/A	1
UNFPA	3	4	7
HealthCom	3	N/A	3
Mother Care	2	N/A	2
Ministry of Health	N/A	5	5
CREDES	N/A	1	1
TOTAL	38	24	62

Table VII-4
Training Activities by Country
 1993

REGION	LOCATION OF TRAINING ACTIVITIES	NUMBER OF TRAINING ACTIVITIES	NUMBER OF PARTICIPANTS	TOTAL ACTIVITIES PER REGION	TOTAL PARTICIPANTS PER REGION
U.S.	Baltimore (in English)	1	38	2	62
	Baltimore (in French)	1	24		
Near East	Minya	5	126	5	126
Asia	Bangladesh, Dhaka	2	172	6	313
	India, Jaipur	1	31		
	Pakistan, Lahore	1	40		
	Pakistan, Karachi	1	30		
	Philippines, Manila	1	40		
Latin America	Bolivia, La Paz	4	11	4	111
Africa	Burkina Faso	1	20	22	401
	Côte d'Ivoire	2	40		
	Kenya	10	163		
	Madagascar	3	60		
	Mali	1	15		
	Tanzania	1	9		
	Togo	1	24		
	Uganda	2	31		
	Zimbabwe	1	39		
TOTALS		39	1013	39	1013



Women at a jiggasha meeting. Jiggashas are discussion groups based on community networks which provide support for women to find out more about family planning.

Research and Evaluation

Research and Evaluation is an integral component of the population communication process that is a continuing cycle of audience analysis, design, implementation, review and replanning. Within this framework, the Division's role is to:

- Guide the design of population communication projects through assessment of communication needs and problems, segmentation of audiences, setting of measurable objectives, selection of effective channels of communication, and recommendations for the design of effective messages.
- Determine the impact of communication projects and the conditions under which they lead to significant knowledge, attitudinal, and behavioral changes.
- Expand the frontiers of knowledge about population communication by documenting, sharing, and disseminating evaluation research findings, communication technologies, and lessons learned from experience.

National Level Strategic Planning

The experience of JHU PCS PIP over the past decade has taught that IEC interventions are most effective at the macro level when they:

- are guided by long-term goals and interventions are planned sequentially;
- rely on research and audience segmentation to target specific audiences with the most effective messages;
- are flexible and responsive to changing socio-economic and political contexts;
- build on the strengths and capabilities of local partners; and
- are components of larger national population communication strategies.

Since its formation in 1983, PCS PIP has been involved with planning national strategies for Burkina Faso, Cameroon, Côte d'Ivoire, Ghana, Kenya, Nigeria, Tanzania, Uganda, Bangladesh, India, Indonesia, Nepal, the Philippines, Bolivia, Ecuador, Guatemala, Mexico, Peru, and Egypt, Morocco, Turkey, and Yemen. National-level planning brings together a consortium of governmental and non-governmental organizations as well as private commercial agencies to identify problems and plan campaigns that address all sectors of the population. These national-level IEC strategies have been built upon the solid foundation of population communication research and analysis.

Mass Media

In reaching the intended audience, the approach and mode of message delivery is as important as the message itself. Backed by formative research results, PCS/PIP strives to fit the use of mass media to the tone and texture of specific audiences and cultural contexts. Local capabilities and conditions are also taken into account when constructing a media design. Due to the rapid spread of broadcast technology in the developing world, television and radio have been harnessed to deliver IEC messages for greater impact. An analysis of PCS/PIP projects to date shows that:

- 63 projects used television (including video/film),

- 55 projects used radio (including cassettes records), and
- 24 projects combined radio and television.

Rising literacy levels in some countries have made the use of brochures, pamphlets, wall charts, posters, comic books, billboards, newspapers, newsletters, and manuals in 85 projects more important than ever. Interpersonal channels of communication such as local dramas and workshops were utilized in 80 projects. Tables VIII-1 and VIII-2 show over 40 different types of media interventions.

Community Involvement and Folk Media

Research has shown that community involvement in projects becomes an important IEC intervention because of the discussion generated among community members about family planning. Such was the case in Bangladesh. Social network analysis was applied to reach women in rural villages by means of revolving small group meetings in the homes of influential opinion leaders. Network analysis helped identify women centrally located within the informal communication network of each village; those points where information and social influence and support would be the most effective for the promotion of family planning and distribution of contraceptive supplies. Government family welfare assistants (FWAs) were trained to lead small group meetings in the homes of each opinion leader. These revolving group discussions became known as *jiggasbas*, a Bangla term meaning "to inquire." The meetings allowed both men and women to share health and family planning information by means of entertaining cassette programs, flip charts, folk talent performances, and discussions.

The use of folk media, local artists, and musicians to produce local plays and dramas almost doubled in the last year from four to seven with the addition of such countries as Burkina Faso, Côte d'Ivoire, Madagascar, and Mali. Folk media can be useful in reaching people with limited access to other media. Wherever possible,

sible, it should be linked to other IEC interventions or campaigns.

Institution Building

To create sustainable population programs, JHU PCS PIP has recognized the necessity for building the strength of the countries' institutions and their workers at all levels, from high-level policy makers and program managers to front line service providers. To date, workshops and conferences for policy makers and managers, counseling training for service providers, and motivational seminars for men and women have been conducted in over 34 JHU PCS PIP projects including Colombia, The Gambia, Ghana, Kenya, India, Pakistan, and the Philippines.

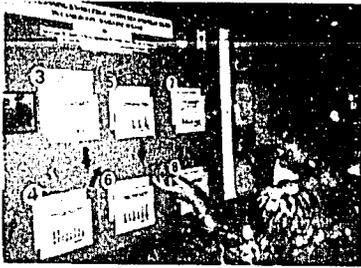
In Francophone African countries such as Mali, where there are few local research agencies, JHU PCS PIP researchers trained staff members of the Family Planning Association of Mali (AMPF) to conduct small-scale studies at the service sites. One of these was a source-of-referral study carried out by AMPF and CERPOD in collaboration with JHU PCS PIP. With close technical assistance from JHU PCS PIP research staff, CERPOD designed and implemented the study, analyzed the data, and reported the results.

In Cameroon, an IEC research team was formed within the Directorate of Family and Mental Health. This team will be responsible for assisting in designing and conducting research in the Directorate. They have been involved in executing a follow-up study in Cameroon which is currently being analyzed. The formation of this research team is significant for two reasons. First, it indicates the recognition of formative research and evaluation as a basis for projects. Second, and more important, it builds in-country expertise that increases the ability of counterpart organizations to control their own programs. In this context, JHU PCS PIP is beginning to see the fruits of the "Advances in Family Health Communication" workshops, where one of the Cameroonian researchers was trained by JHU PCS PIP in Baltimore.

Research and Evaluation Innovations

The Research and Evaluation Division is developing and applying new techniques to identify the best means for conveying family planning and health messages. Specific audience segments require appropriate message design and media mix strategies. New research technologies can improve the way that program staff meet these requirements. Communication network analysis is being used to improve the effectiveness of community-based mobilization projects. Image measurement and mapping techniques are being used to design messages to improve the image of contraceptives and service providers. Multivariate cluster analysis of psychographic measures is being used for audience segmentation. Structural equation (path) modeling is being used to reveal the intervening role played by communication campaigns in motivating family planning practice by stimulating interpersonal communication (especially with spouses), controlling for other variables, and accelerating ideational change. Other techniques are being used to improve the analysis of time-series data from family planning clinics in order to assess the statistical significance of communication campaigns.

JHU PCS PIP projects utilize the Media Impact Research System (MIRS), an integrated system of quasi-experimental research designs and techniques to measure changes in knowledge, attitudes, and behavior resulting from communication programs. To assess changes in behavior, time-series analysis of clinic attendance and contraceptive adoption was conducted in 37 projects. Fifty-nine projects used pretest posttest designs with correlation of exposure and outcome (i.e., self-reported changes in knowledge, attitudes, and contraceptive practice). Ten projects used the classic experimental approach. Thirty-four projects used posttest-only design with correlation of exposure and outcome. Five projects used the posttest only, quasi-experimental design with comparison groups.



Minam Jato presents a poster session, "Family Planning Knowledge, Attitudes, and Practices in Cameroon: Baseline Survey," at the American Public Health Association convention in Washington, D.C., November 1992.

Seventy projects used probability sampling techniques; 10 projects employed complete saturation sampling. Because of time and other constraints, 29 projects used convenience, purposive or quota, non-probability sampling methods. Altogether 101 projects have involved focus group research, 101 have pretested messages, and 66 have utilized service statistics.

Highlights and Results by Region

AFRICA

Until recently, family planning programs in Africa have been in the early developmental stage and have presented JHU PCS PIP with the challenge of meeting existing unmet need, increasing demand for family planning, and strengthening provider skills to meet clients' contraceptive information needs. Initial efforts concentrated on studying current levels of knowledge, attitudes, and practices in several countries such as Cameroon, Côte d'Ivoire, Ghana, Mali, and Tanzania by conducting literature reviews, general and training needs assessments, and baseline surveys. The results of these studies have guided JHU PCS PIP to improve the training of service providers and to conduct media campaigns to educate and motivate

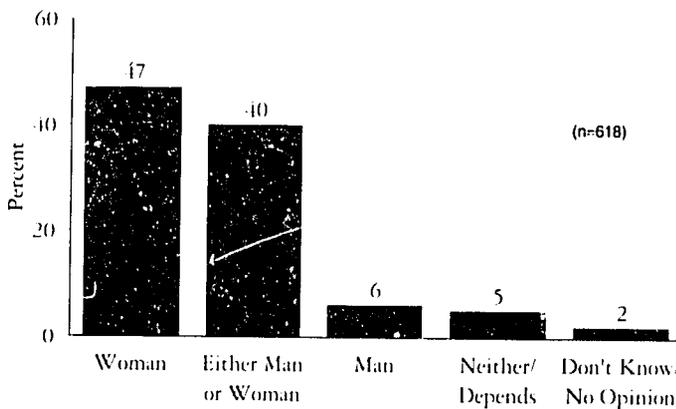
the general public to practice family planning.

In Kenya and Zimbabwe training needs assessment results were useful in designing the counseling training curriculum of family planning providers. Then, to determine the effectiveness of these training efforts in Kenya, videotapes and transcripts of provider-client interactions after the training were analyzed, along with client exit interviews.

- In Kenya, JHU PCS PIP and the Association for Voluntary Surgery and Contraception (AVSC) are conducting a Vasectomy Promotion Project with Innovative Communication Systems (ICS), a local non-governmental organization that specializes in male contraception and vasectomy promotion. In the baseline survey for the project, only 3% of 618 male respondents were found to have had a vasectomy. While 69% had heard of the procedure, less than half could correctly name the operation. Nearly a third of the respondents equated vasectomy with castration, 27% said that a vasectomized man would lose domestic authority, and 56% thought it would be better for a woman to have a tubal ligation. Figure 1 shows that 47% percent of the men surveyed thought it should be the responsibility of the woman to use family planning if no more children were desired.

Findings like this from the baseline survey were used to set communication objectives. The purpose of the project was to promote awareness and adoption of vasectomy as an acceptable method of contraception among couples who have completed their families. The mass media campaign targeted urban men who were most likely to obtain vasectomies, their wives, and medical practitioners. To fine-tune the campaign messages, image mapping was used to examine how Kenyans perceive vasectomy acceptors. Ethnographic research was also conducted to record popular colloquial expressions commonly used to describe vasectomy and fertility-related issues among men.

Figure 1: Men's opinion about who should use family planning. Kenya vasectomy baseline survey, May 1992.



The results of this research were used to design newspaper, radio, and television advertisements. Preparations for the mass media campaign are in their final stages. The intervention is expected to begin in early 1994.

- In Uganda, the Ministry of Health and JHU PCS PIP designed a three-year family planning communication campaign which is now being implemented by the Family Planning Association of Uganda (FPAU). The project goal is to provide men and women with information about contraceptive methods and to increase adoption and continued use. Mass media interventions include a logo, a 52-week radio drama series, radio jingles, billboards, posters, flyers, leaflets, and other print materials giving information about where to obtain family planning services. There is also a male motivation component to encourage men to support family planning use.
- In Zimbabwe, researchers used a "coached" client approach to evaluate counseling training. Providers were asked to give consultation to someone playing the role of the client before and after completing their training. These role playing sessions were rated by expert observers using criteria developed from the "GATHER" (Greet, Ask, Tell, Help, Explain, Return Refer) approach which included verbal and non-verbal interpersonal communication skills. A comparison of the before and after ratings found that out of a total possible score of 35 the average score increased from 13 to 20, an increase of 54%.

Several evaluation activities based on MIRS are being used to assess the impact of the project. The main evaluation activity conducted in FY93 was a baseline household survey of 1,317 married men and women in the Southwest, Central, and Eastern regions of Uganda in both urban and rural areas. To examine whether the campaign had an impact at the clinic level, exit interviews with clients are being con-

ducted in a representative sample of 20 family planning clinics nationwide. Monthly clinic attendance is being monitored to document the number of new and continuing users in these facilities.

A significant component of the campaign is encouraging husband-wife communication. Results from the baseline survey revealed that almost 40% of respondents had never discussed ideal family size with their spouses. About 14%, especially women and those residing outside urban areas, said that it was embarrassing to discuss family planning with their spouses. Nearly 40% do not desire any more children and this is partly reflected in the high level of contraceptive use in the sample. The main reason cited by those who had never used a method was "never thought about it."

The URTNA Family Health Broadcast Project is a regional project in Africa which has been operating for six-and-a-half years. Its purpose is to increase the quantity and quality of information about family planning, health, and population issues through radio and television broadcasts throughout Africa. The project accomplishes this by providing mini-grants for radio and television productions, by giving population and family planning information to member broadcasters, and by encouraging collaboration between broadcasters and family planning, health, and population experts. URTNA provides radio and television stations with films, videos, newsletters, program production guidelines, and other educational material for use in local programming. In addition, the project supports the production of radio and television programs in Burkina Faso, Cameroon, Côte d'Ivoire, Ethiopia, The Gambia, Kenya, Mali, Senegal, and Uganda. To assess the quality and effectiveness of specific materials, a direct mail survey was conducted with 343 member broadcasters throughout the continent selected from URTNA's mailing list. The data analysis of the results is currently underway.

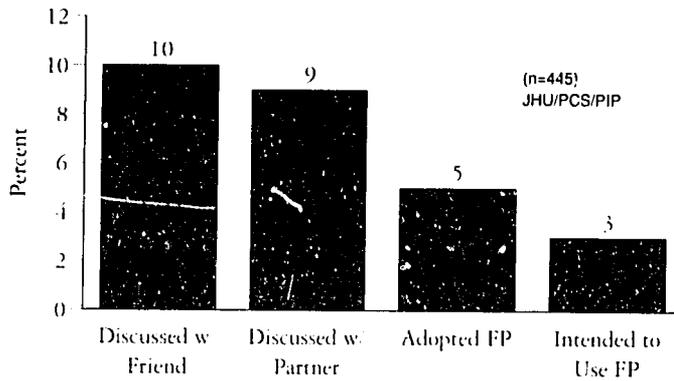
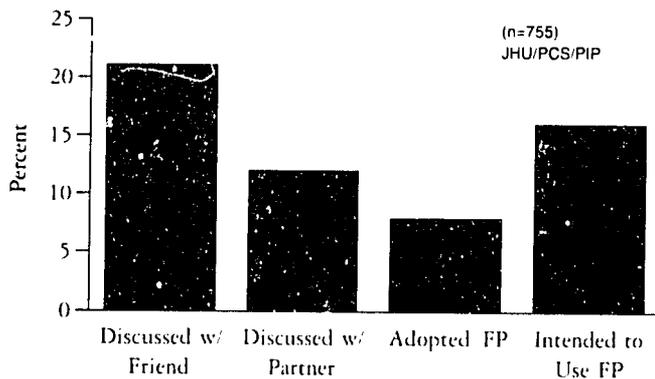


Figure 2: Actions taken by those exposed to *House of Genuses*, a population documentary shown in Kenya.

The cost prohibits the evaluation of the effects of URTNA's materials on the population of every participating country. The availability of existing, local omnibus surveys, however, made it possible to evaluate some of the effects in Kenya and Zimbabwe. With omnibus surveys it is possible to pay for the inclusion of a few of one's own questions.

- Kenya – The Kenya Omnibus Survey was implemented in February and March 1992 to assess the public's exposure to two URTNA television productions: *It's Not Easy*, a feature film about AIDS produced in Uganda, distributed to all URTNA member stations, and *House of Genuses*, a documentary about population and family planning produced by the Kenya Broadcasting Corporation (KBC) through an URTNA grant. Nearly 2,000 individuals, male and female, were interviewed in Kenya.

Figure 3: Actions taken by those exposed to *A Lesson in Time*, a population television drama shown in Zimbabwe.



About half the respondents were from urban areas and about two-thirds were married. Data were weighted to resemble Kenya's population structure, based on the 1989 census. Of the 20% of respondents who said that they watched KBC, the television network which carried the films, 28% saw *It's Not Easy*, and 45% of these said that they would practice monogamy as a result of seeing the film, 17% discussed the film with friends, and 3% said that they used condoms. About 19% of the KBC viewers also saw *House of Genuses*, and 65% recalled its population message. One third (10%) of those who saw the film discussed it with friends, 9% discussed it with their partner, 3% said they intended to practice family planning, and 5% said they adopted family planning after viewing the film (Fig. 2).

- Zimbabwe – In the Zimbabwe Omnibus Survey, 1,003 adults (493 men and 510 women) in five urban centers in the country were interviewed. About two-thirds (67%) of the respondents came from Harare or Bulawayo, the two largest cities, and three-quarters were of lower socio-economic status. The two URTNA films evaluated were the population film, *A Lesson in Time* produced in Zimbabwe through an URTNA grant, and the AIDS prevention film, *It's Not Easy*. About 755 people (76% of the respondents) had seen *A Lesson in Time* and nearly all could recall its family planning themes. A full 60% (453 respondents) of those who viewed the program stated they took action as a result of watching it: 35% discussed it with friends, 20% discussed it with their partners, 26% said that they intended to practice family planning, and 13% said they began practicing family planning after seeing the film.

Some 44% of the sample saw the *It's Not Easy* AIDS television program in Zimbabwe, and nearly 90% of them could recall its main thesis. Of those who saw the film, 77% stated they took some action as a result: 33% said that they would practice monogamy, 26% discussed it with friends, 23% discussed it with their partner,

and 15% said that they used condoms as a result of seeing the film.

ASIA

Asia includes some of the most sophisticated and successful family planning programs in the world. Yet Asia also has regions with low contraceptive prevalence rates and national programs still in the development stage such as Pakistan and Nepal. The quality and availability of media technologies, health service delivery systems, and health communication varies widely throughout the region, requiring a range of approaches to family planning promotion. Where mass media penetration is widespread and provides reliable information delivery and where a health service delivery infrastructure is in place, projects are able to use the modern mass media, such as television and radio. Where community-level health service delivery is initially lacking, projects may focus on combinations of small-scale media and community-based organizations. In other areas, training in family planning counseling is the greatest need. This diversity of needs requires a wide range of communication interventions and appropriate evaluation methodologies.

- In Bangladesh, the innovative rural communication project (RCP) in Trishal thana is being expanded and replicated in new districts. The RCP is a community-based effort built around women's peer groups and social networks. The design of the original project relied heavily on detailed analysis of women's networks of interpersonal communication for the identification of influential opinion leaders. Baseline (1989) and follow-up (1992) surveys of 1,762 and 1,841 women, respectively, in 24 villages in Trishal thana were used to evaluate the impact of the juggasha intervention. Eighty-one percent of baseline respondents were reinterviewed in the follow-up survey. In the 12 villages where the juggasha approach was used, 58% said that they had heard of the juggasha meetings and 28% actually attended. Of those who attended, 63% discussed family planning with their husbands, 31% adopted modern con-

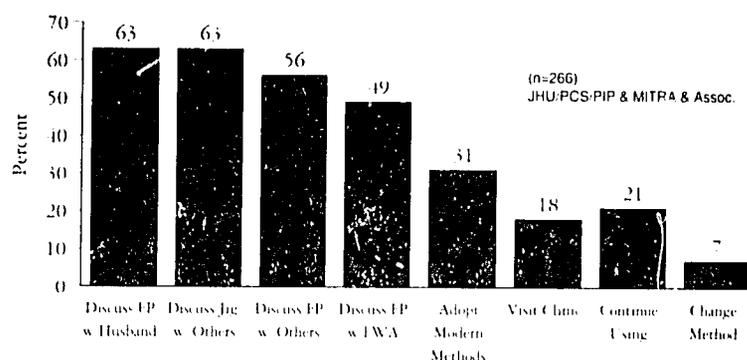
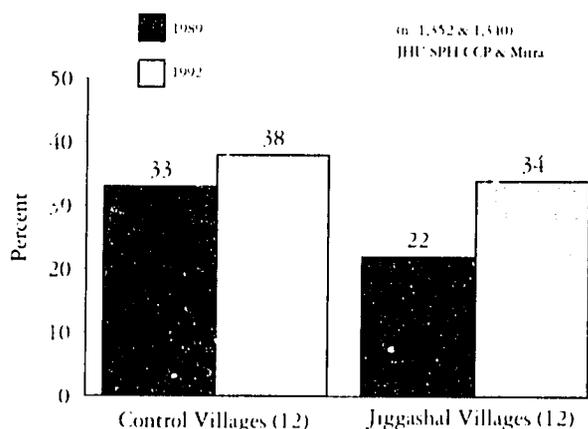


Figure 4: Actions taken by participants as a result of juggasha attendance, Trishal, Bangladesh.

traceptives, 18% visited a clinic, 21% continued using their current method, and 7% switched contraceptive methods as a result of their participation (Fig. 4).

Further analysis revealed that contraceptive use among women who did not participate in the meetings and also were not visited by field workers did not increase. Use among women who only participated in juggasha meetings increased from 19% to 35%; use among those who were only visited in their home by field workers increased from 36% to 44%; and use among women who participated in juggasha meetings attended by field workers increased from 30% to 52%. When the village is used as the unit of analysis the results showed that contraceptive prevalence in the 12 control villages (without juggashas) only increased from 33% to 38%, whereas in the 12 villages where juggashas

Figure 5: Change in contraceptive prevalence by village treatment, Trishal, Bangladesh.



A jiggasha group in Bangladesh provides an opportunity for men to discuss family planning.



were used, contraceptive prevalence increased from 22% to 34% (Fig. 5).

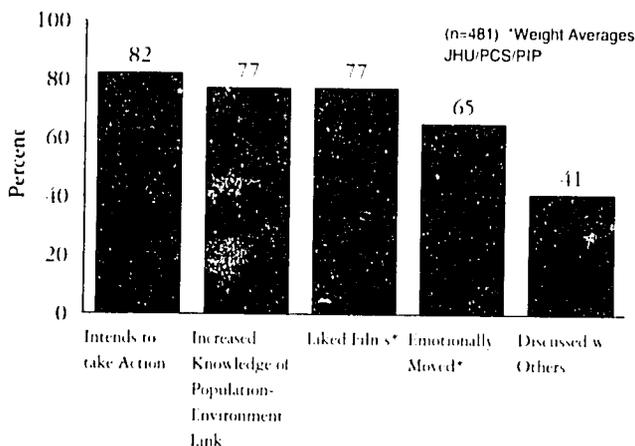
The replication phase of the rural communication project is extending the research-based design process to seven new thanas. Family Welfare Assistants and their male supervisors are being trained at the thana health centers to analyze village social networks, to identify influential link persons, and to conduct jiggasha meetings at appropriate locations in their assigned villages.

- In India, an impact evaluation of the Indian Medical Association (IMA) Logo Promotion Campaign has been designed that includes pre- and post-campaign surveys of physicians who received contraceptive technology counseling training from the IMA, as well as of a control group of non-trained physicians; a post-campaign survey of public exposure to the radio and print promotional materials; and clinic-based monitoring of client profiles and other service statistics. Also, evaluation research is being

designed for the new Innovations in Family Planning Services Project (IFPS) in the state of Uttar Pradesh. Formative research activities under IFPS will include focus group discussions with Auxiliary Nurse Midwives and Health Education and Information Officers for the design of training curricula.

- In Indonesia, a new direction for JHU PCS PIP is the use of communication to link population and environmental issues as a way of increasing motivation for both family planning and environmental protection. At the request of the Government of Indonesia Ministry of Population and the Environment, JHU PCS PIP assisted in the development and evaluation of the Media Project for Public Awareness of Population and the Environment. The project's most visible effort was a trilogy of hour-long television dramas produced by acclaimed Indonesian film directors which aired nationwide on Indonesia's TVRI during the network's 30th Anniversary Celebration (August 25-31, 1992). The films portrayed three different perspectives on the hard lives of those living under the constraints of poverty, overpopulation, and environmental degradation. They also highlighted the resourcefulness and resilience of people dealing with everyday problems. Themes running through the three films included the importance of family and community solidarity, social responsibility, responsible parenthood, family planning, and the role of women in improving the quality of family life. The impact of the project was evaluated through a representative sample survey of 1,119 men and women, aged 18-35, and through in-depth interviews with opinion leaders. The dramas captured about a third of television viewers, a level considered high in Indonesia's highly competitive media market. Seventy-seven percent of the viewers claimed that the programs gave them a better understanding of the link between population growth and environmental quality, and 41% of viewers said that they discussed the films with others. Moreover, 82% of those who

Figure 6: Exposure to equatorial trilogy, Impact Summary, Java, Indonesia.



saw one or more of the films said they planned to do something differently about the size of their families. Of those who expressed an intention to do something, 69% said they intended to adopt family planning. With regard to the environmental messages in the films, 91% said they wanted to do something to improve environmental quality as a result of seeing the films (Fig. 6).

- In Pakistan, where USAID assistance has been terminated, impact evaluation of the highly popular *Abbat* television drama showed that it reached 80% of the viewing audience. In its wake, formative research for script development and pretesting led to the production and broadcast of the 13-episode television drama, *Nijaat*, and the made-for-television film, *Ek Hi Raasta*, both designed to increase discussion of family planning among viewers, especially among spouses. With financial support of the International Development Research Corporation (IDRC), JHU PCS PIP is conducting an evaluation of the *Nijaat* drama. Using in-depth interviews with couples and service providers, this research seeks to understand how viewers incorporate modelled behaviors and conversations from the television drama into everyday discussion and interaction regarding family planning.
- In the Philippines, JHU PCS PIP provided research technical assistance to the Philippine National Communication Campaign for family planning (NCC-93). Research activities included focus group discussions for the development of IEC service provider training materials and the implementation of a national baseline audience survey to be used in the design of IEC strategies, materials, and training curricula. Research and analysis of this data is currently underway.

LATIN AMERICA

In Latin America, JHU PCS PIP is still in the process of implementing and evaluating the national family planning communication campaigns of Bolivia and Peru

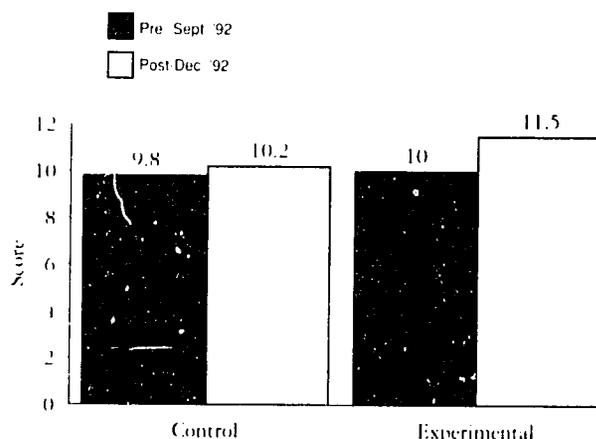
and the regional rural communication project in Chiapas, Mexico. Because these projects are ongoing, no final evaluation results are available, only preliminary findings from baseline research and the results from the training of family planning providers.

In Bolivia, JHU PCS PIP developed a national strategy to increase modern contraceptive use. This strategy encompasses all aspects of family planning method diffusion including service delivery and local and mass media information dissemination. The first phase was designed to improve service delivery so that clients can receive high quality care when they visit clinics for services. Service providers were trained in counseling techniques and in the use of materials such as pamphlets and flip charts during client counseling sessions.

A comprehensive set of print materials for service providers was distributed to clinics in Bolivia. Prior to distribution a field evaluation determined how clients rated the materials and measured whether their knowledge of contraceptive methods increased as a result of seeing the materials. This study was based on a panel design in which 227 clients were selected from clinic records and interviewed prior to, and three months following, clinic visits.

Clients exposed to materials had statistically significant increases in awareness of the terms "reproductive health" and "family planning." Detailed knowledge about contraceptive methods and related

Figure 7: Knowledge score, Bolivia NRHP print materials evaluation.



behavior increased by 15% for those exposed compared to only 4% for those with no exposure to the print materials (Fig. 7). Clients receiving the materials were considerably more likely to discuss family planning with their partner or spouse. A significant increase of 8% in couple communication was found among women exposed to the materials compared to a 3% increase for those not exposed.

Evaluation results showed that clients found that the materials were easy to understand and attractive, information was clear and simple, and the drawings aided comprehension. Service providers were enthusiastic about the materials and reported they would use the pamphlets and flip charts during counseling sessions. The increase in awareness about contraceptives and healthy behavior indicated that appropriate service materials are valuable to the counseling process. Quality of care is improved when clients receive accurate information during counseling.

NEAR EAST

JHU PCS PIP projects in the Near East are either in an early formative stage or in the final phases of impact evaluation. Some of the longer running programs in Egypt and Yemen are in their final stages or have already been evaluated, while other major new efforts in Egypt, Morocco, Jordan, and Oman are just getting under way.

While each country of the Near East has its own historically unique societies and family health concerns, the common features of Arabic culture and Islam create some parallels in family health promotion efforts across countries of the region. As a result, a new set of regional programs was initiated in 1992-1993. A national communication strategy in Egypt helped one million additional women to adopt family planning. According to the 1992 Demographic Health Survey in Egypt, four million women were protected from unwanted pregnancies whereas only three million were in 1988. *The Family House* is an example of a communication intervention that is both regional and national. *The Family House*, an Egyptian based 15-episode television serial, was developed

with IDRC and the Ford Foundation as a regional project and is now distributed in Egypt, Jordan, and Morocco. Another new regional project, currently in the development phase, will attempt to create links in the public mind and among policy-makers between population growth and environmental quality through the production and distribution of a full-length feature film (and a videotape version). Regional projects of this type create cross-cultural research challenges: media materials and communication strategies must have multinational appeal and effectiveness. For the population and environment film project, for example, these challenges are being met by use of ethnographic interviews and comparative analysis of everyday language concerning the environment.

Other nationally-based projects, such as the *And the Nile Flows On* television series developed by the State Information Service (SIS) IEC, center and the Egyptian Junior Medical Doctors Association (EJMDA) marketing campaign, have been recently evaluated and are in the final stages of analysis and report preparation.

Egypt: El Doctour Project

The Egyptian Junior Medical Doctors' Association (EJMDA), with approximately 15,000 members, represents 12.5% of all medical practitioners in Egypt. In response to studies showing that Egyptian women would prefer to visit the offices of private physicians rather than government medical facilities for contraceptive counseling and services, EJMDA launched The Private Practitioners' Family Planning Project (PPFPP). The PPFPP consisted of family planning training sessions for EJMDA doctors and nurses and a six month multi-media social marketing campaign. It was designed to persuade women to consult a doctor regularly on matters of reproductive health. It also promoted the concept of "specialist physicians" expert in family planning services but who also provide general family health care. Recognizing that not all couples could afford to see a private physician, the social marketing campaign stressed the selection of a private physician for those who were in a position to choose. The evaluation study

consisted of two surveys, one of married men and women (n=1517) from governorates throughout rural upper Egypt and the other of EJMDA physicians (n=153) who participated in the project.

This project drew upon marketing strategies to promote the family planning service providers and to position private physicians as specialists in family health matters, including family planning. Messages promoted the PPFPP project in general, publicized names and addresses of participating physicians, and through jingles and a slogan ("zoor wa shoor"), advised potential patients to visit and to consult with PPFPP physicians.

Television spots, radio and newspaper ads listing physicians participating in PPFPP, and magazine advertisements were produced especially for the campaign. Three television spots each aired twice daily for two weeks at a time, September through December, 1991. Four radio advertisements were aired during the same period. Radio ads were placed in programming aimed at the audiences during morning cooking programs and evening women's shows, and before, during, and after football game broadcasts. An introductory ad ran in four major newspapers (*Al-Ahram*, *Al-Akbar*, *Al-Gomhoreya*, *Al-Wajih*) for five consecutive days in late October 1991. Then, daily for the next two months, a list of physicians participating in the PPFPP was published in the *Al-Ahram* and *Al-Akbar* newspapers. Finally, a full-color, multi-page insert on the PPFPP was inserted into the October "Bride" issue of *Nisf El-dunya* magazine with a circulation of 172,000 copies.

These integrated and complementary media efforts succeeded. Family planning and use of contraceptives are well established ideas. Respondents' attitudes were generally positive toward family planning and use of contraceptives. Exposure to the El Doctour messages was associated with greater willingness to use contraceptives. Fifty-three percent of those who were exposed compared to 11% of those not exposed said they were very likely to adopt family planning. They also expressed a greater willingness to visit a

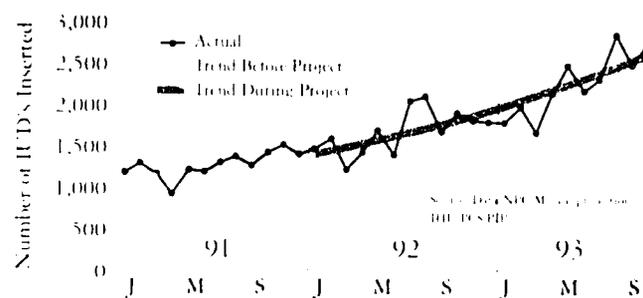


Figure 8: Number of IUDs inserted, Minya governorate, 1991-1993 (MOH, EFPA, CSE, CEOS, COC)

family planning clinic to obtain information or family planning supplies. Sixty-four percent of those exposed compared to 50% of those not exposed said they intended to visit a clinic.

Egypt: The Minya Initiative

The Egyptian Minya Initiative exceeded its overall objective of increasing the contraceptive prevalence rate by four percentage points. The comparison of the baseline and follow-up household surveys revealed that the CPR increased from 21.9% before campaign to 30.2% afterwards. Service statistics supported this finding, showing a significant and sustained increase in the number of IUDs inserted during the period of the project.

If the pre-campaign trend in IUD insertions before the project had continued during the project, an additional 28,829 IUDs would have been inserted during the project period (Fig. 8). As it turned out, 12,118 IUDs were inserted during the project period. This amounted to an average of 163 more IUD insertions per month than would have been expected without the project.

Figure 9 describes the overall hierarchy of effects of the Minya Initiative on the population. In addition to general mass media exposure to family planning messages, 9.1% of the target population of couples of childbearing age in the Minya governorate participated in community mobilization activities, 8.7% of the target population were reassured that contraceptive methods are safe and effective, 8.3% discussed the community mobiliza-

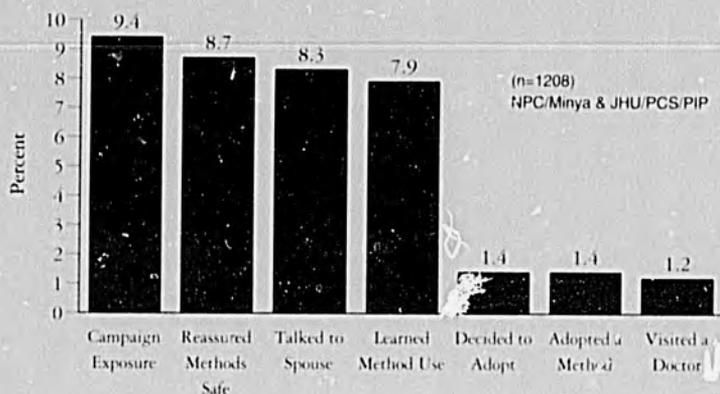


Figure 9: Hierarchy of effects, Minya IEC initiative in Egypt.

tion activities with their spouse; 7.9% learned how to use methods from these activities, 1.4% decided to adopt a method as a result of participating in these activities, 1.4% did adopt a method; and another 1.2% went to a doctor to obtain information about method use.

Given that 1.4% of the target population adopted a method as a result of attending community mobilization activities and based on an estimated governorate population of 489,166 married women (out of a population of 3,261,106), an estimated 6,848 women likely began using contraception as a direct result of the Initiative's community mobilization activities.

Future Directions and Lessons Learned

JHU/PCS/PIP experience over the past decade has reaffirmed that using research findings to identify audience segments, to set communication objectives, to design messages, and to implement family planning programs leads to more effective communication and results in greater behavior change. JHU/PCS/PIP is leading the way in using communication research to design national IEC strategies and to

improve the quality and effectiveness of IEC programs in Asia, Latin America, Africa, and the Near East. This is being accomplished by:

- Building interest and gaining political support for national level IEC policies that enhance the practice of family planning;
- Making use of existing community networks and involving local community leaders to help with the promotion of family planning;
- Fostering links between local and national leaders, and public, private, and non-governmental institutions, by identifying their expertise, conducting orientation and training, and focusing on the long-term benefits of family planning communication and promotion; and
- Recognizing that small-scale interventions have a place within full-scale mass media interventions and can boost the effects of large national programs on local levels where literacy is not high or mass media are not accessible.

Because communication technology has become global in its reach, social practices are transformed over time, whether planned or not. However, IEC policy-makers and program managers can enhance and accelerate changes in their countries related to family planning practice and fertility reduction. This can be accomplished by developing national IEC strategic plans based upon sound audience research which reveals the conditions in which people live, their relations with one another, their needs, their desires for their children, their patterns of mass media exposure, their concerns about the population and environment, and their perceptions of, and interactions with, health and family planning providers. ■

Table VIII-1
Project Evaluations Underway FY93

REGION/ COUNTRY	PROJECT NUMBER	RECIPIENT	PERIOD OF ACTIVITIES*	PROJECT TITLE	COMMUNICATION MEDIA	FGD FOR DESIGN	PRETEST MESS	RESEARCH DESIGN	SAMPLING METHOD	SALES/ SERVICE STATS	EVAL PHASE
Africa: Evaluations Underway											
Regional	AF-MAI-93	CERPOD	1990-94	CERPOD Media Network Project	Workshops, bulletins, mailing list	no	no	1	Sur	no	Data collection
Burkina Faso	AF-BKI-93	MPIISA	1991-94	Family Planning II Expansion Project	Workshops, logo, interpersonal, TV, print, pamphlets, sample kits	yes	yes	2, 3	Prob	yes	Baseline submitted Post data analysis
Chad	AF-CHA-01	MOPH	1991-94	Chad Family Well-Being Promotion Project	Posters, radio, programs, workshop, sample FP methods, kits, brochures, logo	yes	yes	2, 3	Prob	yes	Baseline analysis Post data collection
Côte d'Ivoire	AF-IVO-02	AIBEF	1991-92	Central Region Family Planning Information Project	Radio programs, posters, workshops, booklets, interpersonal, theater, contest	yes	yes	2, 3	Sur, Prob	yes	Baseline report preparation Post data analysis
Ghana	AF-GHA-01	MOH	1987-92	Ghana Health and FP Information Program 1987-89	Booklets, radio, TV, posters, flip charts, logos, dramas, interpersonal, billboards, audio cassettes, newsletters	yes	yes	2, 3, 4	Prob, Com	yes	Final evaluation report preparation
Kenya	AF-KEN-07	ICS	1992-93	Vasectomy Promotion Project	Radio, TV, posters, newspapers	yes	yes	2, 3	Prob	yes	Baseline submitted Post survey design
Kenya	AF-KEN-09	FPAK	1991-95	Kenya Youth Initiative Project	Radio, posters, TV	yes	yes	2, 3	Prob	yes	Needs assessment completed Evaluation design
Madagascar	AF-MAD-02	Ministry of Population, Social Welfare, Youth & Sports	1991-94	Family Promotion Project	Interpersonal, theater, plays, logo	yes	yes	1	Prob	no	N/A
Mali	AF-MAI-02	AMPPF	1991-94	Traditional & Modern Media to Promote FP in Mali	Workshops, logo, plays, interpersonal, poem, and song contests	yes	yes	2	Prob	yes	Baseline report preparation Post data analysis
Tanzania	AF-TAN-01	MOH	1990-94	Family Planning Communication Project	Radio, leaflets, posters, logo, workshop	yes	yes	2	Prob	yes	Baseline report submitted Post survey design
Uganda	AF-UGA-01	FPAU	1992-95	Uganda Family Planning Promotion Project	Radio, posters, newspapers, logo	yes	yes	2, 3	Prob	yes	Baseline report preparation Post survey design
Zimbabwe	AF-ZIM-02	ZNFPC	1991-94	Communication Support for FP Methods Expansion	Radio, drama, posters, training modules, soccer matches	yes	yes	2, 3	Prob	yes	Baseline report preparation Post data collection

Table VIII-1—continued

REGION/ COUNTRY	PROJECT NUMBER	RECIPIENT	PERIOD OF ACTIVITIES*	PROJECT TITLE	COMMUNICATION MEDIA	FGD FOR DESIGN	PRETEST MESS	RESEARCH DESIGN	SAMPLING METHOD	SALES/ SERVICE STATS	EVAL PHASE
Latin America: Evaluations Underway											
Regional	LA MEX 15	GAMMA	1991-92	Marketing and Evaluation of TV Mini-Series	TV, radio, promotional items	yes	yes	2	Prob	yes	Baseline report preparation Post data analysis
Regional	LA MEX 16	GAMMA	1991-93	Comics with Commercial and/or Social Messages	Comic books	yes	yes	1, 3	Prob	yes	Data analysis
Bolivia	LA BOL 05	CONAPO	1990-91	Chinc Promotion	Radio spot, pamphlet	yes	yes	1	Prob	yes	Data analysis
Regional	LA MEX 09	FTI	1988-89	Communication for Young People II	Songs, records, TV, radio						
	LA MEX 10	HC	1988-89	Evaluation		yes	no	2	Prob	no	Data analysis
Mexico	N/A	GAMMA	1992-93	Monitor Mexico	N/A	N/A	N/A	1	Prob	no	Data analysis
Mexico	LA MEX 13	MEXEAM	1990-91 (Phase I)	Audience Research in Chiapas, Mexico	Radio, print materials, folk theater	yes	yes	N/A	yes	N/A	
		MEXEAM	1991-93 (Phase II)	Multi-media Intervention in Chiapas, Mexico Impact Evaluation	Radio, print materials, folk theater	yes	yes	2, 3	Prob	yes	Report preparation
Peru	LA PER 02	APROPO	1991-93	Implementation of the Communication Component of the EP Project	TV, radio, press release, print material, folk theater	yes	yes	2, 3	Prob	yes	Data collection
Asia: Evaluations Underway											
Bangladesh	AS BAN 13	MITRA	1993-94	Replication of Jiggasha	Video, print	yes	yes	2, 5	Prob	yes	Design
India	AS IND 04	JMA	1992-93	Logo Promotion Project	Radio, print, billboards	yes	yes	2, 5	Prob	yes	Design
Indonesia	AS INO 01-02	TVRI	1992-93	Population & Environment Film - Equatorial Trilogy	3 TV dramas						
	AS INO 03	SRI	1992-93	Equatorial Trilogy Evaluation		yes	yes	1	Prob	no	Report preparation
Nepal	AS NEP 05	New Era	1992-93	Radio Listenership Project	N/A	N/A	N/A	1	Prob	N/A	Report preparation
Nepal	AS NEP 07	ARG	1993-94	Process Evaluation of Village-Based Mobilization Project	Radio	yes	yes	N/A	N/A	yes	Report preparation
Pakistan	N/A	MTAB/BRC	1993-94	Viewer Use of TV Drama	TV	yes	yes	1	Purpos	yes	Design
Philippines	AS PHI 21	FTI	1993-94	Population & Environment Film	Film, TV, print	yes	yes	2, 3, 5	Prob Purpos	yes	Baseline data collection Post survey design
Philippines	AS PHI 22	Campaigns	1993-94	National Communication	TV, radio, print	N/A	N/A	N/A	N/A	N/A	Research Design Implementation completed
Philippines	AS PHI 23	Consumer	1993-94	National Communication Campaign Evaluation	TV, radio, print	yes	yes	2, 3, 5	Prob Purpos	yes	Baseline data collection Post survey design

Table VIII-1—continued

REGION/ COUNTRY	PROJECT NUMBER	RECIPIENT	PERIOD OF ACTIVITIES*	PROJECT TITLE	COMMUNICATION MEDIA	FGD FOR DESIGN	PRETEST MESS.	RESEARCH DESIGN	SAMPLING METHOD	SALES/ SERVICE STATS	EVAL PHASE
Near East: Evaluation Underway											
Egypt	NE-WAEM-01	SIS	1992-93	Minya Impact Evaluation	Interpersonal, print, radio, theater	yes	yes	2	Prob	yes	Report preparation
Egypt	NE-WAEM-01	SIS	1992-93	<i>Nile Flows On</i> Impact Evaluation	TV	yes	yes	2	Prob	no	Report preparation
Egypt	NE-WAEM-01	SIS	1992-93	EJMIDA Impact Evaluation	Tramng, video, TV spots	yes	yes	2	Prob	yes	Report preparation
Turkey	NE-TUR-05	TTHPE	1991	The Blue House Campaign	TV, radio, cinema posters	yes	yes	1	Purpos & Prob	yes	Report preparation

* Evaluation activities may extend beyond the designated completion date of the project itself

Code for type of Design

1. Posttest Survey, Corr. exposure and outcome
2. Pre/posttest, Corr. exposure and outcome
3. Interrupted time-series design
4. Experimental design with matched comparison group
5. Experimental design with control group

Code for Sampling Method

- Prob = Probability
 Sat = Saturated
 Purpos = Purposive
 Quota
 Conv = Convenience
 N/A = Not Applicable

Code for Evaluation Phase

- Design
 Data Coll = Data Collection
 Data An = Data Analysis
 Rep Prep = Report Preparation
 Rep Sub = Report Submitted

Table VIII-2
Completed Project Evaluations

REGION/ COUNTRY	PROJECT NUMBER	RECIPIENT	PERIOD OF ACTIVITIES	PROJECT TITLE	COMMUNICATION MEDIA	FGO FOR DESIGN	PRETEST MESSAGES	RESEARCH DESIGN	SAMPLING METHOD	SALES/ SERVICE STATS	EVAL PHASE
Regional	AF-KEN-05	URTNA	1988-91	URTNA Family Health Broadcasting Project, Phase III	Radio, TV	no	no	1	Sat	no	Rep Sub
Regional	AF-KEN-06	URTNA	1992-93	URTNA Family Health Broadcast Project	Video, TV, radio, newsletters	n/a	n/a	1	Census	n/a	Rep Sub
Regional	AF-SEN-01	URTNA	1984-88	URTNA Family Health Broadcasting Project	Radio, TV	no	no	1	Sat	no	Rep Sub
Regional	AF-KEN-03	URTNA/PEC	1987-88	Model TV Program on Family Planning	TV	N/A	N/A	N/A	N/A	N/A	N/A
Burkina Faso	AF-BKE-01	MOHSA	1985-87	I/C Development Project	Posters, booklets	yes	no	2	Conv	yes	Rep Sub
Burkina Faso	AF-BKE-02	MOHSA	1987-90	Burkina 1987-89 I/C Program	Logo decals, interpersonal, theater, manuals, posters, radio, FP kits, signboards	yes	yes	1, 3	Sat	yes	Rep Sub
Cameroon	AF-CAM-01	MSP/SES	1989-90	Cameroon Child Spacing Promotion Project	Flipchart, posters, radio, booklets, TV, interpersonal	yes	yes	2, 3	Prob	yes	Rep Sub
Cameroon	AF-CAM-02	MOPIE/DEMHI	1991-92	Cameroon Child Spacing Promotion Project, Phase II	Flip chart, posters, radio, booklets, TV, interpersonal	yes	yes	2, 3	Prob	yes	Rep Sub
Cote d'Ivoire	AF-IVO-01	CERCOM	1987-88	Pan-African Print Maternal Project	Posters, booklets	yes	yes	1, 2	Sat	yes	Rep Sub
The Gambia	AF-GAM-01	GFPA	1989-91	I/C and Training Materials Project	Radio, booklets, training manuals, anatomic charts, interpersonal	yes	yes	2, 3	Sat/ Prob	yes	Rep Sub
Ghana	AF-GHA-02	NAFTI	1988-91	National Film and Television Institute Video	TV	no	yes	N/A	N/A	N/A	N/A
Kenya	AF-KEN-01	Sila-Graphics	1985-86	Family Planning Films	TV, film	yes	yes	1, 2	Conv/ Quota	yes	Rep Sub
Kenya	AF-KEN-02	RETCO, Ltd.	1985-86	Evaluation of FP Film Project	N/A	yes	yes	1, 2	Conv/ Quota	yes	Rep Sub
Kenya	AF-KEN-04	ETAK	1988-89	Community Based Training Materials	Manual	no	yes	N/A	N/A	no	Rep Sub
Liberia	AF-LIB-01	Medex	1984-86	RAPID Television Program	Videotape	N/A	N/A	N/A	N/A	N/A	N/A
Madagascar	AF-MAD-01	FISA	1991-92	Young Adults Sexual Responsibility Project	Interpersonal, comics, posters, video	yes	yes	2, 3	Prob	yes	Rep Sub
Mali	AF-MAL-01	AMPPP	1985-87	Family Planning I/C Project	Booklets, posters, video, radio	yes	yes	1, 3	Conv	yes	Rep Sub
Niger	AF-NIR-01	MOPH/SA	1987-88	Niger Family Health I/C Project	FP kits, logo, conferences, radio	yes	yes	2, 3	Prob	yes	Rep Sub
Zimbabwe	AF-ZIM-01	ZNFPC	1988-91	Male Motivation Project	Radio, leaflets, motivational talks, TV, signboards	yes	yes	2, 3	Prob	yes	Rep Sub

Table VIII-2—continued

REGION/ COUNTRY	PROJECT NUMBER	RECIPIENT	PERIOD OF ACTIVITIES	PROJECT TITLE	COMMUNICATION MEDIA	FGD FOR DESIGN	PRETEST MESSAGES	RESEARCH DESIGN	SAMPLING METHOD	SALES/ SERVICE STATS	EVAL PHASE
Latin America: Completed Evaluations											
Regional	LA-MEX-08	IFI	1987-88	Technical Assistance to CREA	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Bolivia	LA-BOL-01	COF	1984-87	Family Health IEC	Radio, posters, pamphlets, cassettes, calendars	yes	yes	2, 3	Quota	yes	Rep Sub
Bolivia	LA-BOL-05	CHES	1991-92	National Reproductive Health Program Print Materials Production	Flipchart, manual for service providers, overview of methods pamphlet, wall chart, referral cards, fliers	yes	yes	N/A	N/A	N/A	N/A
Bolivia	N/A	CDC AIDS	1992-93	Technical Assistance	N/A	yes	yes	2, 5	Purpos	no	N/A
Brazil	LA-BRA-01	ABEPF	1985-87	Basic IEC Materials	Booklets, posters, brochures	yes	yes	N/A	N/A	yes	Rep Sub
Brazil	LA-BRA-02	ABEPF	1987-88	MI's Manual for FP Workers	Orientation kit, slide set	N/A	N/A	N/A	N/A	N/A	N/A
Brazil	LA-BRA-03	PRO-PATER	1988-90	Mass Media Vasectomy Promotion	TV, radio, leaflets	yes	yes	2, 3	Prob	yes	Rep Prep
Colombia	LA-COL-01	PROFAMILIA	1984-85	Generic Condom Promotion and Evaluation	Radio, other	yes	yes	2, 3	Quota	no	Rep Sub
Colombia	LA-COL-02	Pub. Toro	1987	Research Phase of GDD of Comm. Marketing Project	N/A	yes	yes	N/A	N/A	N/A	N/A
Colombia	LA-COL-03	PROFAMILIA	1989-90	Mass Media Promotion of Temporary Methods on the Atlantic Coast	Point of Purchase	yes	yes	2, 3	Prob	yes	Rep Sub
Costa Rica	LA-COS-01	COF	1984-85	Educational Radio for Costa Rican Women	Radio, booklets	yes	yes	1, 3	Prob	yes	Rep Sub
El Salvador	LA-ELS-01	GAMMA	1989-90	Evaluation of the Family Planning Mass Media	Radio, other	N/A	N/A	1	Prob	no	Rep Sub
El Salvador	LA-ELS-02	CENCAP	1989-91	Motivator's Training Program	Interpersonal, flipchart, referral cards, reference charts, pamphlets, curriculum	yes	yes	N/A	N/A	yes	N/A
Honduras	LA-HON-01	MOH	1984-87	Ministry of Health FP IEC Activities	Radio, posters, comics	yes	yes	N/A	N/A	N/A	Rep Sub
Honduras	LA-HON-02	HHIS	1984-87	HHIS Family Planning IEC System	Pamphlets	yes	yes	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, booklets	yes	yes	2, 3	Prob	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	Prob	no	Rep Sub
Mexico	LA-MEX-02	IFI	1985-86	Comm. for Young People (CSD)	Songs, posters, radio, TV	yes	yes	2	Prob	no	Rep Sub

Table VIII-2—continued

REGION/ COUNTRY	PROJECT NUMBER	RECIPIENT	PERIOD OF ACTIVITIES	PROJECT TITLE	COMMUNICATION MEDIA	FGD FOR DESIGN	PRETEST MESSAGES	RESEARCH DESIGN	SAMPLING METHOD	SALES/ SERVICE STATS	EVAL PHASE
Mexico	LA-MEX-03	AMIDEM	1986-87	I/C Materials for Health Workers	Booklets	no	yes	N/A	N/A	N/A	Rep Sub
Mexico	LA-MEX-04	FFI	1986-87	Educ Video CTS/D	Video, TV	yes	yes	N/A	N/A	N/A	N/A
Mexico	LA-MEX-05	FFI	1986-87	Entertainment Video CTS/D	Video, TV	yes	yes	N/A	N/A	N/A	N/A
Mexico	LA-MEX-06	IIC	1987	Eval Res Program of the CAPP	N/A	yes	yes	1	Prob	no	Rep Sub
Mexico	LA-MEX-07	FFI	1987-88	Comic Book Devel Project	Comic booklets	yes	yes	N/A	N/A	N/A	N/A
Mexico	LA-MEX-11	FFI	1989	Comic Book Development	Comic booklets	yes	yes	N/A	N/A	N/A	N/A
Mexico	LA-MEX-12	AMIDEM	1988-89	Printing 500 copies of book on education of communication	IIC Manual	[Same as LA-MEX-03]	yes	N/A	N/A	N/A	N/A
Mexico	LA-MEX-14	GAMMA	1990-91	Research Assistance to MEXFAM	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Peru	LA-PER-01	MOH	1988-89	FP Workers in an AIDS Prevention Campaign	Newspapers, radio, seminars	yes	yes	2, 3, 5	Quota/ Prob	yes	Rep Sub
Asia: Completed Evaluations											
Bangladesh	AS-BAN-01	MOHEP	1989-90	National Folk Singing Program	Folk songs	yes	yes	1	Prob	yes	Rep Sub
Bangladesh	AS-BAN-02	MOHEP	1989-90	National FP Communication Program Support	Booklets, radio, brochures, posters	yes	yes	2, 3	Prob	yes	Rep Sub
Bangladesh	AS-BAN-03	PIACT Bang	1988-89	Visual Literacy Study	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Bangladesh	AS-BAN-04	ACPR	1989	Communication Te 4 Project Rapid Upazila Assessment	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Bangladesh	AS-BAN-05	ADFILM	1990	FP and FPI Film	Film video	no	yes	N/A	N/A	no	Rep Sub
Bangladesh	AS-BAN-06	PIACT B	1990	Development of Field Worker Motivational Guide	Booklet, interpersonal	no	yes	N/A	N/A	N/A	Rep Sub
Bangladesh	AS-BAN-07	MITRA	1990	Trishal Upazila Baseline and Communication Network	Radio, cassette tapes	yes	yes	5	Prob	no	Rep Sub
Bangladesh	AS-BAN-08	MITRA	1992-93	Trishal Upazila Follow Up survey	N/A	yes	yes	5	Prob	no	Rep Sub
Bangladesh	AS-BAN-09	URC	1992-93	National FP MCH IIC Strategy	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Bangladesh	AS-BAN-10	URC	1992-93	Study of Journalists Needs & Interests	N/A	N/A	N/A	N/A	N/A	N/A	N/A
India	AS-IND-01	SI	1991	Booklets for Health Workers	Booklets	yes	yes	1	Conv	no	Rep Sub
India	AS-IND-02	SMITA	1991	Film to Promote MOHFW Strategy	Film	yes	yes	2	Purpos	yes	Rep Sub
India	AS-IND-03	ORG	1991-92	National IIC Strategy	All media	yes	N/A	N/A	N/A	N/A	Rep Sub

Table VIII-2—continued

REGION/ COUNTRY	PROJECT NUMBER	RECIPIENT	PERIOD OF ACTIVITIES	PROJECT TITLE	COMMUNICATION MEDIA	FGD FOR DESIGN	PRETEST MESSAGES	RESEARCH DESIGN	SAMPLING METHOD	SALES/ SERVICE STATS	EVAL PHASE
Nepal	AS-NEP-01	FP MCH	1981-86	Print Materials Development	Booklets	yes	yes	1	Conv	no	Rep Sub
Nepal	AS-NEP-02	COMMAT	1981-86	Film Spots for Cinema Halls	Film	yes	yes	1	Conv	no	Rep Sub
Nepal	AS-NEP-03	DORC	1981-86	Financial Mgmt of Print Materials	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Nepal	AS-NEP-04	NSC	1990-91	IEC Support for FP Workers	Print, flipcharts, pamphlets	N/A	yes	N/A	N/A	N/A	Rep Sub
Pakistan	AS-PAK-01	DRB	1990	FGD for Target Audiences	N/A	yes	N/A	N/A	Purpos	no	Rep Sub
Pakistan	AS-PAK-02	R-LINTAS	1991	Promotion for <i>Aabat</i>	TV, posters	yes	yes	2, 3	Prob	yes	Rep Sub
Pakistan	AS-PAK-03	PTV	1991	<i>Aabat</i> Film Production	TV	yes	yes	N/A	N/A	N/A	N/A
Pakistan	AS-PAK-04	DRB	1991-92	Evaluation of <i>Aabat</i>	TV	N/A	N/A	2, 3	Prob	yes	Rep Sub
Pakistan	AS-PAK-05	AFTAB	1991-92	Exit Polls of Clients	TV, print, radio	N/A	N/A	2, 3	Prob	yes	Rep Sub
Philippines	AS-PHI-01	PCF	1987-90	Male FP Motivators in Farmer Organizations	Interpersonal, radio, booklets	yes	yes	2, 3	Prob	yes	Rep Sub
Philippines	AS-PHI-02	PCF	1987-89	A Multi-Media Campaign for Young People	Songs, records, video, radio, TV, poster, telephone, interpersonal	yes	yes	2, 3	Prob/ Sat	yes	Rep Sub
Philippines	AS-PHI-03	PCF	1987-90	A FP Program for the Industrial Sector	Posters, comics, brochures, slide tape, displays, interpersonal	yes	yes	2, 3	Prob/ Sat	yes	Rep Sub
Philippines	AS-PHI-04	FPOP	1988-89	Improve IEC Strategies to Increase FP Use	Radio, leaflets, posters, TV, interpersonal	yes	yes	2, 3	Prob	yes	Rep Sub
Philippines	AS-PHI-05	AMEC	1988-89	AMEC Population Communication Project	Radio, drama groups, interpersonal	yes	yes	2, 5	Prob	yes	Rep Sub
Philippines	AS-PHI-06	PCF	1990-91	Project Heartline	TV Specials	yes	yes	2, 3	Prob	yes	Rep Sub
Philippines	AS-PHI-07	JFMH	1990-91	IEC for Postpartum Family Planning and Breastfeeding Program	Video, leaflets, comics, interpersonal	yes	yes	1, 2	N/A	yes	Rep Sub
Philippines	AS-PHI-08	DOH/DH	1990-91	Pangasinan Integrated IEC Project	Posters, games	yes	yes	2	Prob	yes	Rep Sub
Philippines	AS-PHI-09	FPOP	1990-91	Project in Iloilo	Radio, stickers, posters, fliers	yes	yes	5	Prob	yes	Rep Sub
Philippines	AS-PHI-10	PCF	1990-91	Information Services for Decision Makers and the Media	Newspaper	no	yes	1	Purpos	yes	Rep Sub
Philippines	AS-PHI-11	Campaigns	1990-91	Enter-Educate Support Materials	Calendar, poster, flipchart, flyer	yes	yes	1	Purpos	no	Rep Sub
Philippines	AS-PHI-12	Consumer Pulse	1991	Values & Lifestyles Research	N/A	yes	yes	1	Prob	no	Rep Sub
Philippines	AS-PHI-13	Trends	1991	Focus Group Discussions for New Segmentation	N/A	yes	N/A	N/A	Purpos	no	Rep Sub

Table VIII-2—continued

REGION/ COUNTRY	PROJECT NUMBER	RECIPIENT	PERIOD OF ACTIVITIES	PROJECT TITLE	COMMUNICATION MEDIA	FGD FOR DESIGN	PRETEST MESSAGES	RESEARCH DESIGN	SAMPLING METHOD	SALES/ SERVICE STATS	EVAL PHASE
Philippines	AS-PHI-14	RAYA MEDIA	1991	ASC-IFC Materials	Leaflets, guides, monograph	no	yes	N/A	Purpos	no	Rep Sub
Philippines	AS-PHI-15	PNGOOC	1990-91	NGOOC Support	Monograph	no	yes	1	Purpos	no	Rep Sub
Philippines	AS-PHI-16	GR Creative	1991	Entertainment- Educate Conference	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Philippines	AS-PHI-18	Consumer Pulse	1992	Focus Group Discussions for Service Providers	N/A	yes	N/A	N/A	Purpos	no	Rep Sub
Near East: Completed Evaluations											
Regional	NE-EGY-11	CDC	1988-92	TV Social Drama	TV	yes	yes	2	Prob	N/A	Rep Sub
Regional	NE-EGY-12	Rada Research	1990-91	Research on <i>Family House</i>	TV	yes	yes	2	Purpos & Prob	no	Rep Sub
Regional	NE-MOR-02	MEMIRC	1990-91	Research on <i>Family House</i>	TV	yes	yes	2	Purpos & Prob	no	Rep Sub
Regional	NE-MOR-06	LMS	1990-91	Research on <i>Family House</i>	TV	yes	yes	2	Purpos & Prob	no	Rep Sub
Egypt	NE-EGY-01	CDC	1988	TOF Workshop in Face-to-Face Communication	Interpersonal	no	no	2	Sat	N/A	Rep Sub
Egypt	NE-EGY-02	CDC	1988-89	Time and Materials One	Technical Assistance	N/A	N/A	N/A	N/A	N/A	N/A
Egypt	NE-EGY-03	CDC	1988-89	Training Videos	Video	yes	yes	1	Prob	yes	Rep Sub
Egypt	NE-EGY-04	CSI	1988-89	CSI Promotional Campaign	Leaflet, flier, interpersonal, logo, billboards, TV, video	yes	yes	2	Prob	yes	Rep Sub
Egypt	NE-EGY-05	SPAAC	1988-89	Technical Assistance to Egyptian Family Planning Organizations	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Egypt	NE-EGY-06	CDC	1988-89	Time and Materials Two	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Egypt	NE-EGY-07	SPAAC	1988-89	Time and Materials Two	N/A	no	yes	1	Prob	yes	Rep Sub
Egypt	NE-EGY-08	CSI	1989	Promotional Campaign Two	TV spots, fliers, pamphlets	yes	yes	1	Prob	yes	Rep Sub
Egypt	NE-EGY-09	TEAM	1989-90	Technical Assistance to Egyptian Family Planning Organizations	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Egypt	NE-EGY-10	SPAAC	1990	Technical Assistance to SIS and other agencies	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Egypt	NE-EGY-14	NPC	1992-93	IFC Accelerated Governmental Project	Interpersonal	yes	yes	2	Prob	yes	Rep Sub
Egypt	NE-EGY-18	Al-Ahram	1992-93	Mnva Initiative Baseline	Interpersonal	yes	yes	2	Prob	yes	Rep Sub
Morocco	NE-MOR-01	LMS	1989-91	IFC Program Development	Training in all media	yes	yes	1	Prob	N/A	Rep Sub
Morocco	NE-MOR-04	MOPH	1990	IFC Training	TV, radio, print	yes	yes	1	Prob	yes	Rep Sub

Table VIII-2—continued

REGION/ COUNTRY	PROJECT NUMBER	RECIPIENT	PERIOD OF ACTIVITIES	PROJECT TITLE	COMMUNICATION MEDIA	FGD FOR DESIGN	PRETEST MESSAGES	RESEARCH DESIGN	SAMPLING METHOD	SALES/ SERVICE STATS	EVAL PHASE
Morocco	NE-MOR-05	Medias Conseils	1990	Development of Logo for the FP Training and Community Project	Logo for all media	yes	yes	N/A	Purpos	N/A	N/A
Tunisia	NE-TUN-01	NCTI	1990	Advances in FP Health Communication Workshop in French	All media	N/A	N/A	1	N/A	N/A	N/A
Turkey	NE-TUR-04	TFHPF	1990-91	Pre-production Activities for the Blue House Campaign	TV	yes	yes	1	Purpos	yes	Rep Sub
Yemen	NE-YEM-01	MOI	1991	Family Planning Booklet Project	Pamphlets	N/A	N/A	N/A	N/A	N/A	N/A

Code for type of Design

1. Posttest Survey, Corr. exposure and outcome
2. Pre/posttest, Corr. exposure and outcome
3. Interrupted time-series design
4. Experimental design with matched comparison group
5. Experimental design with control group
6. Psychographics

Code for Sampling Method

- Prob = Probability
 Sat = Saturated
 Purpos = Purposive
 Quota
 Conv = Convenience

Code for Evaluation Phase

- Design
 Data Coll = Data Collection
 Data An = Data Analysis
 Rep Prep = Report Preparation
 Rep Sub = Report Submitted
 N/A = Not applicable

Population Reports

Controlling Sexually Transmitted Diseases

While AIDS seizes the headlines, other sexually transmitted diseases (STDs) create devastation of their own. In women, STDs can lead to pelvic inflammatory disease, causing lifelong pain, infertility, and ectopic pregnancy, which can kill. Children are born with blindness, eye infections. Men are left

Population Reports

Decisions for Norplant Programs

Norplant is new. After decades of careful development and testing, Norplant implants are taking their place as the newest choice among family planning methods. Family planning programs now face important decisions about implant and how to meet women's needs.

Population Reports

The Reproductive Revolution: New Survey Findings

A reproductive revolution is spreading across much of the developing world. Use of effective contraception has risen rapidly, and fertility has been falling. But there is still a long way to go. More than 100 million women in every five want to avoid pregnancy but is not using contraception.



5 SAUTLANDS

Population Reports

La vasectomie : possibilités nouvelles

La vasectomie - stérilisation masculine volontaire - a beaucoup à offrir à l'homme qui ne veut plus d'enfants. Elle est sûre, efficace, rapide.

AS PRINCIPALES

Population Reports

Cómo pagar el costo de la planificación familiar

La probable que en el año 2000 unos



5 SAUTLANDS

Population Reports

Le financement du planning familial



5 SAUTLANDS

Population Reports

Vasect

Population Reports

The World's Most Widely Read Family Planning Journal

Population Reports is the largest-circulation family planning publication in the world, reaching more than 150,000 readers directly, and many more indirectly, in more than 170 countries. It is published in English, French, and Spanish, with some issues in Portuguese, Turkish, Arabic, and Russian.

Impact

Population Reports has earned a reputation for publishing accurate and timely reports that influence family planning and health programs throughout the developing world. The quarterly journal disseminates comprehensive, authoritative, and relevant information to a diverse readership. According to readership survey responses, family planning providers and

health workers rely on the reports to keep up to date on contraceptive methods and health issues. Policy-makers and journalists read the reports to prepare articles and to formulate policy. Teachers, students, trainers, researchers, and others use the practical information and multiple research sources to broaden their family planning knowledge.

...*Population Reports* has become my 'bible' and I look forward to each new issue....

writes a researcher from the UK who works in developing countries—just one of hundreds of readers who write letters of appreciation.

A 1990 readership survey revealed that over two-fifths of *Population Reports* readers share their copies with others. As extrapolated from the survey, roughly 700,000 people read each issue. *Population Reports* readers also order an average of 10,000 back issues every month, expanding the impact of the journal even further. Almost 53% of the journal's regular circulation is in French or Spanish.

Quality

High quality and timeliness are hallmarks of *Population Reports*, widely regarded as the standard reference on family planning in the developing world. *Population Reports* editors, writers, and researchers make painstaking efforts to ensure that each issue is accurate, clear, comprehensive, and relevant to needs in developing countries. Several dozen international family planning and health experts review every manuscript. Reviewers' comments are carefully considered and taken

into account during development of the final manuscript. PCS/PIP regularly solicits opinions on topics for *Population Reports* from experts throughout the family planning field—in developing-country programs, in the United States Agency for International Development (USAID), USAID Cooperating Agencies, international family planning organizations, and the faculty of Johns Hopkins Health Institutions. The advice of these experts helps to assure that *Population Reports* is timely and relevant to its readers.

Population Reports is designed in-house using desk-top publishing technology. Thus editors and writers can update manuscripts with late-breaking news right up to the moment when the report goes to press. They update statistics, report on the most recent scientific developments, and incorporate legislative news. A bibliography of several hundred entries provides readers with sources for further study.

Population Reports—FY93

The journal entered its 21st year in FY93, publishing three English-language issues, with a fourth nearing production, two French reports, and two Spanish reports. During the year almost 160,000 copies of the journal were sent to readers in English, French, Spanish, Portuguese, and Turkish. Distribution staff responded to 17 requests per working day, distributing, on average, 28 back issues for each request, or 475 copies per working day.

DECISIONS FOR NORPLANT PROGRAMS

Decisions for Norplant Programs (*Population Reports*, Series K, Number 4).

BIG DEMAND FOR POPULATION REPORTS REPRINTS

A continuing demand for *Population Reports* back issues resulted in reprints totaling more than 73,000 copies in FY93.

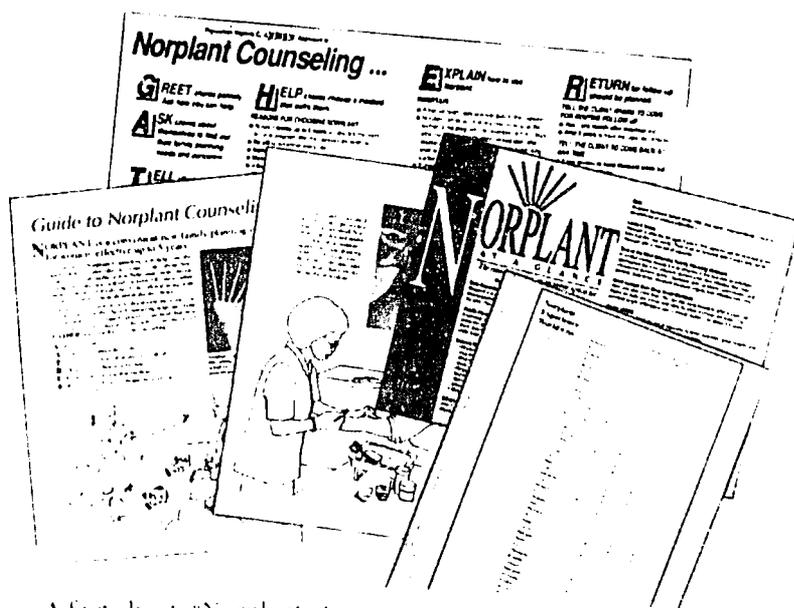
- **Counseling Clients About the Pill** (*Population Reports*, Series A, Number 8)—23,670 copies in English
- **Healthier Mothers and Children Through Family Planning** (*Population Reports*, Series J, Number 27)—10,530 copies in English
- **"The Environment & Population Growth: A Dangerous Trend"** (Poster) (*Population Reports*, Series M, Number 10)—24,810 copies in English
- **"Counseling Guide"** (*Population Reports*, Series J, Number 36)—7,250 copies in French.
- **Counseling Makes a Difference** (*Population Reports*, Series J, Number 35)—7,420 in French.

by Ann P. McCauley, Ph.D., and Judith S. Geller, reported on the newest and one of the most effective contraceptive methods for women. The report noted that an estimated 1.8 million women have used the implantable contraceptive since it was first introduced in Finland in 1983.

Norplant is an implant that offers five years of protection against pregnancy. It involves a 10-15 minute minor surgical procedure. Six match-stick sized capsules that are inserted under the skin of the upper arm release the hormone levonorgestrel into the bloodstream. Unlike some other reversible methods such as the pill or condoms, once the capsules are inserted the woman has nothing more to remember and nothing to do before intercourse in order to assure protection from pregnancy.

Like every family planning method, however, Norplant also has drawbacks. Specially trained people should insert and remove the capsules. The implants change menstrual patterns in most women, and they cost US\$25 a set—higher than the commodity cost of an initial supply of other temporary methods.

The authors pay special attention to helping providers weigh the benefits and costs of the method. A 2-page feature on market positioning of Norplant discusses the importance of creating a positive perception of the product in the minds of the public and providers, with tips on how to do it. The report also describes women's experience with Norplant. It answers questions that women have asked and summarizes what women say about the method. The report also lists resources for program managers.



A fact sheet, "Norplant at a Glance," and a 4-page "Guide to Norplant Counseling" accompany the issue. The Guide uses the *Population Reports* GATHER acronym developed for the journal's first Counseling Guide in 1987. The acronym stands for Greet, Ask, Tell, Help Decide, Explain, Return.

THE REPRODUCTIVE REVOLUTION: NEW SURVEY FINDINGS

A media rush from around the world occurred when an Associated Press story about the new *Population Reports* issue, **The Reproductive Revolution: New Survey Findings** (*Population Reports*, Series M, Number 11), sparked interest in the publication. Bryant Robey, M.A., of *Population Reports*, assisted by Richard Blackburn, M.S., of *Population Reports*, Shea O. Rutstein, Ph.D., of the Demographic and Health Surveys, and Leo Morris, Ph.D., of

POPULATION REPORTS IN ENGLISH, FY93

- **Decisions for Norplant Programs**, with counseling guide, "Guide to Norplant Counseling," and fact sheet, "Norplant at a Glance" (*Population Reports*, Series K, Number 4)
- **The Reproductive Revolution: New Survey Findings** (*Population Reports*, Series M, Number 11)
- **Controlling Sexually Transmitted Diseases**, with wall chart, "Sexually Transmitted Diseases: Diagnosis, Treatment, and Follow-up" (*Population Reports*, Series L, Number 9)

In production at year's end:

- **More Choice for Women Through Family Planning** (*Population Reports*, Series M, Number 12)

the U.S. Centers for Disease Control, authored the report.

The Reproductive Revolution: New Survey Findings showed that use of contraception has risen rapidly and fertility has fallen sharply in many developing countries. One reason is that family planning programs are supplying more services to meet rising demand, as more couples become interested in spacing births or in limiting the size of their families.

The issue is the first comprehensive report of the Demographic and Health Surveys and Family Planning Surveys. They have surveyed more than 300,000 women in 14 Asian, African, and Latin American countries. Women in developing countries are now averaging four children each, down from six in the 1960s. Demand for contraceptives is rising rapidly, but much of the total potential demand is not being met. The 44-page special report is 12 pages longer than a regular *Population Reports* issue to incorporate 17 tables presenting data from the most recent international round of family planning and fertility surveys.

CONTROLLING SEXUALLY TRANSMITTED DISEASES

Following two reports on AIDS in the 1980s, *Population Reports* published a related issue in FY93, **Controlling Sexually Transmitted Diseases** (*Population Reports*, Series L,

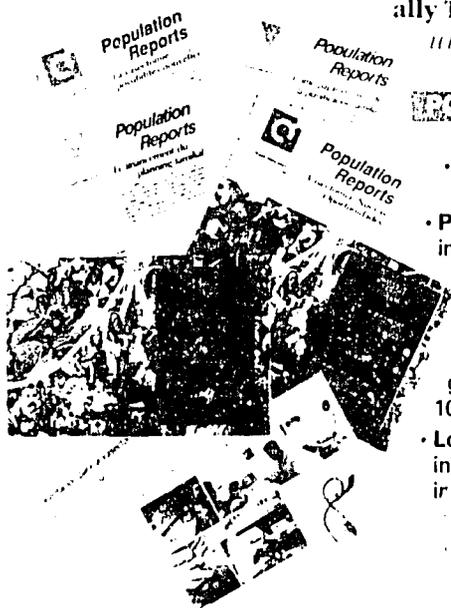
Number 9), written by Robert E. Lande.

As many as one in every 10 people of reproductive age— or more than 250 million people worldwide— will contract a sexually transmitted disease (STD) this year. Preventing and treating STDs have taken on new urgency because those infected with an STD such as chlamydia or gonorrhea are up to nine times more likely to become infected if exposed to the AIDS-causing human immunodeficiency virus (HIV).

The author stresses that prevention requires more use of condoms and more adherence to monogamy. Pervasive and persuasive communication efforts are crucial to prevention strategies, as is an accessible supply of condoms.

Most STDs can be cured. In the developing world lack of drugs and diagnostic facilities have stood in the way. The syndromic approach, outlined in the *Population Reports* issue, can make more effective treatment available, often in one clinic visit, even without diagnostic tests. The approach bases diagnosis on syndromes (a group of symptoms), and treats for all diseases that may cause the syndrome.

In collaboration with the World Health Organization and the USAID Office of Health, PCS/PIP developed a step-by-step wall-chart guide to the syndromic approach. The two-sided wall chart, "STDs—Diagnosis, Treatment, Follow-Up," which accompanies the *Population Reports*



POPULATION REPORTS TRANSLATIONS RECORD

- **Vasectomy: New Opportunities** (*Population Reports*, Series D, Number 5) published in French and Spanish.
- **Paying for Family Planning** (*Population Reports*, Series J, Number 39) published in French and Spanish.
 - **Voluntary Female Sterilization: Number One and Growing** (*Population Reports*, Series C, Number 10) published in Turkish. The Institute of Population Studies at Hacettepe University in Ankara, Turkey, translated, printed, and distributed the issue. Johns Hopkins PCS/PIP and the Association for Voluntary Surgical Contraception (AVSC) split the costs of translating, printing, and distributing 10,000 copies of the 24-page report.
- **Lower-Dose Pills** (*Population Reports*, Series A, Number 7) translated into Russian in an abridged version for a Maternal and Child Health Seminar for Central Asia, held in January 1993 in Alma Atta. One hundred and twenty-five copies of the 29-page manuscript were prepared.
- **The Environment and Population Growth: Decade for Action** (*Population Reports*, Series M, Number 10) and accompanying wall chart translated into French and Spanish and sent to the printer at the end of the year.

issue, will be helpful to health workers with or without microscopes.

The report and the wall chart were funded by the USMD Office of Health.

POPULATION REPORTS UNDERWAY

- **More Choice for Women Through Family Planning** (*Population Reports*, Series M, Number 12)

Family planning helps women in many ways. When women can exercise their right to control their own fertility, they can better protect their health, stay in school, seek a wider range of paying jobs, devote more attention to each child, or pursue other opportunities that may arise. In other words, women can expand their choices by using family planning. Family planning programs of course benefit women chiefly by supplying the means and knowledge that enable women to control their own fertility. At the same time, by delivering high-quality services in ways that reflect understanding of their lives, family planning programs can also help women by acquainting them with their right to respect and self-determination, by helping them develop skills useful to expanding their opportunities, and by presenting them and their communities with new images of women.

This issue, delayed in part by late-arriving review comments, will be published early in 1994.

- **Injectables Old and New** (*Population Reports*, series K, Number 5)

With USFDA approval of Depo-Provera and USMD beginning to offer supplies, use of injectables around the world could leap forward. Meanwhile, new injectables are being introduced and others are on the horizon. How should the availability of injectables be expanded? What is the image of injectables? Are the old questions answered?

- **Contraceptive Guidelines that Make Sense** (*Population Reports*, Series J, Number 10)

Under the guise of a medical rationale, unnecessary requirements and procedures, restrictions on who can offer services, providers' biases, and regulations all hinder access to family planning. What is the scope of these unnecessary medical barriers to family planning? What is their prevalence? How do we know they are unnecessary? What is their impact on family planning service delivery?

CONTRACEPTIVE HANDBOOK IN PREPARATION

A pocket-sized handbook of contraceptive technology, tentatively titled "Essentials of Contraceptive Technology," will help

Table IX-1
*Organizations Requesting Permission to Reprint
from Population Reports in FY93*

REQUEST FROM	REPORT	HOW USED
Aspen Publishers	A-8, K-1, H-7, H-8	Women's Health Patient Education Resource Material
Boston University School of Public Health	from J-38, E-7, E-3	Course materials for Health Promotion & the Mass Media
Bingham & Women's Hospital, Dr. Klock	from E-36	In: <i>Current Problems in Obstetrics, Gynecology and Fertility</i>
Matan & Smith	B-5	Course materials
McGraw-Hill Elsa Peterson	from M-8, M-9 (tables)	In: <i>Understanding Human Sexuality</i> , 5th ed.
Ortho McNeil	from E-8	By medical information department to respond to inquiries about their products
Parthenon Publishers	from E-7 (Fig. 1)	In: <i>The Benefits & Risks of Oral Contraceptives</i>
Population Council	J-39, Table 3	In: <i>Findings from Two Decades of Family Planning Research</i>
University of South Florida	J-36	Course materials

FROM KENYA

I...enjoyed tremendously the *Pop Reports* on vasectomy. Once again, you have gathered all the most interesting, most relevant, and most recent information, and put them together in a reader-friendly, accessible, report. Congratulations. I always enjoy *Pop Reports*—what a pity that other, more "formal" publications, can't learn from you.

Pamela Fenney Lynam, MD,
Special Projects Coordinator,
Association for Voluntary
Surgical Contraception, Nairobi

developing-country family planning providers in their day-to-day contact with clients. With uniform, scientifically based information about each major family planning method, the provider can better assist the client in choosing and using a family planning method. The book will strive to avoid unnecessary, arbitrary, or outdated eligibility criteria and procedural requirements that impede access to family planning and undermine high-quality care. Wide review of the handbook will be part of an effort to reach a consensus among the various family planning organizations about medical guidelines for each method.

PCS PIP is preparing the handbook in collaboration with Dr. Robert A. Hatcher of the Emory University School of Medicine. PCS PIP will design, print, and distribute the book.

Population Reports Future Issues

On September 15th, 1993, *Population Reports* held a meeting at USAID to invite discussion of possible topics for future *Population Reports* issues. More than 50 people attended, representing the USAID Office of Population, USAID regional bureaus, and Cooperating Agencies. Participants gave the highest priority to the following topics:

- **Family Planning Programs: Lessons and Challenges.** The report will review the experience of family planning programs in developing countries over the

past 30 years and will help to prepare programs for the challenges that lie ahead. The report will be published in advance of the International Conference on Population and Development (ICPD) in Cairo, September 1994.

- **Family Planning Helps Everyone.** A poster that will depict the benefits of family planning. Also to be published in time for the ICPD.
- **Serving Young People.** The report will focus on how to provide appropriate information, guidance, and services to young people. How can the need be met? What innovations are meeting with success? What resources are needed?
- **The Impact of Abortion.** This issue will discuss the extent and consequences of unsafe abortion, how to manage the medical consequences of unsafe abortion, post-abortion contraception, and efforts to make abortion unnecessary through family planning.

Population Reports Subcontracts

INTERNATIONAL FAMILY PLANNING PERSPECTIVES

Under subcontract from PCS PIP, the Alan Guttmacher Institute published four issues of *International Family Planning Perspectives*. Lead articles in the four issues were:

- "The Role of High-Risk Occupations in the Spread of AIDS: Truck Drivers and Itinerant Market Women in Nigeria," by T.O. Orubuloye, Pat Caldwell, and John C. Caldwell.
- "Family Planning in Bangladesh: An Unlikely Success Story," by Ann Larson and S.N. Mitra.

POPULATION REPORTS POSTER WINS ADDY AWARD

The poster "The Environment & Population Growth: A Dangerous Trend," which accompanied the *Population Reports* issue **The Environment and Population Growth: Decade for Action** won two ADDY awards for graphic illustration—a Baltimore award (first place) and a five-state regional award. The ADDY Awards, sponsored by the American Advertising Federation, are one of the industry's most coveted creative honors, with competition from over 60,000 entries nationally. The poster won in the category of color illustration, advertising, and graphic arts, overcoming stiff competition from the nation's finest advertising and graphic design firms in such prominent markets as New York, Philadelphia, and Washington, D.C. Some 1,200 entries in 39 categories were included in the regional competition.

- "A Comparison of Sterilization Use and Demand from the Demographic and Health Surveys," by Naomi Rutenberg and Evelyn Landry.
- "Contraception Among Postpartum Women: Recent Patterns and Policy Implications," by Shyam Thapa, Sushil Kumar, Jeanne Cushing, and Kathy Kennedy.

POPULATION REPORTS PRODUCTION AND DISTRIBUTION

Population Reports is produced and distributed with the help of several subcontractors.

Typesetting During FY93 Mid Atlantic Photo Composition of Baltimore, which had typeset foreign language issues of *Population Reports* for many years, closed down. PCS-PIP began a search to replace Mid Atlantic Photo.

Printing In FY93 PCS-PIP extended the contract with the John D. Lucas Printing Company to continue printing English, French, and Spanish language editions of *Population Reports* at no increase in cost.

Storage Deliverex, a nationwide off-site file management services company based in San Jose, California, stores back issues of *Population Reports* at its Baltimore area facility.

Mail handling Mundel Mailing of Baltimore continues to handle envelope stuffing, labeling, and delivery of *Population Reports* to the US Post Office.

PRINTING IN INDIA DOUBLES CIRCULATION AT NO EXTRA COST

Johns Hopkins PCS-PIP doubled its 7,500 readership in India at no extra cost by subcontracting with a local company to print and distribute selected issues of *Population Reports*.

Johns Hopkins PCS-PIP subcontracted with Iam Communication and Electronics (PVT) Ltd. (ICEPI) to print and distribute *Population Reports* in English to 15,000 readers. During FY93 ICEPI printed and distributed **Decisions for Norplant Programs** (*Population Reports*, Series K, Number 1) with its accompanying Fact sheet and counseling guide. During FY92 ICEPI had printed and distributed **The Environment and Population Growth:**

Decade for Action with its accompanying wall chart. As the year ended ICEPI began printing the *Population Reports* issue **Controlling Sexually Transmitted Diseases**.

Population Reports in the Press

Before the publication of each issue, *Population Reports* sends advance copies with press releases to over 2,000 journalists around the world. These press releases generate a steady stream of press coverage for the publication.

An Associated Press story about the *Population Reports* issue **The Reproductive Revolution: New Survey Findings** kept the report's principal author Bryant Robey busy for a week responding to journalists' requests for interviews and further details on the issue. While many journalists were particularly interested in a small paragraph of the report about coital frequency, Robey was able to direct attention to the major news of the report. It was featured in another AP story, which began,

The Third World is approaching a baby bust, with birth rates dropping and at least half of all married women outside Africa saying they don't want another child.

From India to Brazil, from Sweden to Colombia, from Boston to Washington, reporters and editors scrambled to acquire about the issue. In addition to the AP, Reuters, DPA, AFP, Depth News, ANS wire services, NBC radio network news, the BBC World Service, Voice of America, Brazilian newspapers and magazines, and Swedish radio, many others ran stories or interviews or asked for copies of the report. Articles also appeared in the *Wall Street Journal*, *Baltimore Sun*, *Boston Globe*, and *New Scientist* (UK). Robey gave interviews to Christian Science Radio (broadcast on National Public Radio) and a talk radio station (KIRO) in Seattle.

PCS-PIP vigorously explores ways to generate articles based on *Population Reports* issues in the general press as well as in peer-reviewed journals and health and family planning publications. The following articles have been recently printed

FROM INDIA

I have been a regular reader of *Population Reports*... I find these very informative and educative. Much of the information that I gain proves of immense use in teaching the M.D. students....

A.K. Devgan, Assistant Professor (Health & Extension Education), Department of Education, National Institute of Health and Family Welfare, New Dehli.

Gazette

The Johns Hopkins University

Birth rates dropping in developing countries

"From Baltimore to Bam women want to control their own fertility, and they want a broad choice of...family planning methods to do so."

—Phyllis Tolan Pines

A reproductive revolution is under way in much of the developing world. Family planning is no longer a taboo topic, use of contraceptives has risen rapidly, and fertility is falling sharply in countries where family planning supplies and services are promoted and available, according to a new report from the School of Public Health.

Contraception Communication Program, which publishes *Population Reports*.

The cost of not satisfying this demand is many times higher. World population continues to grow at a rapid rate, putting enormous pressure on the environment and resources. From Baltimore to Bam, women want to control their own fertility, and they want a broad choice of contraceptive methods to do so.

The Washington Post

Too Many People: The Population Bomb Keeps on Tickin'

By Phyllis Tolan Pines and Cynthia P. Green

AT THE recent Earth Summit in Rio de Janeiro, a population expert said he is a pessimist, not an optimist. He is a pessimist because, despite the growth of the human population, there is a real danger of a world population explosion. This is a broader goal than simply planning the number of children to be born. It is a goal to provide for the needs of the world's population in a sustainable way.



The world's population is growing rapidly, and the impact on the environment is becoming increasingly apparent.

THE WALL STREET JOURNAL FRIDAY, MARCH 26, 1993

THE WALL STREET JOURNAL

25 years old and 22% of those the 26-to-33 age group said in the search center's most recent survey that premarital sex is always wrong. In the surveys of the mid-1970s, only 12% of the 18-to-25 age group and 17% of the 26-to-33 age group thought that way.

Older people today appear less nervous about premarital sex than their counterparts in earlier surveys. The difference between the 18-to-25 and 26-to-33 age groups has narrowed to 35 percentage points from 51 percentage points in the mid-1970s.

Similar narrowing showed in attitudes toward extramarital sex and homosexuality, though in both cases the change was due almost entirely to rising disapproval among younger adults. Older age groups were just about as tolerant as their counterparts.

Fertility Continues Slide In Developing Nations

FERTILITY continues to fall in much of the developing world as family planning assistance reaches more women.

The Population Information of the Johns Hopkins School of Public Health assembly from two huge survey programs since 1985 have interviewed 300,000 women of childbearing age in 41 countries in Asia and Latin America. The analysis concludes that in those countries has dropped three over the past three years an average of four children today from six in 1985. Some countries, of course, have seen greater declines. In Indonesia, the decline was 1.6 children per woman.

Birth rate declines in Third World with rise in birth control

WASHINGTON — At least half the women in the Third World use birth control, and birth rates are declining in many developing countries, according to a new survey.

The world's population is growing at a rapid rate, and the impact on the environment is becoming increasingly apparent.

Contraception in Asia, Latin America and the Caribbean have shown sharp declines in birth rates over the past 30 years. And in Africa, fertility rates have been declining in the past 10 years.

Research suggesting a link between the procedure and prostate cancer is cause for alarm, doctors say.

THE BOSTON GLOBE • TUESDAY, MARCH 2, 1993

Nation

Environmental Notebook

DIANNE DUMANOSKI

Declining birth rates good news for planet

CONTRACEPTIVE USE IS SOARING in developing countries and fertility rates have dropped dramatically, despite hard economic times in the 1980s, signaling what some researchers are calling "a reproductive revolution."

Between 1960 and today, the average number of children born to women in their lifetimes has dropped from six to four.

But this is still twice the replacement rate needed for a stable world population. The soaring human population is placing increasing stress on the environment.

These trends, outlined in a report from the Johns Hopkins School of Public Health

NewScientist

Births plummet as contraceptives sweep Third World

Susan Katz Miller, Washington DC

GROWING use of modern contraceptives has helped to reduce the size of families in the 1960s to four today. A new analysis of data gathered from 300,000 women in 44 developing countries reveals that about a third of married women in the developing world are now using modern family planning methods.

The analysis, based on national surveys made between 1985 and 1992, shows a steady decline in the number of children women living in these countries are expected to have.

The world's shrinking families



Children per woman by region. The chart shows a general downward trend in fertility rates across most regions, with a notable decrease in the Third World.

The New York Times

New Caution, and Some Reassurance, on Vasectomy

BY LAWRENCE K. ALTMAN

THE study reported last week in the *Journal of the American Medical Association* showed that vasectomy is a safe and effective method of birth control.

Research suggesting a link between the procedure and prostate cancer is cause for alarm, doctors say.

The study found that vasectomy is a safe and effective method of birth control, and that there is no link between the procedure and prostate cancer.

or are being prepared for publication:

- *Washington Post* published an article by Phyllis Tilson Piotrow and Cynthia P. Green in its Sunday "Outlook" section based on the *Population Reports* issue **The Environment and Population Growth: Decade for Action** (August 1992).
- *Scientific American* has accepted an article by Bryant Robey, Shea Rutstein, and Leo Morris based on **The Reproductive Revolution: New Survey Findings** (December 1993).
- *Integration*, published by the Japanese Organization for International Planned Cooperation in Family Planning, Inc., published an article entitled "The Other STDs" by Robert E. Lande, based on the *Population Reports* issue **Controlling Sexually Transmitted Diseases** (December 1992).
- *Planned Parenthood Challenges*, published by the International Planned Parenthood Federation, has accepted an article by Robert E. Lande based on the *Population Reports* issue **Controlling Sexually Transmitted Diseases** (December 1993).
- *Outlook on Agriculture*, published by C.A.B. International in the United Kingdom, has commissioned an article from Bryant Robey on **The Reproductive Revolution: New Survey Findings** (forthcoming).

In Latin America, too, *Population Reports* is often in the news:

- *El Diario*, a daily newspaper in Portoviejo, Ecuador, published a 1-page abstract in Spanish of **Vasectomy: New Opportunities** in its Saturday supplement "My Health" (April 1993).
- *Clarín—El gran diario Argentino*, a daily newspaper—published articles based on *Population Reports*, **AIDS—A Public Health Crisis** and **AIDS Education: A New Beginning** (May 1993).
- *Logros y Propuestas*, a magazine published in Buenos Aires, Argentina, which discusses medical, hygiene, security, and the rights of hospital workers, requested permission to adapt information from *Population Reports* (June 1993).

- Radio Trans Mundial (RTM) Argentina, in Buenos Aires, broadcasts health programs based on information published in the Spanish-language editions of *Population Reports*. RTM's programming is also transmitted to Brazil in Portuguese and to other neighboring South American countries. PCS PIP is writing and taping short dialogues in Spanish based on topics addressed by current and previous issues of *Population Reports* for RTM. RTM will transmit these programs during their regular programming hours and will monitor requests for *Population Reports* from the audience (September 1993).

Population Reports Sales

Multiple copies of *Population Reports* are sold to organizations in developed countries for \$2 (US) each. During FY93, PCS PIP received a total of \$4,662 through such sales. The most popular issue was the "Counseling Guide" (*Population Reports*, Series J, Number 36) with **Decisions for Norplant Programs** (*Population Reports*, Series K, Number 4) a close second.

Population Reports Editorial Staff

Population Reports issues are written by four writers—one working part-time on other activities—and two researchers. In addition, the staff consists of the editor, the managing editor, the editor of foreign-language editions, the graphic designer, and the production coordinator. There were no changes in editorial staff during FY93.

Journalists Initiative

Informed, interested, and supportive news media can be a powerful ally for family planning programs. Through its Journalists Initiative, PCS PIP works to strengthen professional relationships between journalists and family planning programs, to improve the extent and quality of coverage of family planning by the news media, and to promote knowledge

FROM NIGERIA

As expected I found them (*Population Reports*) of immense value and I'm already drawing from the rich contents of the issues in my journalism career. The issues (are) really worth their salt.

Charlie Obeta,
University of Nsukka

FROM THE PHILIPPINES

I was able to use the material on three separate speaking engagements and the impact on the crowd was just amazing.

Paulo F. Abesamis, Project Development Officer, National NGO Desk, Department of Environment and Natural Resources, Quezon City

and understanding of population and health issues among the members of the press.

These goals are part of a strategy that encourages long-term, sustained activities. Thus the Journalists Initiative stresses activities that respond to journalists' interests and needs as assessed by research. PCS PIP works with both broadcast journalists, because of the broad reach of radio and television, and print journalists, because of the power of the written word among leaders and opinion-makers. Credibility is critical to working with the press. The outstanding reputation of PCS PIP helps assure a favorable response among journalists.

PCS PIP works with journalists in the following areas:

- **Training:** Conducting communication workshops, seminars, and meetings on population, health, and family planning issues helps increase the awareness and knowledge of reporters, editors, and radio and TV broadcasters. It also increases the quantity and quality of the information that they disseminate on population topics.
- **Public information:** Keeping the public informed through the press can be vital for family planning projects. Journalists rely on clear, authoritative, timely public information materials as background for broadcasts and articles. PCS PIP provides population information to journalists through its country projects, the M-MC, POPLINE, and *Population Reports*.
- **Working with journalists as part of PCS/PIP projects:** Journalists can help family planning communication projects succeed in their mass media campaigns by helping to produce effective, professional materials and by providing professional advice.

- **Public relations:** Drawing public attention to family planning communication campaigns through the press is part of a strategy to strengthen the impact of these campaigns. Many PCS PIP activities attract widespread media attention.
- **Action-oriented research:** Surprisingly little information exists about how journalists view population and family planning issues. Therefore, in FY93 the PCS PIP Journalists Initiative undertook a study in Bangladesh to assess interests, needs, and opinions of journalists. The study included content analysis of population coverage, focus-group discussions, and in-depth interviews with editors, reporters, and others from broadcast news and opinion media.

The study, conducted by University Research Corporation (Bangladesh), found that journalists' attitudes toward population issues and family planning are generally favorable but knowledge and understanding are slight, sources of accurate information are inadequate, and information sources are not always cooperative. The PCS PIP coordinator of the Journalists Initiative, Bryant Robey, traveled to Bangladesh in June 1993 to assist with the final report of the study and to meet with journalists and family planning program staff to consider next steps. Possible next steps for the Bangladesh program include upgrading the media relations skills and informational materials of family planning programs and providing training for journalists.

As part of a proposed new project in Tanzania, the Journalists Initiative also would assist the Ministry of Health with press relations, conduct training for journalists, and offer other technical assistance.

Distribution

Distribution of *Population Reports* takes place primarily by direct second-class mailing to an international mailing list. In addition, PCS PIP responds to specific requests received by mail, phone, or in person, and staff and AID personnel distribute copies

at meetings, conferences, and training sessions. During the 12-month period beginning October 1, 1992, and ending September 30, 1993, there were 101,191 addresses on the mailing list. A total of 150,358 copies are mailed to these addresses. The September 1993 figures for the mailing list are as of August 13, 1993, when it was last updated on the computer. During this period, approximately 600 names were added and approximately 300 deletions and/or address changes were made per month to the list. An additional 122,609 copies of *Population Reports* were distributed in response to direct requests to the Population Information Program. A total of 14,517 copies were provided directly to AID and State Department personnel and 20,639 to organizations in the US working directly with AID.

Extra Copies Requested: One measure of the value and effectiveness of *Population Reports* is the number of requests for extra copies. In this 12-month period, a total of 122,609 copies were requested, either in bulk or individually, in addition to those regularly mailed. An average of about 360 letters or forms are received each month asking for *Population Reports*. ■

FROM RWANDA

Please add our name to your mailing list. Our Center develops projects concerning prenatal consultation, maternal health, family planning and decontamination of the environment. *Population Reports* will enrich our program of activities.

Gilbert Manyunu, Centre de
Protection Maternelle et
Infantile, Kanyabayonga, Gisenyi

Table IX-2
International Mailing List

	NUMBER OF ADDRESSES	NO. OF COPIES
Arabic	3,819	5,394
English	55,611	80,097
French	6,519	11,772
Portuguese	11,617	13,836
Spanish	<u>23,625</u>	<u>39,259</u>
TOTAL	101,191	150,358

Table IX-3
*Percentage Distribution of Population Reports
in the World*

Developing country addresses comprise
85.9 percent of the total.

	NUMBER OF ADDRESSES	PERCENT OF TOTAL
Developed countries	14,608	14.1
Developing countries	86,583	85.9
Africa (South of Sahara)	20,757	20.5
Latin America	37,968	37.5
Asia	18,185	18.0
West Asia and North Africa	10,055	9.9

Table IX-4
*Requests for Population Reports
in quantities of 500 or more*

COUNTRY	NUMBER OF COPIES
Colombia	589
Egypt	1,120
Ghana	520
India	4,834
Kenya	1,500
Nepal	800
Nigeria	11,556
Uganda	1,400
Zimbabwe	1,950

What Readers Say About *Population Reports*

CHILE

I was impressed with your last issue of *Population Reports* (**The Environment and Population Growth: Decade for Action**). The information was timely and well written. I am interested in incorporating some of the information in some of my future lectures....

Kurt Bamhart MD, Universidad de Chile, Facultad de Medicina, Santa Rosa

CHINA

I have been receiving *Population Reports* for quite a long time. It is one of my favourite readings and really informative. I am grateful for your introducing my method in the newly issued Series 5 Number 5 (**Vasectomy**).

Li Shunqiang, MD, Dean of Sichuan Institute for Human Reproductive Medicine, Sichuan, (The *Population Reports* issue **Vasectomy: New Opportunities** featured the "No Scalpel" technique developed by Dr. Li)

FINLAND

Thank you for the copies of the *Population Reports* issue on Norplant, the fact sheet, and Counseling Guide. This is a very comprehensive summary of Norplant implants and that is why we would like to order some additional copies for our internal use.

Tina Lindstrom, Product Manager, Teoras Oy, Turku. Teoras Oy manufactures Norplant for all countries other than the USA

INDIA

At the workshop, I drew heavily on your *Population Reports* review entitled: **Condoms—Now More Than Ever**. It was so successful that Dr. Chirwa is now planning a special "Bwino" position paper on condoms. I must also congratulate you for your excellent review entitled **Vasectomy: New Opportunities**....it was as good as all your other reviews were.

Dr. V. Chandra Moudh, Consultant on HIV/AIDS, Norwegian Agency for Development Co-operation, NGO AIDS Cell, Centre for Community Medicine, All India Institute of Medical Sciences, New Delhi

NEPAL

Your recent issue on **Environment and Population** is a superb one....The enclosed posters are very much informative and are worthy of hanging on the wall....

Mr. T.P. Timsina, P.O. Box 5113, Nepal Forum of Environmental Journalists, Kathmandu

NIGERIA

On the arrival of the back issues of *Population Reports* in a binder (about 28 pamphlets), there arose a very crucial controversy on the importance on the relevance of the document to Kwara State Association of PPFN. Consequently, the executive committee members prevailed on me to release the document to the Library....

Abd Lateef Olan, Program Officer (Promotion) PPFN, Kwara State

PHILIPPINES

...my heartfelt thanks and gratitude for sending me a very useful *Population Reports* for the use of our students and teachers. This report will form part of our collection for our Mini-Archive of which I am Chairman.

Victoria B. Magdalo, Chairman, History Department, Cagayan de Oro College, Cagayan de Oro City

ROMANIA

We've just received collection of *Population Reports*. They are very interesting and helpful....

Dr. Ion Hogea, Societatea de Educatie si Cercetare Sexuala (SECS), Central Medical de Planificare Familiala si Educatie Sexuala, Severin

SWITZERLAND

We would like to distribute copies of the report (**Condoms—Now More Than Ever**) to people attending the WHO World AIDS Day 1992 programme in Geneva.

Catherine Dusen, Public Information Officer, World Health Organization, Geneva

THAILAND

The report (D-5) will help make the Non-Scalpel Vasectomy widely known.... The *Population Reports* innovation of "Quick Guide" is highly commendable. It will further strengthen the service delivery of vasectomy throughout the world.

Dr. Apichart Nirapathpongpon, MD, Director of Medical and Nursing Bureau, Population and Community Development Association, Bangkok

UNITED KINGDOM

...your *Population Reports* (Issue M-10) is the most powerful and explicit report I have seen in describing the importance of reducing population growth as the essential means of implementing meaningful environmental protection.

Robert Hairs, Public Relations, Marie Stopes International, London, England

What Readers Say About *Population Reports* in Translation

ARGENTINA

Just by chance I came across a 1990 issue of *Population Reports*, **Condoms—Now More Than Ever**. I found the extent, variety and depth of this information extremely interesting. We would appreciate receiving your Series 1, Number 6, **AIDS: a Public Health Crisis**, and Series 1, Number 8, **AIDS Education—A New Beginning**. If possible, we would like to abstract information from these issues in our forthcoming editions.

Daniel Ferrnolez Quinto, Editor, Clarin, Buenos Aires

COLOMBIA

I acknowledge receiving copies of *Population Reports*. They are very useful to my medical practice and in my classroom work as professor of the National Faculty of Public Health.

Juan E. Sanchez E. MD, Medical Faculty, Quindio University

MEXICO

We appreciate receiving the complimentary issue of *Population Reports* in Spanish. We are very interested in its contents. The publication has become a primary source of information.

Dr. Edna Aguine V., Secretary, Population State Council, Culiacan, Sinaloa

MOROCCO

It is a pleasure and joy to thank you for sending the requested publications. I am grateful for all the efforts contributed by your staff in the preparation of *Population Reports*, communicating in this manner precise information on family planning topics.

El Kalbi Abdelaziz, Hopital Democrite

PERU

Congratulations! We received Series II, Number 8, **Condoms—Now More Than Ever** and found it very instructive. We would like more copies to be used for a project which will target sexual education and reproductive health among adolescents. May we publish parts of this Report? We will, of course, cite the authors of *Population Reports*.

Nancy Palomino, Hora Instan, Centro de la Mujer Peruana Lima

ZAIRE

I would like to subscribe to *Population Reports* in French. I find them very instructive. We often discuss the topics you address at the young people's club of our village.

Mr. Nkulu Mweput, Club Basole, Kamina Shaba



Steven Dorsey, former POPLINE CD ROM Coordinator, demonstrating the POPLINE CD-ROM at the main library of the University of Zimbabwe in Harare.

POPLINE

INTRODUCTION

The recognition and acknowledgement of POPLINE as the world's leading population database continued to grow dramatically in the population, family planning, and health sectors. With over 200,000 citations and informative abstracts to scientific articles, reports, books, papers, published and unpublished, in all languages, POPLINE is the most comprehensive and most widely available bibliographic database on population and related issues. Researchers, students, faculty, and the staff of major developing-country organizations increasingly depend on it for convenient, current, comprehen-

sive information. Accessible online by telephone access in developed countries and by personal computer in developing and developed countries, POPLINE is searchable by subject, country, year of publication, and other data fields.

During FY93, PCS PIP made major advances in enlarging the scope and coverage of the database and also in providing access to it. And users, particularly those in developing countries, are taking advantage of POPLINE services—individualized subject bibliographies with descriptive abstracts and, if needed, copies of those documents represented in POPLINE.

EXPANDED POPULATION LAW COVERAGE

POPLINE now includes entries from the *Annual Review of Population Law*, the most comprehensive survey of international resolutions and agreements, constitutional provisions, legislation, regulations, judicial decisions, and legal pronouncements in the field of population.

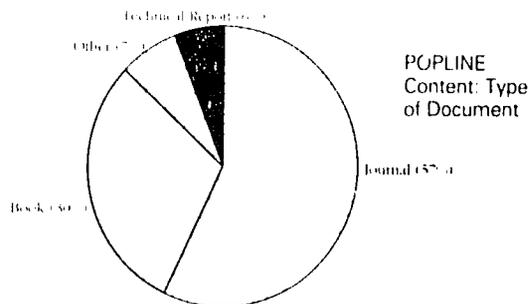
Issued jointly by the Interregional Branch of the United Nations Population Fund (UNFPA) and the Harvard Law School Library, the *Annual Review of Population Law* provides full or summarized legal texts concerning population policy, family planning, marriage and population distribution, health care, education, land tenure, and the environment. Previously this information was available only as a text publication. UNFPA is funding the conversion of these records to machine readable form.

POPLINE *Annual Review* records include the full text of short legal items and standard, detailed abstracts for longer documents. Each record is indexed comprehensively. New POPLINE subject identifiers provide increased specificity in legal searching. For the POPLINE user, this addition means expanded access to international legal documentation. Comprehensive POPLINE coverage of the literature discussing and analyzing population law and policy is supplemented by coverage of actual laws, decisions, and policy pronouncements.

POPLINE search ability provides an added dimension even to users of the *Annual Review* publication. Now a POPLINE user can request information on a complex topic and retrieve results within seconds. Investigating the same topic in even a well-indexed printed source such as the *Annual Review* takes much longer. Another advantage to POPLINE access is increased timeliness of information. *Annual Review* records are processed for POPLINE on a monthly basis. The same record will not appear in print until the *Annual Review* is published—up to a year later.

As of September 1993, POPLINE users are able to access approximately 800 records scheduled to be published in the

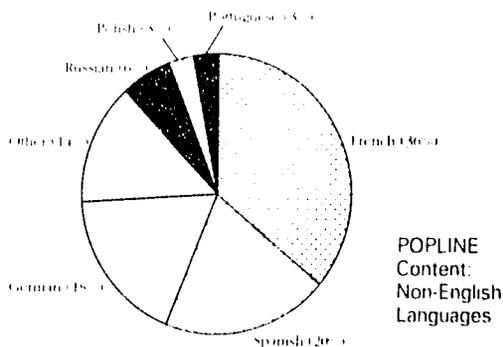
1990 *Annual Review* later this year. Records from the 1989 edition (published in 1992) will also be made available. Still more will follow with successive updates.



PRODUCTION AND QUALITY CONTROL

There are now 201,155 records in the POPLINE database with 9,061 added during this contract period. PCS/PIP produced 5,571 records as well as coordinating the input of 2,679 records from *Population Index* at Princeton University and 811 from the Harvard Law School Library. *Population Index* supplies citations and annotations for demographic items covered in its print journal on a sub-contract basis. The Harvard Law School Library supplies records representing the materials covered in its *Annual Review of Population Law* under a UNFPA grant.

Numerous manual and computerized pre- and post-input quality control measures are in place to ensure a high level of accuracy for POPLINE records. Although keying error rates are minimal for records prepared for input—1.8% for keywords and 0.1% for abstract words—staff work to improve procedures and to develop more effective verification programs.



A special ongoing project to correct erroneous data and to add information to POPLINE records entered prior to 1986 resulted in:

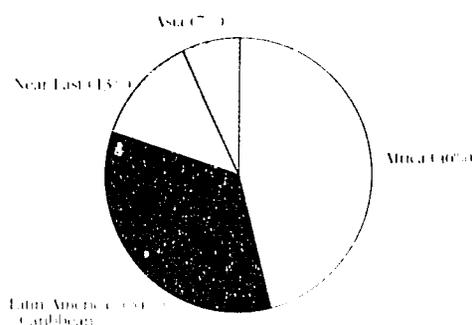
- 103 keywords corrected.
- 31 duplicate records deleted.
- 535 location documentation numbers added, and
- 1,100 keying errors corrected.

In addition, a Corporate Name Authority File was created to ensure that all institutional names are in a standard form, making searching easier and more accurate. During this fiscal year 2,855 corporate names beginning with the letters A-F were standardized.

POPLINE differs from most databases in that it reflects documents in all languages and in many different formats. Documents are identified from many different sources: books, journals, and newspapers purchased by PCS/PIP; items submitted for inclusion from population and family planning professionals around the world; other bibliographic databases; and acquisitions lists from development libraries. POPLINE staff try to obtain limited distribution unpublished items from developing countries. These items often contain information not readily available in standard published sources.

POPLINE SEARCHES AND DOCUMENT DELIVERY

POPLINE staff provided 8,900 searches to developing country and international development organizations during this contract year—an average of four every working day. These searches were



Searches and documents to FDCs provided by PCS/PIP in FY93

requested directly from PCS/PIP via mail, fax, or phone. The requests are analyzed by POPLINE staff and the results, in the form of a printout of citations with abstracts, are mailed to the requestor. Searches can be either retrospective, a subject search of the entire database, or current awareness, a search only of the most current month's input to POPLINE.

Over 2,000 copies of documents cited in POPLINE were sent to requestors in FY93. When an individual needs more information than the abstract contains, POPLINE staff can send a photocopy in most instances.

POPLINE ONLINE

Hours of searching online POPLINE by USAID Cooperating Agencies (CAs) rose 24% during FY93; use by individuals rose 60%; and use by government agencies rose 30%. Overall use of the system, accessible through the US National Library of Medicine MEDLARS system, increased 14%—from 1,215 hours to 1,387 hours—or a total of over five hours per working day.

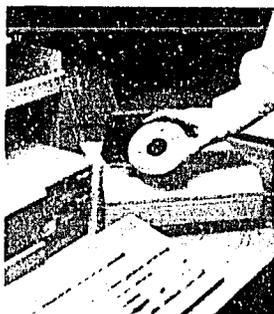
POPLINE: ONE OF THE BEST 100!

American Demographics, Inc., a subsidiary of Dow Jones & Company, Inc. and publisher of American Demographics magazine, named POPLINE as one of the "Best 100 Sources for Demographic Marketing Information" in 1993. Others listed in the special issue of American Demographics were private agencies such as the National Opinion Research Center, Nielsen Marketing and Media Research, the Roper Organization, and U.S. government agencies such as the Census Bureau.

POPLINE excelled in four basic criteria over 350 other business, government, and academic contenders:

- Demographic information updated at least biannually and unique to the provider;
- General availability (excluding proprietary and custom research);
- Geographic scope (must extend beyond a single state); and
- Experience (must be at least one year old).

PIP, as the producer of POPLINE, was identified as one of the 100 "companies that do valuable things no one else does, or that no one else does as well."



While online access is used primarily by organizations in developed countries that have good quality, inexpensive telecommunication systems, there are five developing countries that use online POPLINE: China, Egypt, India, Mexico, and South Africa. Total use for this group averages one hour per month.

Online use for CAS increased from 205 hours in FY92 to 254 hours in FY93, which shows that CAS are increasingly relying on POPLINE as a major information source. In fact, CAS ordered over 16,000 pages of offline printouts from online POPLINE in FY93.

PCS PIP supports online users with a newsletter, *POPLINE Newslines*, which includes search tips and news about the content and format of the database. *POPLINE Newslines* is distributed to 168 online centers.

POPLINE CD-ROM

Now being used by 216 organizations in 65 developing countries, POPLINE in compact disc-read only memory (CD-ROM) form continues to be an invaluable source of population and family planning information.

CD-ROM technology allows a user to operate the POPLINE system on a standard personal computer equipped with a CD-ROM drive. POPLINE CD-ROM responds to a need expressed by developing-country researchers in a 1991 survey. The POPLINE Services Survey was sent to 300 developing-country residents who had requested POPLINE searches by mail from PIP during 1990 and 1991. There was a 42 percent response rate. The respondents did not have access to either online POPLINE or POPLINE CD-ROM. Eighty-four percent said they would use POPLINE more frequently if it were on a personal computer. The immediate acceptance of POPLINE CD-ROM confirmed their responses.

Interestingly enough, CD-ROM distribution to the five developing countries (China, Egypt, India, Mexico, South Africa) that also have access to online POPLINE has not affected online use. Their online searching time actually increased over the last three years. CAS followed the same

BETTER THAN COFFEE?

It was standing room only at an 8:00 am presentation on "Repackaging POPLINE CD-ROM Data" at the International Union for the Scientific Study of Population (IUSSP) conference in Montreal, Canada. The IUSSP organizers had scheduled a series of computer software presentations during the conference, but they were not during the regular sessions which began at 9:30 am. We drew the earliest time slot for Thursday, August 22, at 8:00 am. Moreover, the country reception had taken place the night before. Marc Keylard, POPLINE CD-ROM Manager, and I expected to see no more than five dutiful, sleepy, conference attendees.

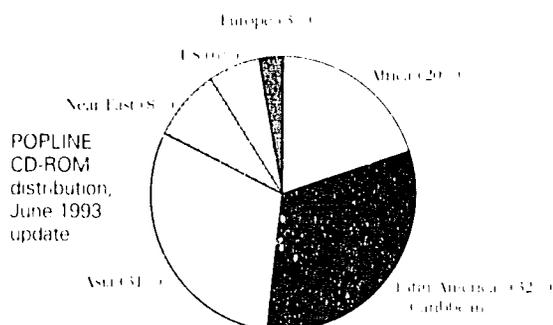
Imagine our surprise and delight when the room filled up with people. Not only were all sixty seats filled, but people were standing in the back! They wanted to hear about POPLINE. And we didn't even serve coffee!

Anne Compton,
PIP Associate Director

pattern. Although online use among CAS rose by 21% this year, more and more CAS are also using POPLINE CD-ROM, either through a paid subscription to the National Information Services Corporation or SilverPlatter Information, Inc. (both commercial producers of POPLINE CD-ROM) or through PCS PIP's CD-ROM Support to Developing Countries program.

Two POPLINE CD-ROM updates were produced during this period under a grant from the United Nations Population Fund—one in November 1992 and one in June 1993. The November 1992 system was sent to 234 sites: 76 to Latin America Caribbean, 74 to Asia, 44 to Africa, 20 to Near East, 14 to the US, and 6 to Europe. These 234 systems included 25 new sites since distribution of the previous system in October 1990.

The June 1993 system was distributed to 236 sites, including 29 new sites. This update was not distributed to 77 problem sites that received the November 1992 system. Problems included non-response, mail difficulties, hardware failures, or failure to return POPLINE statistics disks (used to record the use of POPLINE at a site). It is anticipated that approximately 40 of these delinquent sites will be reinstated.



For instance, a letter from the National Population and Family Development Board in Malaysia stated: "We would like to apologize for the delay [of statistics disk return] as our CD player and hard disk were struck by lightning..."

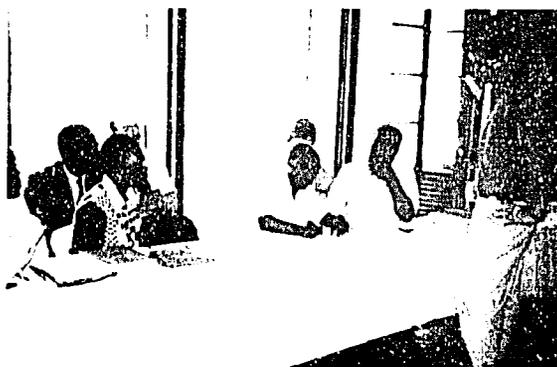
EMPOWERING POPLINE CD-ROM SITES

Encouraging developing-country organizations to take advantage of both POPLINE and compact disc technology was a major focus in FY93. POPLINE staff concentrated on two areas: (1) sensitizing administrators and directors to the benefits of information in CD-ROM form, and (2) showing POPLINE CD-ROM managers how to publicize and disseminate database information.

Sixteen librarians from Kenya, Ghana, the Congo, Ethiopia, Tanzania, Malawi, Zimbabwe, Nigeria, Senegal, Zambia, and Sudan participated in a special workshop coordinated by PCS-PIP, the American Association for the Ad-

vancement of Science (AAAS), and the Koninklijk Instituut voor de Tropen (KIT) in Amsterdam on January 18-19, 1993, at the University of Ghana, Legon. "Marketing CD-ROM Services: A Workshop for Research Librarians," gave the attendees (who all already had CD-ROM capability in their organizations) a framework in basic marketing theory, methods of analyzing their services and resources in preparation for marketing, and then moved into techniques specifically designed to publicize information resources. The most popular exercise was a demonstration on producing special bibliographies with subject and author indexes by downloading them from CD-ROM databases and then reformatting them in WordPerfect. The Carnegie Corporation of New York, the Ford Foundation, the International Development Research Centre, the Technical Centre for Agricultural and Rural Cooperation, and UNESCO funded the workshop.

Senior university officials attending the Eighth Conference of the Association of African Universities were also eager to learn about CD-ROM. "CD-ROM for Academic Decision Makers: A Seminar on the Effective Use of the State-of-the-Art Information Technology" took place on January 20-21, 1993, at the University of Ghana, Legon as one of four concurrent conference sessions. A cooperative project of PCS-PIP, the AAAS, and KIT, the seminar covered what CD-ROM can do for the researcher; how CD-ROM works and the hardware needed for it; cost and funding strategies; and CD-ROM initiatives in Africa. With 45 participants, it was the Conference's most popular and well-attended



Marc Keylard, POPLINE CD-ROM Manager, conducting a session at "Marketing CD-ROM Services: A Workshop for Research Librarians" at the University of Ghana



Mrs. Yoshiko Zenda, UNFPA Country Director/Zimbabwe, with Anne Compton, PIP Associate Director, at "CD-ROM for Scientists," a workshop held in conjunction with the "Third Symposium on Science and Technology" in Harare, Zimbabwe.

concurrent session. The Carnegie Corporation of New York and the Ford Foundation funded the workshop. Numerous commercial CD-ROM publishers loaned over 50 CD-ROM databases for demonstration purposes and provided financial support for three of the five CD-ROM workstations.

"CD-ROM for Scientists" introduced, explained, and demonstrated the benefits of CD-ROM to scientists from Southern Africa. In addition to formal presentations by PCS/PIP and AAAS, ample time was built into the program for CD-ROM database demonstrations. Seminar

The British Council contracted PCS/PIP to facilitate a one-day seminar on marketing techniques and methods to enhance the use and effect of CD-ROM databases in libraries and documentation centers. Eighteen participants from developing countries attended the seminar, part of the Council's two-week course in "Technology for Libraries and Information Work in Developing Countries: Opportunities and Challenges" held in London in July 1993.

In addition, POPLINE staff are now publishing a newsletter specifically for users of POPLINE CD-ROM. Issues distributed in April, July, and September 1993 report on developing-country site activities, other development publications and databases, and news about POPLINE content and search features.

A special information packet on marketing POPLINE CD-ROM is scheduled for the next fiscal year, but PCS/PIP efforts are already paying off. Here are a few samples:

Base de Datos POPLINE Y LILACS
(Tecnología de Disco Láser)
Centro de Documentación APROFAM

INFORMACIÓN SOBRE POPLINE
Sección Referencia 7775560 word 5330

PLEASE MAIL TO:
Communications Unit,
Regional Center for Training in Family Planning,
The Ohio Hospital, Faculty of Medicine, Addis Ababa University,
Addis Ababa, E. Africa

تفضلنا براسفحة على العنوان التالي
وحدة الاتصال: المركز الإقليمي للتدريب على تنظيم الأسرة
مستشفى المشاهير - كلية الطب - جامعة أديس أبابا
الأحياء: أديس أبابا

What is Popline?
POPLINE (POPulative information on LINE) is a comprehensive, internationally accessible, computerized database that provides bibliographic citations with abstracts in the scientific literature on population and family planning. It is managed by the Population Information Program (PIP) of the Johns Hopkins University, the Center for Population and Family Health Library Information Program (CP-FH) of Columbia University, and Population Index of Princeton University. The database is linked to the United States Super 3 for International Development (USAID).

How to access Popline Information?
Fill in this form (attach post or form) and send it to the ICT's Communications Unit (the address is on the back of this form). We will mail you (in about two weeks) a set of accession codes and disk numbers. You will then mark the 3 mail returned documents, and mail them back to us. Abstracts of these 3 documents will reach you shortly after.

Name: _____
Date: _____
Permanent address: _____
Topic: _____
Send description of your research: _____

Publicity items developed by POPLINE CD-ROM sites.

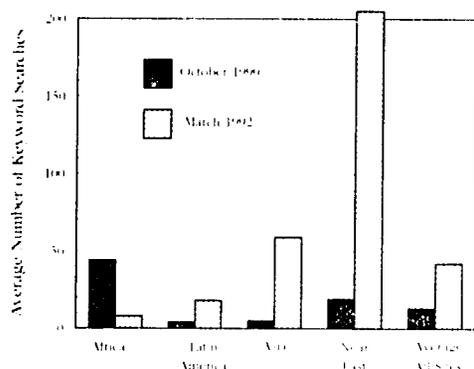
participants had an opportunity to conduct their own literature searches, many for the first time. This seminar took place on October 7, 1992, during the Third Symposium on Science and Technology hosted by the Research Council of Zimbabwe. PCS/PIP participation was funded by the Carnegie Corporation of New York and the Ford Foundation.

POPLINE CD-ROM USAGE REPORTING SYSTEM

In the Near East, POPLINE CD-ROM sites use POPLINE an average of three times a week. Each search session lasts about 17 minutes and 16 search queries are entered. POPLINE CD-ROM sites in Asia query POPLINE two times a week, but use the system 21 minutes per session.

This information was gathered by the POPLINE Usage Reporting System (PURS). PURS, a unique evaluation and monitoring system, works as an "automated questionnaire" and records every interaction between a user and the POPLINE database. When a site installs the POPLINE CD-ROM system, a file is created on the computer's hard disk. All interactions are recorded in this file. When a site receives a POPLINE update and reinstalls the system, this statistics file is automatically copied from the computer's hard disk to a statistics floppy disk that is sent along with the update. The site then returns this floppy disk to PCS PIP. PCS PIP uses PURS data to evaluate the interface and database design. In addition, PURS data indicate the amount and sophistication of use of POPLINE.

Keyword searches by region.



Each POPLINE update disc has a particular PURS analysis period. This period is the time interval between distribution

of one update and the next. Due to a change in production companies and the development of a new interface, these periods have been irregular but are now settling into six-to-seven month intervals. It should be noted that the Disc Date represents the contents of POPLINE as of that date, not the production or distribution date.

DISC DATE	DISC DISTRIBUTED	ANALYSIS PERIOD
Oct 1990	Nov 1990	Nov 90-Jul 92
Mar 1992	Aug 1992	Aug 92-Feb 93
Nov 1992	Feb 1993	Feb 93-Aug 93
Jun 1993	Aug 1993	Aug 93-Feb 94

In FY93 PCS PIP was able to work with two PURS analysis periods: Nov 90-Jul 92 and Aug 92-Feb 93. While the Feb 93-Aug 93 analysis period falls within FY93, PCS PIP has to receive the statistics disks from the sites. This takes an average of four months after the update is distributed.

PURS data show that POPLINE CD-ROM use increased during FY93. The average POPLINE CD-ROM site reporting use performed 15 searches per month with the October 1990 disc. This increased to 26 searches per month with reported use of the March 1992 disc. Regionally there was a wide spread: Near East at 61 searches per month, Asia at 31, Latin America at 15, and Africa at 10.

PURS not only indicates the number of searches done, but also shows how the search is performed. For instance, using keywords (POPLINE subject headings) in a search shows that a user can switch interface search modes, understands the basic

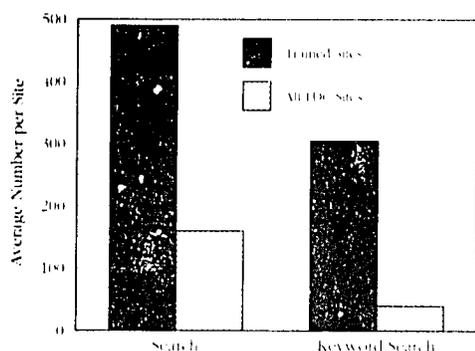
MAJOR POPLINE CD-ROM SOFTWARE ENHANCEMENTS FY93

NOVEMBER 1992

- Installation and search software on the compact disc
- Ability to sort a group of records alphabetically or numerically
- Automatic plural search looks for the plural as well as the singular form of a search word
- Report Options allows user to select note and format options for printed/downloaded records
- Year of Publication field searchable with > or < or other numeric symbols

JUNE 1993

- Configuration settings to predetermine temporary and permanent file paths, specify page length and top and bottom margins of printer paper, and set drives for downloading
- Streamlined printing and downloading with a special Records Menu to easily select from search text
- Custom format so users can select specific fields and their order for output, choose from a selection of record formats, and save and reuse custom formats
- Display of an alphabetical list of all the words in a multiword POPLINE keyword



Trained Philippines Site and all LDC Site Use

of field searching, and is familiar with the manual, *A User's Guide to POPLINE Keywords*. Sites using keywords are more likely to retrieve more relevant information. Overall, keyword searching increased dramatically in this period. In this case, it was primarily due to the new software design that facilitates the use of keywords. In the Near East keyword searching increased 900%. The average site increased 300%.

FY93 PIRS data show that training has a dramatic effect on POPLINE use. POPLINE staff trained eight organizations in the Philippines in May 1992. Their March 1992 use data is three times higher than other sites and keyword use is six times higher. Trained sites in Egypt showed a similar pattern with twice as many search queries as other sites.

PCS PIP focused on improving the rate of return of statistics disks this year. Disks are not returned because they are lost in the mail, are damaged, the data file on the user's hard disk is deleted accidentally, or the disk is lost at the site. The return rate for the March 1992 update was 56%. To increase this rate, PIRS was explained in the *POPLINE CD-ROM User's Manual*, in an article in the September 1993 *POPLINE On Disc* newsletter, and in special instruction sheets sent along with the update. Special green-colored statistics disks were sent with the June 1993 update to facilitate return. Sites that do not return their statistics disks or respond to reminders are even-

tually removed from the distribution list.

Redesign of PIRS software was also aimed at improving return rates and removing obstacles that prevent the disks from being processed. Of the statistics disks returned for the October 1990 update, nine were unreadable. For that update PIRS required a user to insert a statistics disk into the computer each time the database was searched. When it became apparent that frequent insertion of the statistics disk in the computer's floppy drive was damaging the floppy disk, PCS PIP redesigned PIRS. The statistics are now stored on the user's hard disk. When the system is updated the statistics file is copied onto a floppy disk supplied by PCS PIP. Of all statistics disks sent out with the March 1992 update, only one damaged disk was returned.

CD-ROM SUPPORT TO DEVELOPING COUNTRIES PROGRAM

Even though CD-ROM drives are relatively inexpensive, ranging from \$150 to \$800, some developing-country organizations lack the resources or hard currency to buy one. PCS PIP developed the CD-ROM Support to Developing Countries program to help meet this need.

If an organization located in a developed country purchases at least two CD-ROM drives for use at developing-country sites, PCS PIP will provide that organization with a free subscription to POPLINE CD-ROM. Normally, developed-country organizations subscribe to POPLINE CD-ROM from SilverPlatter Information, Inc. for \$790 per year, or National Information Services Corporation (NISC) for \$695 per year. Subscriptions to developing countries are free.

Thus, for an initial investment of approximately \$1,000, a developed-country organization saves \$700-800 per year indefinitely. Moreover, two more CD-ROM drives are in use in developing countries.

To date, eight organizations have participated in the program which has supplied 28 drives to developing countries. ■

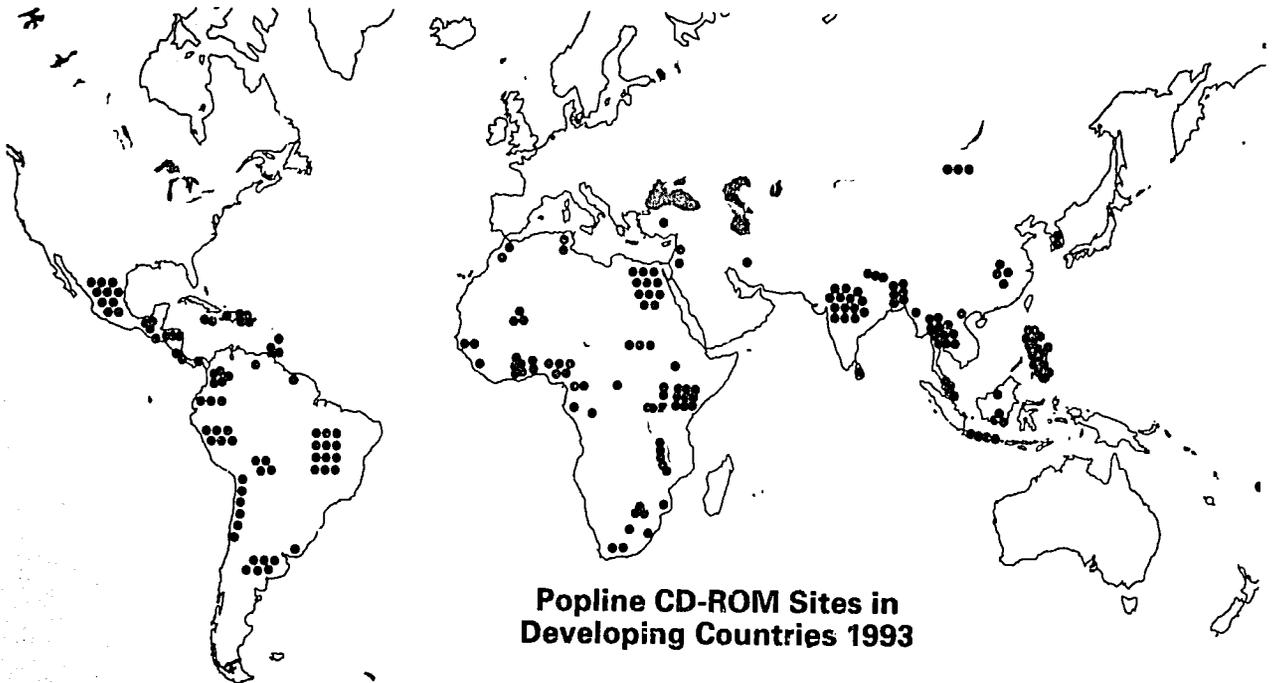


Around the World

NEAR EAST

I am glad to tell you that we have succeeded in installing the new version. It is really fantastic and very useful for our library users and researchers. I promise to send you some of our repackaged [POPLINE] products and how we used [POPLINE] in making some bibliographies.

Mahmoud Abdel Fattah,
Head Librarian, Cairo Demographic
Centre, Cairo, Egypt



Popline CD-ROM Sites in Developing Countries 1993

LATIN AMERICA

We have a fair number of students and staff working on projects in rural development. Population, family planning, and related health issues are part of their everyday experience. Because we are one of the best libraries in Honduras we have many visitors who also use our services. Several have asked about POPLINE.

Dr. George E. Pilz, Director,
Biblioteca Wilson Popenoe,
Escuela Agrícola Panamericana,
Tegucigalpa, Honduras

AFRICA

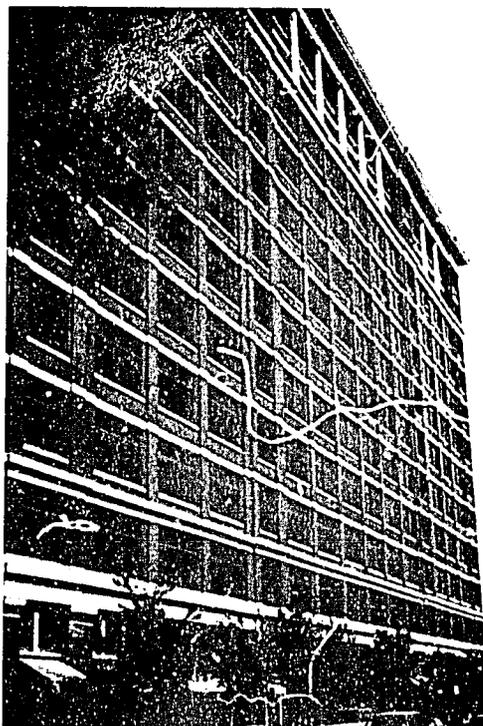
On another occasion I saw some excellent applied research being conducted by a lone, dedicated medical researcher in northern Nigeria who was able to keep up with the field by relying solely on POPLINE and Johns Hopkins University as his library.

Thomas McDevitt,
International Statistical Programs
Center, Bureau of the Census,
Washington, DC

ASIA

Our institution has the WHO Research and Training Centre in Human Reproduction, is involved in various population-based research and teaching programs, and has a considerable number of graduate students working in this area. Having POPLINE available will facilitate their work.

Dr. L. M. Nath, Professor & Head,
All India Institute
for Medical Sciences,
New Delhi, India



111 Market Place,
Baltimore, Maryland.

Program Administration

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

José G. Rimón, II is the PCS PIP Project Director responsible for day-to-day management of PCS PIP activities and direction of program operations. He concurrently serves as Deputy Director of CCP. Philippe Langlois is the Deputy Project Director for

operations and supervises field operations for all regions except Asia. James Williams is the Associate Project Director for Strategic Planning. Dr. Sung Hee Yun is the Associate Project Director and Chief of the Asia Division. The CCP Financial and Administrative Manager, Paul Bankerd, oversees fiscal and contractual management of the Project.

Eight Senior Program Officers are responsible for PCS PIP activities in their respective regions and countries including project development and monitoring. They are assisted by ten Program Officers,

two Program Assistants and four Program Coordinators. The program staff is further supported by a Research and Evaluation unit headed by Dr. Larry Kincaid, the Associate Director and Chief of Research and Evaluation. He is assisted by five Senior Research and Evaluation Officers, two Research Officers, and three Research Assistants.

A new Training Division was created this year with five staff members to coordinate workshops and seminars and to produce the "Advances in Family Health Communication" workshops. Materials collection and dissemination for PCS/PIP are handled by the Media Materials Collection staff and the Distribution Center.

PCS/PIP activities are also coordinated and supported by a number of field offices in Asia, Africa, and Latin America. The project currently has four offices managed by expatriate Resident Advisors, supported by local program and office staff. Four additional offices are managed by local hire employees or consultants.

A major change to PCS/PIP staffing occurred during FY93 with assumption of responsibility for the Population Information Program (PIP). This new division is managed by the Deputy Director for PIP and Editor of *Population Reports*, Ward Rinehart, and includes eight senior staff members, among them Senior Writers, Researcher Writers, and Editors. PIP also maintains the POPLINE bibliographic database which is managed by Anne Compton, the PIP Associate Director and POPLINE Coordinator. POPLINE has thirteen staff members, including a POPLINE Editor, an Acquisitions Librarian, and a POPLINE CD-ROM Manager.

STAFFING

Thirteen new members joined the program staff during the year. Ten have masters degrees, two have doctoral degrees, one has a bachelors degree and all have working experience in Africa, Asia, the Near East, or Latin America. The group includes nationals of Kenya, Lebanon, Peru, and the U.S. Collectively the new staff members speak ten languages other than English including French, Spanish,

Arabic, German, Italian, Malay, Indonesian, Kiswahi, Tshluba, and Kikongu.

Five members of the program staff left the project to pursue other professional opportunities: Maxwell Senior, Senior Program Officer II with the Asia Division; Mona Kaidbey, Program Officer II for the Near East Division; Lydia Clemmons, Program Officer I in the Africa Division; Michelle Hindin, Research Officer; and Elizabeth Nickerson, Program Officer II in the Latin America Division.

THE BIG MOVE

Anticipation replaced rumors in the spring of 1993 when the University announced it had completed negotiations to lease new office space for the Center for Communication Programs. CCP would leave its Mt. Vernon Center building on St. Paul Place to move to a nearby location, the Candler Building, at 111 Market Place in Baltimore's Inner Harbor area. Built in 1911 as a Coca-Cola bottling/manufacturing plant, the Candler Building was later leased as industrial space to individual manufacturing firms. In 1986, the General Electric Company purchased the building and converted it to commercial office space. The renovations resulted in an impressive building with state-of-the-art systems. The University was able to obtain this space at a cost savings (per square foot) and thus provide PCS/PIP with much-needed additional space.

The anticipation continued to rise during the summer. Careful planning took place throughout the spring and early summer, in order to build the new office area to CCP's specifications. Actual construction began in August. The Center prepared for a move to occur on October 1st. Organized chaos reigned during the month of September. A successful move began on September 29th — just in time to be reported in fiscal year 1993!

AUDITS

US Organizations

In accordance with the requirements of OMB Circular A-133, PCS requested copies of the A-133 audit reports from both US Not-for-profit Subcontractors: Program for Appropriate Technology in Health (PATH) and The Academy for Educational Development (AED). The only other prime subcontractor in the US was Saffitz Alpert & Associates, Inc. (SAAI), a for-profit organization. An audit of SAAI's final indirect cost rate was completed this year. PCS PIP is currently awaiting the final audit report to make any necessary adjustments.

Overseas Organizations

In FY93, JHU continued its efforts to coordinate audits with other Cooperating Agencies and IPPF Affiliates. JHU also initiated several audits using the external audit firm KPMG Peat Marwick. Several months were spent with KPMG developing a full program audit plan to comply with OMB Circular A-133. The status of these audits is listed below.

SUPPORT FOR US CONTRACTORS

PCS continued its long-term relationships with three US organizations—AED, PATH, and Saffitz Alpert & Associates, Inc. (SAAI). All of these organizations have experience in different aspects of communication programs and have earned the respect of organizations throughout the world.

In collaboration with JHU PCS PIP and the Centers for Disease Control, AED has provided long-term technical assistance

on AIDS/STD Prevention and Control in Santa Cruz, Bolivia. At the request of JHU PCS PIP, AED assigned Vice President for Communication in Latin America, Reynaldo Pareja, to serve as Resident Advisor to the Project. AED continues to provide assistance to the Egypt State Information Service Information Education Communication (SIS IEC) Center. AED also provided support in Nepal (needs assessment) and in Baltimore at the "Nouvelles Orientations de la Communication pour la Santé" workshop. Details on AED's involvement can be found in Appendix B.

PATH provided services in several project output areas including technical assistance, meetings and workshops, project management and administration, and the provision of films and materials to the M MC. PATH staff and consultants travelled to Pakistan and Uganda. PATH staff also assisted PCS PIP in Baltimore with the annual workshop. Details on PATH's involvement can be found in Appendix C.

SAAI worked in Egypt and the Central Asian Republic, providing technical assistance in the following ways: (1) developing and finalizing a Promoting Professional Provider strategy for the Ministry of Health Systems Development Project (MOH SDP) in Cairo, Egypt, and (2) conducting a needs assessment and developing plans for national IEC programs in Uzbekistan, Kazakhstan, and Kyrgyzstan in the Central Asian Republic. Details on SAAI's involvement can be found in Appendix D.

PROJECT NO.	ORGANIZATION	AUDIT FIRM	APPROXIMATE/ ACTUAL COST	AUDIT STATUS
AF-IVO-02	MIBEF	Unknown	Unknown	RFDSO/WCA conducting audit
AF-TAN-01	MOH	KPMG	\$5,500	Audit conducted, awaiting report
AF-KEN-06	URTNA PEC	KPMG	\$10-12,000	Under way
AF-SEN-02	URTNA PEC	KPMG	\$10-12,000	Under way
AF-GHA-01	MOH HFD	KPMG	\$11-16,000	Under way
AF-KEN-05	FPAK	Deloitte & Touche	\$1,800	Under way
AS-PHI-09	FPOP	Joaqui Conanan & Co.	\$1,100	Draft report received
AS-PHI-06	PLCPD	KPMG	\$9-11,000	Under way
AS-PHI-10	PLCPD	KPMG	\$9-11,000	Under way
AS-TUR-05	TEMPE	KPMG	Unknown	Under development
LA-BOL-02	CIES	Unknown	Unknown	Being bid with Pathfinder
LA-BOL-05	CIES	Unknown	Unknown	Being bid with Pathfinder
LA-GUA-01	CREA APROFACI	Unknown	Unknown	Under development
NE-MOR-04	MOPH	KPMG	Unknown	Under development

Table XI-1
Background Information on JHU PCS PIP Staff

Management

Phyllis Tilson Piotrow, Ph.D. (Political Science and Population Dynamics)—Director, Center for Communication Programs (CCP), and Principal Investigator, Population Communication Services Population Information Program, and senior faculty member, Department of Population Dynamics, Johns Hopkins School of Public Health. Dr. Piotrow has worked in international population, population policy, and communication programs since 1965. She initiated the Population Crisis Committee as Executive Director in 1965, the Population Information Program (PIP) in 1972, and the Population Communication Services (PCS) project at JHU in 1982. She serves on the Board of Directors of Population Action International (formerly the Population Crisis Committee). Her book, *World Population Crisis: The US Response*, is the standard history of US support for population assistance. In 1989 she received the Carl S. Shultz award from the Population and Family Planning Section of the American Public Health Association for contributions to the field of population and family planning and in 1991 a Charles A. Dana Foundation Award for Pioneering Achievements in Health and Education.

José G. Rimon, II, M.A., P.G.D.P. (Communication Population)—Project Director, Population Communication Services Population Information Program, Deputy Director of the Center for Communication Programs and faculty member, Johns Hopkins School of Public Health. He has post-graduate degrees in communication and in population studies and was a Mid-Career Fellow (Parvin) in development studies at Princeton University. He has taught graduate courses on communication and change and often serves as resource person on related topics at USAID, UNEPA, World Bank, Hopkins, and other universities. He was Director of IEC, Operations Manager, and Officer-in-Charge of the Commission on Population in the Philippines in the late 1970s. In the past two decades, he has developed and managed more than 100 communication and population projects worldwide, travelled and worked extensively in Asia, Africa

and the Near East, and served as consultant to regional and international agencies. He is known for his expertise in developing communication strategies, management of large communication and outreach projects, negotiations, and organization of training programs. He is currently on the Board of the University of Michigan International Population Fellows program and on the World Bank's Technical Advisory Group on IEC Strategy in Africa.

James R. Williams, B.A. (Marketing Journalism)—CCP Associate Director for Strategic Planning and PCS PIP Deputy Project Director. Mr. Williams is an expert in social sector communications, both domestic and international. He has over 25 years' experience in marketing and advertising and has worked for four of the largest international agencies in New York, Chicago, and Washington, D.C., including Grey, Benton and Bowles, William Esty, and DDB Needham where he was executive vice president and a member of the board of directors. He has developed marketing and communication programs for products ranging from P & G detergent to General Foods Cool Whip, Nabisco Oreo Cookies, Bristol-Myers Bufferin, and McDonald's hamburgers. He has consulted on social marketing programs in Africa, Latin America, Asia, and the Near East. Mr. Williams is current president of the Advertising Association of Baltimore and has served on the boards of directors of Planned Parenthood of Maryland, the Partnership for a Drug Free America, Maryland Museum of African Art, and Baltimore Reads. He has received numerous awards including the two highest honors bestowed by the American Advertising Federation.

Philippe F. Langlois, B.A. (English Literature)—Deputy Project Director for Operations. Mr. Langlois, a native of Canada, has experience in public relations, audio-visual production, training, and media materials development. For over a decade, Mr. Langlois has provided technical assistance in the design and implementation of family planning IEC programs in developing countries. He held the position of Chief of the Africa Division until 1991. Since 1990, he has also been the Director of the French-language

version of the "Advances in Family Health Communication" workshops, "Nouvelles Orientations de la Communication pour la Santé."

Paul Bankerd, M.B.A. (International Business)—Associate Director for Finance and Administration. Mr. Bankerd is a management expert with 20 years of 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.

Elizabeth DuVerlie, M.A., M.H.S. (Health Planning and Administration)—Special Assistant to the Director. Ms. DuVerlie has a background in intercultural communication as well as extensive experience in program development and administration, conference design and implementation, and health communication. She holds a Master of Health Sciences degree in health planning and administration as well as a Master of Arts in French. She taught French at the college level for ten years and has published instructional materials for French students of English. Ms. DuVerlie has designed and organized conferences for health care managers and policymakers and helps administer and conduct the JHU CCP three-week workshop, "Nouvelles Orientations de la Communication pour la Santé." As Special Assistant to the Director of JHU CCP, she also undertakes a wide range of writing and editing assignments and administers special projects.

Penelope McMullan Johnson, M.Ed.—Researcher/Writer. Ms. Johnson's business background in consumer products marketing includes heading up strategic planning and new product development for McCormick Schilling, the domestic unit of the Fortune 250 international marketer of spices and specialty foods. She also managed marketing planning for Black & Decker's Medical Products Group, a venture in cordless rechargeable surgical instruments that grew out of NASA's commercialization program. She recently researched and designed a comprehensive health communication program for the pediatrics department of a large Washington, D.C. area hospital. On loan from industry to the US Agency for International Development in 1989, she worked on a weaning food project

in Swaziland. She joined PCS PIP during FY93 and is presently completing her doctorate in Health Communication at the Johns Hopkins School of Public Health.

Ann Marie Lesch, B.F.A. (Design)—Graphic Designer. Ms. Lesch has been working in the field of advertising for ten years, four in New York City with the agency J. Walter Thompson. Prior to joining PCS PIP in 1991, she spent several years as creative director with two different agencies. She is skilled in advertising design, marketing concepts, and computer generated design. Ms. Lesch has won several awards, including a Clio, a New York International Advertising Award, an Art Directors Club silver medal, and most recently a Regional Addy for the Population and Environment poster. She provides creative support to PCS PIP staff through the Creative Resources Group.

Rita C. Meyer, B.A. (English Literature)—Senior Publications Editor. Ms. Meyer writes, edits, illustrates, and produces publications that range from scholarly articles to annual reports to materials for clinic workers in developing countries. Upon completion of fellowships in fine arts painting and drawing at the Art Students League of New York, Ms. Meyer exhibited her work in New York and Baltimore. Her background includes training in music and writing/editing for magazines and journals in New York City. At PCS PIP she was editor and art director for *The Enter-Educate Conference: Entertainment for Social Change* and *Planning Your Family*; a flipchart for Africa produced in conjunction with the International Planned Parenthood Federation.

Field Operations

AFRICA DIVISION

Opia Mensah Kumah, M.A. (Journalism and Communication)—Africa Division Chief and Senior Program Officer II. Mr. Kumah, a citizen of Ghana, has worked in print, radio and TV production, taught international communication, and served as communication consultant and health consultant to international organizations in Africa. He has expertise in market research and long-term field experience managing USAID primary health care family planning projects in Africa. He has also been executive head of a major advertising agency in Africa. Mr. Kumah is fluent in four languages.

Danielle Baron, M.S. (Educational Technology)—Program Officer II. Ms. Baron has traveled and worked extensively in both East and West Africa for the past ten years. Ms. Baron is an expert in media materials development and in interpersonal communication training. Ms. Baron has worked as a freelance video and slide producer, taught audiovisual and print materials production techniques, and provided consulting services to international organizations. With the World Health Organization's Global Programme on AIDS, Ms. Baron undertook a wide variety of assignments, including development of an IEC campaign for prostitutes in the Ivory Coast and conducting a nationwide AIDS KAP survey in the Congo. She is bilingual in French and English with a working knowledge of Spanish.

William Glass, M.S. (Development Communication)—Program Officer I. Mr. Glass studied cultural anthropology as an undergraduate and development communication as a graduate student. He has experience in media production and training. He has served as research assistant to family planning medical and MIS professionals, conducted intercultural training and communication strategy training for developing country professionals, evaluated a public health communication campaign in Africa, and produced radio and multi-image programs on development issues.

Cheryl Lettenmaier, R.N., M.P.H. (International Health)—Africa Division Deputy Chief and Senior Program Officer II. Author of *Population Reports* on family planning counseling and maternal health, Ms. Lettenmaier has worked with PCS PIP projects in Africa for the past five years. She has considerable experience designing and overseeing multi-media national IEC campaigns, radio soap operas, print materials, and training for health workers. Prior to her work with PCS PIP, her international experience as a community health nurse spanned the globe from refugee camps in Indonesia and Thailand to an outpost in aboriginal Australia. In the United States, she has practiced pediatric nursing on an American Indian reservation and family planning nursing and AIDS counseling at inner-city clinics.

Winthrop Morgan, M.P.H. (International Health)—Resident Advisor, Ghana, and Senior Program Officer I. Mr. Morgan has several years of experience developing and managing health education projects in Africa. Prior to joining PCS PIP in 1989, he spent three years in the Republic of Liberia, assisting the Ministry of Health with the development of a regional Primary Health Care System, as a training and supervision coordinator and a consultant on community mobilization techniques. In the United States, he also collaborated with John Naisbitt and Patricia Aburdene on *Reinventing the Corporation*, a book on new approaches to organizational management.

Dan Odallo, M.A. (Communication and Population Studies)—Resident Advisor, Kenya. A citizen of Kenya, Mr. Odallo has worked in television production, and as a population communication specialist with the Kenya National Council for Population and Development. During more than six years with the Council, Mr. Odallo managed the production of an award-winning radio soap opera with a population theme, assisted with the development of a well-known booklet on population and family planning, and participated in numerous communication research studies. Mr. Odallo joined PCS PIP in October 1992 as the first PCS PIP Resident Advisor in Kenya.

Sharon K. Rudy, Ph.D. (Counseling and Consultation), NCC (National Certified Counselor)—Senior Program Officer I. Dr. Rudy, who joined PCS PIP during FY93, has almost 20 years of experience in program administration and teaching in counseling, training, and interpersonal and cross-cultural communication. She has implemented training systems and developed educational programs in Africa, Asia, South America, and Europe as well as throughout the USA. Her counseling experience includes family counseling, HIV and AIDS counseling, and working with youth. She has consulted with the US State Department, US Peace Corps, and various Ministries of Education and developed training curricula, evaluation instruments, and quality of care indicators for health counseling.

Corinne L. Shefner, M.A. (Communication Management)—Program Officer I. Ms. Shefner, a native of Canada, has worked in

the field of corporate management and has teaching experience in the field of communication. She has also been involved in research on the strategies used by organizations that lobby the entertainment industry in Hollywood to use entertainment-education to promote social issues. Ms. Shefner is bilingual in English and French.

Claudia Vondrasek, M.P.H. (Population Studies Health Education)—Program Officer I. Ms. Vondrasek joined PCS PIP in FY93. Prior to this, she had spent over six years in Central and West Africa working in education, communication, training, and program coordination. Ms. Vondrasek developed educational and communication materials for domestic family planning and AIDS prevention programs, and worked with youth in a peer-education theater project. She provided assistance to family planning quality of care studies, developing evaluation instruments and researching the indicators used to measure the impact of FP/FC campaigns worldwide. Ms. Vondrasek speaks French, Tshiluba, Kikongo, and Spanish.

ASIA DIVISION

Sung Hee Yun, Dr.P.H., M.P.H. (Public Health Population Communications)—Associate Director and Chief, Asia Division. Dr. Yun is also an Associate in the Department of Population Dynamics at the Johns Hopkins University School of Hygiene and Public Health, where he teaches a communication course entitled "Planning Population and Health Communication Programs." He is a native of Korea, with 25 years of continuous and extensive work experience in international population and health communication, initially with the Korean Family Planning Association as Director of Communication, the Korean Mothers' Club, Research and Evaluation, Planning and Management. He worked for the World Bank in Washington as a population and health communication expert staff for eight years prior to joining PCS PIP in 1986. Dr. Yun designed and supervised the first and second national population media campaigns of Turkey. His expertise includes strategic planning, needs assessment, project design, and media.

Pamela Allen, Ph.D. (Mass Communication)—Country Representative, Nepal, and Program Officer II. Dr. Allen has extensive experience in project management and

research. Previously, she served as Research Associate at the Center for Policy Studies in Education at Florida State University where she managed and conducted policy research for the Florida Department of Education and the Florida State Legislature. Dr. Allen has authored several award-winning proposals, one of which developed educational interventions for prevention of drug use by middle school children. She also worked with USAID in Botswana providing technical assistance to the Curriculum Development and Evaluation Department, MOE, in assessing and revising the organizational structure within the department.

Mrudula Amin, M.A. (Communication Management)—Program Officer II. Ms. Amin has extensive international experience in commercial advertising and media production. Ms. Amin served for four years as the National Advisor to the Ministry of Health and Family Planning, Government of Bangladesh. While working in this capacity, Ms. Amin assisted the ministry in designing, implementing, monitoring, and evaluating a multimedia strategy for promoting childhood immunization in the country with a focus on training field workers in inter-personal communication techniques. Ms. Amin is conversant in French and fluent in Chichewa (Malawi), Hindi, Gujarati, and Bengali.

Patrick L. Coleman, M.A. (Communication)—Senior Communication Advisor in the Philippines. Mr. Coleman is a specialist in developing communication strategies and in radio and TV production, including innovative use of audio visual equipment. His more than 15 years of work in development communication include an ORS and sanitation project with the Ministry of Health of El Salvador. He has played a major role in strategy development for the "enter-educate" approach to social marketing communication campaigns. He was the conceptual designer of the Lea Salonga project during 1986-88, which used a popular entertainment format to promote family planning and sexual responsibility among Philippine young people. Mr. Coleman served as PCS Senior Program Officer for Latin America for three years, and as PCS Project Director from 1986 to 1990. In 1991 he was the co-winner of a Charles A. Dana Foundation Award for Pioneering Achievements in Health and Education.

Ronald W. Hess, M.P.S. (Communication Arts)—Senior Program Officer I. Mr. Hess is an IEC specialist with 16 years' experience working in the mass media in the fields of population, environment, and education. As a member of the PCS PIP Asia staff, he is responsible for the design and management of programs. These have included coordinated social drama media campaigns, projects promoting providers and services, developing institutional partnerships with the media, development of field-level IEC print materials, training, and evaluation. Mr. Hess speaks Hindi and Urdu.

Marsha McCoskrie, M.A. (Communications Management)—Program Officer I. Ms. McCoskrie has extensive experience in the design and production of graphics for print and video media. She has written, directed, and produced over 75 video presentations and designed and coordinated multi-media campaigns. This media work has covered topics ranging from health and interpersonal communication to high technology theory and process training and product marketing. Ms. McCoskrie has also utilized improvisational theater and counseling training techniques to develop creative approaches to training and teaching in a variety of settings. Ms. McCoskrie lived in Thailand for four years, is familiar with Thai and conversant in Spanish.

Anne Palmer, M.A.I.A. (Communication and Development Studies)—Program Assistant. Prior to joining PCS PIP in FY93, Ms. Palmer coordinated the 1992 Global Media Awards in Population Reporting at the Population Institute. Before that, at Planned Parenthood of Minnesota, she counseled patients about contraceptives, abortion, sterilization, and reproductive physiology. She has also taught reproductive health classes to teenagers, and designed and implemented a sexuality education course for parents of young children and day care providers in rural Ohio. She is conversant in Indonesian.

Edson E. Whitney, M.P.S. (Communication Arts)—Country Representative (Bangladesh), Senior Program Officer II. 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. He speaks Thai and Indonesian.

Ricardo Wray, M.S. (Communication)—Program Officer I. Mr. Wray has worked in film, video, and radio production documenting the impact of development on indigenous communities and the environment in the US and abroad. He conducted an impact evaluation of *Consequences*, a film about adolescent pregnancy in Kenya, and has developed and implemented distance education and participant training programs in Latin America. He speaks Spanish and French.

LATIN AMERICA/CARIBBEAN DIVISION

Alice Payne Merritt, M.P.H. (International Health Family Planning)—Latin America Division Chief and Senior Program Officer II. Ms. Payne Merritt has over a dozen years of experience in health communication, social marketing, and integrated rural development in 15 countries throughout Central and South America as well as the Eastern Caribbean. She has designed and managed a wide variety of family planning and reproductive health projects including mass media demand generation campaigns. Ms. Payne Merritt also has expertise in creating AIDS prevention interventions for high-risk groups, such as street youth and others. Projects under her leadership have received numerous awards, including the Bronze Lion at Cannes, Gold Medal at the London International Advertising Awards, and the Rosa Cisneros Award. She is fluent in Spanish and conversant in Portuguese.

Luis Ramiro Beltran, Ph.D. (Communication, Education and International Development)—Regional Communication Advisor. Dr. Beltran, a citizen of Bolivia, is one of the foremost authorities in the field of health communication in Latin America, with more than 50 years of experience. Before he began to specialize in the use of mass media in the service of development programs, he worked as a journalist, broadcaster, film producer, and advertising executive. As a communication specialist, Dr. Beltran has worked in virtually all Latin American countries teaching educational communication skills. He was the first winner of the World Communication Prize, the McLuhan Teleglobe Canada Award granted to him in recogni-

tion of his outstanding career as a development communication specialist. In addition to his work in development communication, he writes fiction and poetry, having published in Bolivia and Colombia. Dr. Beltrán is a leading figure in Latin American communication research and a social critic of international reputation. He is fluent in English and conversant in Portuguese and French.

Michelle Fryer, M.A. (International Development Education)—Senior Program Officer II, Latin America Administration Divisions. Ms. Fryer joined PCS PIP during FY93. Her expertise lies in the design, implementation, and evaluation of school and community-based instructional systems. For more than a decade, Ms. Fryer has focused her efforts in Latin America and the Caribbean, where she has pioneered the application of interactive radio in environmental and public-health education and documented its impact on behavior change. Ms. Fryer is fluent in Spanish and conversant in French.

Patricia Poppe, M.S.A., M.A. (Communication and Education)—Senior Program Officer I. Ms. Poppe, a native of Peru, has worked in communication and development since 1978. Most of her experience has been in Peru, Brazil, Bolivia, Mexico, Argentina, and South Korea, serving as a consultant to international organizations such as UNESCO and FAO. She has designed, managed, and evaluated communication and training interventions on health, family planning, women's issues, and agriculture in several Latin American countries. Ms. Poppe also has expertise in video production and the design of a variety of media materials. In addition to being fluent in Spanish, Ms. Poppe is conversant in Portuguese.

Walter Saba, M.H.S. (Health Communication)—Program Officer I. Mr. Saba joined the Latin America Division during FY93. He has 15 years of experience working on TV and radio production. Over the past seven years he has designed, implemented, and evaluated mass media campaigns on AIDS prevention and family planning, organized IEC workshops, conducted formative research for message development, and provided technical assistance for the development of educational video and radio programs. Most of Mr. Saba's experience is

in Bolivia, Ecuador, and his native Peru, where he has worked very closely with both the private and public sectors, acting as a consultant in communications for numerous cooperating agencies and international organizations.

NEAR EAST/EASTERN EUROPE DIVISION

Bushra Jabre, M.P.H. (Health Education)—Near East/Eastern Europe Division Chief and Senior Program Officer II. Ms. Jabre has extensive experience in the fields of health communication and women's development in various regions of the world: Near East, South Pacific, West Africa. Formerly the Regional Advisor on Health Communication and Women's Programs with UNICEF Regional Office for the Middle East and North Africa, she has been involved in program planning and evaluation, training, and material development in numerous countries. She has several publications by The South Pacific Commission, UNICEF and UNESCO, and has acted as resource person in international meetings organized by UNESCO, IPPF, and UNDP. She is fluent in Arabic and French.

Carol Haddaway, M.S. (Applied Behavioral Science)—Program Coordinator. Ms. Haddaway is responsible for overall management and coordination of administrative and programmatic functions for the Division and has three years of experience in program management with the Philippine and Bangladesh projects. Prior to joining JHU PCS PIP, Ms. Haddaway worked extensively in the airline industry in marketing, sales, and reservations, and owned and operated her own agency in Trinidad, W.I. Ms. Haddaway speaks Spanish and French.

Lamia Jaroudi, M.S. (Mass Communication)—Program Officer I. Before joining PCS PIP in FY93, Ms. Jaroudi worked in marketing, advertising, and public relations both in the US and overseas for companies such as Ogilvy & Mather, one of the largest global international agencies. Ms. Jaroudi developed marketing, promotion, and corporate identity programs for products and companies like American Express, Kraft General Foods, and Reckitt & Colman. She has consulted on advertising campaigns for global brands established in the Near East market and recommended marketing positioning

strategies for newcomers to the area. Ms. Jaroudi is the author of a paper on the nature of advertising in the Near East in relation to trends in international communication and of published articles which have appeared in the *Wall Street Journal* and other newspapers. She is trilingual in Arabic, French, and English and is fluent in Italian.

Screen Thaddeus, M.A., M.P.H. (International Health Family Planning)—Program Officer II. Ms. Thaddeus, who came to PCS PIP in FY93, has considerable experience in various aspects of family planning, including training, IEC, and service delivery. She has designed training materials and conducted workshops in Arabic, French, and English in the Near East and Africa. Before joining JHU PCS PIP, she was affiliated with the Center for Population and Family Health at Columbia University. Most recently, Ms. Thaddeus spent three years in Yemen as the Resident Advisor for the Family Planning Service Expansion and Technical Support (SEATS) Project. In that capacity, she managed a multi-faceted portfolio of activities promoting family planning service delivery through both the public and private sectors in Yemen. Ms. Thaddeus is the primary author of the well-received *Too Far to Walk*, a publication outlining the nonmedical factors contributing to maternal deaths in the developing world. She is fluent in Arabic and French.

Media/Materials Collection and Creative Resources Group

Hugh M. Rigby, B.A., P.G.C.E. (Design Education)—Media Materials Supervisor and Co-Editor of the PCS Packet Series. Mr. Rigby received a BA (Honors) from Manchester College of Art and Design and a Post-Graduate Certificate in Education. He came to PCS/PIP in 1988 from the Eastern and Southern Africa Regional Office of UNICEF, where he was Visual Communication Officer for five years; his position there involved development of the communication components of UNICEF programs to promote child survival and development in the region. Previously he practiced as a graphic designer, primarily developing media materials for African audiences, and as an instructor of the visual arts at the primary, secondary and university levels.

Susan A. Leibtag, M.L.S. (Library Science)—Media Materials Program Officer and Co-Editor of the PCS Packet Series. Ms. Leibtag has been with the Media Materials Collection since 1983, serving first as Librarian. She received her library science degree from Columbia University in 1976 after which she spent several years as a document specialist working on the Holocaust Documentation Collection at the YIVO Institute for Jewish Research in New York. She received certification as an archivist from the US National Archives in 1977. In addition, she worked for the President's Office of Columbia University and for the Dean of the Columbia University Business School before coming to Baltimore in 1979. She has worked at JHU in the field of population and maternal child health for 13 years and is particularly experienced in the establishment, organization, and utilization of special collections.

Margaret A. D'Adamo, M.L.S. (Library Science)—Media Materials Librarian. Ms. D'Adamo has extensive experience in the field of special collections. Prior to joining JHU PCS PIP, she was curator of a special collection of alternative journals and newspapers for 12 years. She was also an editor of the *Alternative Press Index*, an index to alternative magazines and newspapers. She is a certified media specialist and also has experience as an indexer, a reference librarian, and a school librarian. She is fluent in French and conversant in Spanish.

William P. Racine—Media Materials Specialist. Mr. Racine came to PCS PIP from the Peabody Conservatory of Music where he was Coordinator of Audio Visual Services and the Assistant to the Director of Recording Arts and Sciences. While at Peabody he was the sound engineer for performances by the Conservatory Orchestra, Opera Department, and Preparatory Dance Department. He has an extensive background in audio and video production and has engineered commercial music releases in both classical and popular music. He is an accomplished nature photographer and has worked in the field of weddings and portraiture. He is a member of the Audio Engineering Society and the International Communications Industries Association.

Cynthia K. Shaw, A.A. (Art Education)—Media Materials Assistant II. Ms. Shaw came to PCS PIP from the Office of Public Affairs News and Information Services of The Johns Hopkins University. Her public relations experience also includes several years with the American Red Cross as Assistant to the Director of the Public Affairs Office, and with the Hecht Co., a Washington, DC-based chain of retail department stores, as coordinator of advertising production. She has been with the Media Materials Collection for seven years. She manages the dissemination of media materials to family planning health professionals worldwide, and manages the visits of international health professionals to the Media Materials Collection.

Training Division

Benjamin V. Lozare, Ph.D. (Communication)—Training Division Chief and Senior Research and Evaluation Officer. Dr. Lozare has 20 years of experience in research, teaching, and practical work in international and development communication. As Dean of the College of Arts and Sciences at the Health Sciences Campus of the University of the Philippines, he was responsible for strengthening the humanities and social science orientation of students preparing for careers in the health sciences. He served as the first Director-General of the Philippine Information Agency, a national institution which provides development communication services to government ministries and international development agencies. He has also served as Deputy Secretary-General of the Asian Mass Communication Research and Information Center Foundation, a leading non-governmental organization in Asia and the Pacific, and consulted with UN agencies such as the World Health Organization, the Economic Commission for Asia and the Far East, and the UNFPA.

Cathryn S. Wilcox, M.P.H. (Public Health Maternal and Child Health)—Training Program Officer I. Ms. Wilcox has several years' experience working in community-level health education and training. She joined JHU PCS PIP in 1991 to work in the Nigeria Division, after receiving her MPH from the University of North Carolina, Chapel Hill. Ms. Wilcox spent over two years in the Federated States of Micronesia designing and implementing maternal and child

health education programs with the local and national public health department. She also assisted the Ford Foundation in developing their Reproductive Health Program in the Philippines. In the US, Ms. Wilcox established a health education program for a rural North Carolina community health clinic and has worked with adolescents on probation. Ms. Wilcox is conversant in German and Chuukese (a Micronesian language).

Nicole Bouver, B.S. (Chemistry)—Program Assistant. Ms. Bouver is responsible for the overall logistical support of planning and implementing US and international workshops. She provides administrative and programmatic support to the training program division and research staff in managing PCS PIP projects. Ms. Bouver previously worked in Casablanca, Morocco and Augusta, Georgia as a laboratory Research Assistant III. She has many joint publications on Hemoglobin Sickle Cell Anemia in the *British Journal of Haematology*, the *New England Journal of Medicine*, and *Nature*. A native French speaker, she worked as the Bilingual Program Coordinator for JHPIEGO, serving as liaison with their International Training Center, prior to joining JHU PCS PIP.

Alsandria Miller, M.A. (Vocal Performance)—Materials Coordinator. Ms. Miller coordinates the production of training materials and assists in planning and implementing Baltimore and internationally based workshops. She has extensive experience in layout design software for microcomputers as well as in research data analysis. Ms. Miller is currently continuing graduate level work in the fields of education and marketing at Johns Hopkins University.

Research and Evaluation Staff

D. Lawrence Kincaid, Ph.D. (Communication)—Head, Research and Evaluation Division. 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. Dr. Kincaid developed MIRS—Media Impact Research System—a method of measuring the intermediate steps of communication that eventually lead to

behavior change. He has published numerous articles as well as two books, including the first major book to highlight the differences in communication practice in the East compared to the West, *Communication Theory: Eastern and Western Perspectives* (1987). An Associate Professor in the School of Hygiene and Public Health, he teaches and directs graduate student and fellowship research in family planning communication.

Miriam N. Jato, Dr.P.H. (Public Health Research)—Senior Program Evaluation Officer. Dr. Jato, a Cameroonian, has developed and taught health education and public health courses to nurses, doctors and graduate students for 15 years. A public health and communication consultant to regional and international agencies in Africa, she has co-authored and authored two African health professional text books: *The Nurse and Community Health in Africa* and *Principles and Methods of Health Education for Africa*. She is an expert in quantitative and qualitative research methodologies in public health research. She has served as adviser for several student theses.

Young Mi Kim, Ed.D. (Counseling Educational Psychology)—Senior Program Evaluation Officer. Dr. Kim, a Venezuelan citizen born in Korea, has extensive experience working with international organizations in family planning, population education, and health education. She has also worked at the Kinsey Institute for Sex Research. She teaches at the Johns Hopkins School of Hygiene and Public Health as well as at the School of Continuing Studies and has had a successful academic career at several universities in Venezuela. Dr. Kim has authored several publications in her major field of expertise, qualitative and quantitative methods in communication and education research and evaluation and is on the Advisory Board of the *International Journal for the Advancement of Counseling*. She has worked in Latin America, Asia, Africa, and Europe and speaks fluent Korean and Spanish.

Karungari (Karusa) Kiragu, Ph.D. (Population Dynamics)—Research and Evaluation Officer. Dr. Kiragu has extensive background in epidemiology with specific focus on family planning and demographic applications. She has designed and implemented several community-based research

projects, most recently in her native country, Kenya. She has authored several manuscripts and has presented results of several community-based health studies at national and regional conferences. Her Ph.D. thesis examined adolescent sexual and contraceptive behavior in Kenya. She is a recent graduate of the Johns Hopkins University School of Hygiene and Public Health, where her work was recognized and funded by the Ford and Rockefeller Foundations, and where she received the prestigious Paul Harper Award for academic excellence.

Gary L. Lewis, M.A. (Demography)—Senior Research and Evaluation Officer. Mr. Lewis came to PCS PIP in FY93 following four and one-half years in Africa as the resident advisor to the Centre for African Family Studies in Nairobi. Previously he was the research advisor to the National Family Planning Coordinating Board (BKKBN) of the Government of Indonesia and the Technical Director of the Contraceptive Prevalence Survey Project. Mr. Lewis has worked in 25 countries in Asia, Africa, and the Caribbean. He has extensive experience in institutional development, research methodology, training, project development, survey design, management information systems, evaluation, program management and data utilization for policy development and program implementation.

John Douglas Storey, Ph.D. (Communication Research)—Senior Research & Evaluation Officer. At PCS PIP Dr. Storey combines his formal training in communication theory with over 10 years of practice in the fields of health communication and development. He has lived in Malaysia and Belize and speaks Malay-Indonesian fluently. Dr. Storey obtained his doctoral degree in Communication Research from Stanford University. Prior to joining PCS PIP in FY93, he was an Associate Professor at the University of Texas at Austin where he taught communication development and was Head of Mass Communication in the Radio-TV-Film Department. He co-authored a book chapter with Dr. Everett Rogers called, *Communication Campaigns*, and has published several reviews, journal articles, and technical reports in the field of communication. Currently, Dr. Storey's interest is in looking at culture as a cognitive framework for generating and interpreting messages, and the cultural factors affecting the use and impact of communi-

education media for health promotion; and participatory communication.

Thomas W. Valente, Ph.D. (Communication)—Research and Evaluation Officer. Dr. Valente received his Ph.D. from the Annenberg School for Communication, USC. His main research interest is the diffusion of innovations, technology transfer, and mathematical modeling. Dr. Valente's recent Ph.D. dissertation, *Thresholds and the Critical Mass: Mathematical Models of the Diffusion of Innovations*, used mathematical modeling to explain threshold and critical mass models of the diffusion of innovations. He also has a strong research interest in communication network analysis, a formal system used to explain relations among people in a social system.

Hong Zhang, M.D., M.P.H. (Epidemiology/Biostatistics)—Research and Evaluation Officer. Dr. Zhang has been with The Johns Hopkins Hospital and the School of Hygiene and Public Health for six years. She is experienced in experimental and survey research designs and in conducting and evaluating clinical and population studies. She has expertise in international health and family planning communication in developing countries, particularly in statistical analysis of project evaluation research results.

Population Reports

Ward Rinehart, M.S. (Science, Technology, and Public Policy)—Deputy Director, Population Information Program, and Editor, *Population Reports*. Since 1978, Mr. Rinehart has edited *Population Reports*, the international review journal on population, family planning, and related health topics. He has written many issues of *Population Reports*, including most recently, "Counseling Clients About the Pill." As a consultant for the United Nations Population Fund (UNFPA), Mr. Rinehart conducted a workshop with the China Population Information Center on preparation of scientific review publications. Before becoming Editor of *Population Reports*, Mr. Rinehart wrote for *Population Reports* and about reproductive health and about environmental issues for a variety of other publications.

Stephen M. Goldstein (Publishing Manager)—Managing Editor, *Population Reports*. Mr. Goldstein has 12 years of experience

writing, editing, and publishing print materials for dissemination to developing countries. He served as Managing Editor of *Development International* magazine, and as Director of Publications for the Population Reference Bureau. In the early 1980s he was project director of AID Resource Report, a multi-sectoral, USAID-funded newsletter. His experience in journalism dates back to the early 1970s and includes print, radio, and television news in the United States and in Israel, where he worked for the Associated Press as a news correspondent.

Robert E. Lande, B.A. (History)—Researcher/Writer. Mr. Lande has worked as an editor or writer in the field of family planning for 12 years. He is currently a staff writer for *Population Reports*. Previously he was Researcher/Writer for the Johns Hopkins Program for International Education in Reproductive Health (JHPIEGO) and a Project Editor at the Population Council, where he worked on the journal *Studies in Family Planning*.

Laurie Liskin, M.A., Sc.M. (Health Education)—AIDS Program Coordinator, Center for Communication Programs, and Faculty Associate, Department of Population Dynamics. Ms. Liskin has 11 years' experience in family planning and AIDS prevention communication. Since 1988 she has worked on designing and implementing AIDS communication programs, including development of a counselling training video, radio scripts, print materials, and AIDS curricula for secondary schools, in Zambia and Nigeria. Among her many publications Ms. Liskin has written or edited 16 issues of *Population Reports*, including two highly acclaimed reports on AIDS and a recently published report on female condoms. She is a member of the AIDS Prevention Education Advisory Committee of the Howard County Public Schools and has served on the Family Planning Advisory Board for the State of Maryland.

Ann P. McCauley, Ph.D. (Anthropology)—Researcher/Writer, *Population Reports*. Dr. McCauley is principal author of *Population Reports* issues on Norplant and women and family planning. She teaches Anthropology at the Johns Hopkins School of Continuing Studies and has taught at the University of San Francisco and the University of Califor-

nia at Berkeley. She holds a masters degree from Columbia University and a doctorate from the University of California at Berkeley. Dr. McCauley has been a Faculty Associate in the Department of International Health of the Johns Hopkins School of Public Health. She has also been a research associate with the Helen Keller Foundation and at the Wilmer Eye Clinic at the Johns Hopkins University. She has published articles based on her work in Indonesia and Tanzania.

Bryant Robey, M.A. (English Education)—Senior Writer. Mr. Robey, principal author of the *Population Reports* issue "The Reproductive Revolution: New Survey Findings," has 15 years of experience reporting on and interpreting population topics. He is the founding editor of *American Demographics Magazine*, now a subsidiary of Dow Jones and Company, and is the author of the book *The American People*, a comprehensive analysis of the 1980 US census results. For five years Mr. Robey wrote a monthly column, "Demographics," for the magazine *Marketing Week*. He is the author of two issues of the Population Reference Bureau's *Population Bulletin* and has written many articles for newspapers and magazines. Mr. Robey has been Director of Communications for the IMPACT Project of the Population Reference Bureau and Editor of *Asia-Pacific Population & Policy* at the East-West Population Institute. He also has directed public information, public affairs, and press relations at Cornell University and the East-West Center. At JHU PCS PIP he serves as coordinator of the Journalists Initiative and has participated in project activities in Bangladesh, Mali, and Tanzania in addition to writing issues of *Population Reports*.

Pollyanna Tribouillier Schroeder, M.A. (Musicology), M.A. (Latin American Social History), J.T. (Juridical Translation)—Foreign Language Editor, *Population Reports*. Ms. Schroeder's experience as translator includes working in her native Guatemala with the Institute for the Development of Production and the Guatemala Permanent Mission to the UN, New York City. Her experience in the field of music led to an appointment with the Organization of American States, Washington, DC, where she developed music education curricula for Latin American schools. As writer-editor she collabor-

ated in several series of bilingual education textbooks published by Scott Foresman, the MacMillan Company, and Houghton-Mifflin. She has published articles on Latin American music and culture in *Vision*, a Mexican magazine, *Editorial Research Reports*, *Americas*, and for the USA in Washington, DC. Her expertise includes radio broadcasting and TV production of musical programs presented in Guatemala, San Juan and Mayaguez, Puerto Rico, New York, and Indiana. Ms. Schroeder is fluent in Spanish and conversant in French and Portuguese.

POPLINE

Anne W. Compton, M.L.S., M.B.A. (Library Science and Business Administration)—Associate Director and POPLINE Coordinator, Population Information Program. Ms. Compton has over 20 years' experience in the information services field. She is an authority on the use of CD-ROM technology in developing countries with her development of POPLINE in compact disc (CD-ROM) form. She has conducted numerous training programs in the use of POPLINE CD-ROM in Asia, Africa, and the Near East. She has also designed and facilitated several special workshops to introduce CD-ROM technology to African researchers. Prior to joining JHU PIP, she managed several scientific and technical libraries where she introduced and implemented a variety of innovative information dissemination activities.

Catherine A. Hollis, M.A. (Library and Information Science)—POPLINE Liaison, National Library of Medicine (NLM). Ms. Hollis has worked in medical libraries, both academic and hospital, since 1980, and began work at PCS PIP in FY93. She has extensive experience in online searching of the NLM databases. Ms. Hollis has taught end-user searching of these databases to hospital staff and students, using both CD-ROM and NLM's Grateful Med software. She has served as Hospital Library Representative for the Northeastern Regional Medical Library Committee and chaired and served as member of the Automation Committee for the consortium for Health Information and Library Services, a cooperative group of libraries in the Tri-County area of greater Philadelphia.

J.W. Marc Keylard, B.A. (Dutch Literature)—POPLINE CD-ROM Manager. Mr. Keylard, who joined PCS PIP in FY93, is a native of the Netherlands. He has been active in the field of CD-ROM database publishing and interface design since 1988. He has developed and executed numerous CD-ROM implementation projects in Africa and South-east Asia. He has extensive experience in information marketing and has conducted seminars and workshops on this topic for developing country information providers.

Victoria J. Kimm, B.S. (Economics/Political Science)—POPLINE Acquisitions Manager. Ms. Kimm is an expert database searcher with extensive experience on all the major database systems and also numerous specialized files. Before coming to PCS PIP in FY93, she was in charge of acquisitions at the National Standards Association and coordinated production of its hardcopy and microfiche products. As supervisor of the Fulfillment Division at Information on Demand, Inc. (a full service document delivery company), she provided over 50,000 documents annually to Fortune 500 companies.

Judith A. Mahachek, M.L.S. (Library and Information Services)—Technical Services Librarian. Ms. Mahachek has provided library services and produced information products for 17 years. Prior to joining the POPLINE staff in 1980, she supplied reference, cataloging, and acquisition services to public, academic, and government libraries. She also contributed to the production of the ERIC database and consulted in information system design. She has managed the production of the POPLINE bibliographic record for nine years, implementing the transition to a computerized data entry and production system and creating comprehensive bibliographic standards. She has supplied information services to PIP/PCS staff for 13 years. She has been active in the Association for Population Family Planning Libraries and Information Centers International, serving as President and as annual conference chair.

Carlo Nuss, M.S. (Biological Sciences)—POPLINE Editor. Mr. Nuss is responsible for the coordination and quality control of abstracting/indexing activities associated with POPLINE database maintenance. Prior to joining PCS PIP in FY93, he worked for Cambridge Scientific Abstracts in Bethesda,

Maryland, as a science editor specializing in health and environmental topics. As head of the Journal Indexing Department at Academic Press in San Diego, California, Mr. Nuss oversaw the yearly production of scientific/technical indexes for numerous periodicals. He also worked as a dictionary specialist for the World Translation Center in La Jolla, California, building dictionaries for an automated language translating system. Mr. Nuss has lived and studied in Luxembourg, Germany, and Italy and speaks fluent German and Italian.

Administration

Jennifer E. Ashcraft, B.S. (Chemistry)—Contracts and Field Support Manager. Ms. Ashcraft has eight years' experience managing contracts from government agencies including USMD, Department of Defense, Internal Revenue Service, and Department of Health and Human Services. She is responsible for managing contracts and field support services.

Rafael Barbato, B.S. (Economics)—Grants/Contracts Supervisor. Mr. Barbato has 12 years of experience in contractual and financial management/administration of government and commercial contracts. He is responsible for PCS PIP's overall contractual performance and profitability. Mr. Barbato is fluent in Spanish and has working knowledge of French and Italian.

Deborah A. Bundra, B.A. (Business Management)—Contract Specialist. Ms. Bundra came to PCS PIP with eight years of administrative and financial experience from several organizations including Signet Bank and Citicorp. She is responsible for compiling and reconciling financial data and managing and monitoring expenses.

Linda L. Donhauser—Deputy Financial and Administrative Manager. Ms. Donhauser has more than 15 years of experience in financial and personnel management, contract administration, and management systems development. Having served as the Financial Manager of CCP from 1980 to 1986, she has extensive experience managing government grants and contracts.

Susan Dugan, B.A. (Spanish)—Financial Manager. Ms. Dugan has 14 years of experience in financial and administrative oper-

ations, including budget preparation and analysis, program management, and contract negotiation. She has served as Business Manager for NASA's Hopkins Ultraviolet Telescope contract and as a Senior Contract Specialist with PCS PIP.

Gwendolyn Ellis, B.S. (Business Management and Administration)—Contract Specialist, Nigeria Division. Ms. Ellis has been with the PCS PIP project for four years where she has also worked for the Near East Region and the Financial Administration in Personnel and Finance. Ms. Ellis is presently completing a Master of Science in Business with a concentration in Management at the Johns Hopkins University.

Vera E. Ford, B.S. (Business Administration)—Administrative Manager. Ms. Ford has worked with the PCS PIP project for eleven years, providing personnel and administrative support. Ms. Ford also has worked in both public and private sectors in the areas of budgeting, auditing, and program management.

Ann H. Gibbins—Budget Analyst II Supervision. Ms. Gibbins' financial and administrative experience includes work with the Saint Louis University, and the Accounting Department of The Johns Hopkins University.

Nanci M. Henningsen, M.B.A. (Finance)—Contract Specialist. Ms. Henningsen came to PCS PIP from The Governor's Office for Children, Youth and Families and the AAI corporation. Her experience includes developing, managing, and monitoring budgets and contracts with the private and public sectors.

Barber A. Horton, A.A. (Business Administration)—Senior Field Support Travel Coordinator. Ms. Horton has over six years' experience in the travel industry. She man-

aged the corporate travel function for the Maryland National Bank prior to coming to JHU and received several awards for service quality as well as airfare rates and contract negotiations.

M. Celeste Karolenko, B.A. (Business Administration)—Technical Systems Specialist. Ms. Karolenko has been part of the Information Systems group at PCS PIP for four years, providing network and system support. Prior to joining PCS PIP she was a User Support Specialist for a medical software company.

Harry F. Neiderer, B.A.—Computer Systems Manager. Mr. Neiderer has over twelve years' experience in the computer field and is a Certified NetWare Engineer and Certified NetWare Instructor. Mr. Neiderer is currently enrolled in the Masters Program at Johns Hopkins University in the Information Systems and Telecommunications Systems for Business Program. He joined PCS PIP during FY93.

Diane Tulkoff Nelson—Travel Coordinator. Ms. Nelson has seventeen years' experience in the travel industry. She managed travel agencies and tour companies in the New York area before relocating to Maryland where she continued in the field. Ms. Nelson has extensive experience in international and domestic travel planning for both corporate, retail, and wholesale travel.

Ann Simmons—Administrator, Population Information Program (PIP). Ms. Simmons has 18 years' experience in financial management including budgeting, accounting, government and JHU regulations and policies, personnel, and administration. Before joining PIP in 1985, she worked for the Departments of Neurology and Neurosurgery in the Johns Hopkins School of Medicine for ten years. ■



Finance/Administration staff members meet in CCP's new offices. L-R: Ann Gibbins, Jennifer Ashcroft, Linda Donhauser, Harry Neiderer, Paul Bankerd, Susan Duqan, Veronica Green, and Vera Ford.

Financial Report

The Population Communication Services project was funded during FY93 (October 1992 through September 1993) through Cooperative Agreement DPE-3052-A-00-001-4-00 which began on July 18, 1990 and continues through July 15, 1995.

In FY93, the Population Information Program (PIP) was also funded through this Cooperative Agreement. All PIP expenses for FY93 were supported by Core funds.

The FY93 budget totaled \$19,621,489. Actual expenses were \$15,250,964; thus, it was under-expended by \$4,370,525. Core expenditures for FY93 equaled \$10,091,344, or 66% of total expenses. Buy-

in expenditures were \$5,159,620, or 34% of the total. Expenditures for country projects this year were \$1,758,917, or 12% of total expenses. Core funds supported \$413,970, or 25% of this amount, while buy-ins provided \$1,344,977, or 75% of FY93 country project funding. As of September 30, 1993, an additional amount of \$2,791,950 was committed to the support of future subproject activities.

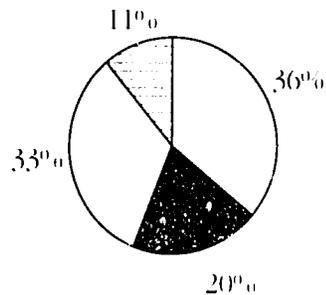
The total project budget for the five years of the Cooperative Agreement, July 1990 through July 1995, is \$60 million. Through the end of FY93, \$51,361,779 of this amount had been obligated, leaving an unobligated balance of \$8,638,221. Of the

amount obligated, \$31,865,402 had been expended through the end of FY93, leaving obligated funding of \$19,496,377 available to support activities in FY94. The following table and charts show the distribution of obligated funds and expenditures by region and expenditure category.

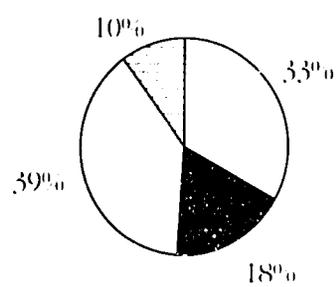
Funds Obligated to CA-3

SOURCE	NO. OF BUY-INS	TOTAL FUNDS OBLIGATED	% OF FUNDS
Core		\$30,470,117	59
Buy-ins (including earmarked funds)			
Africa	15	5,041,678	10
Latin America	7	2,174,615	4
Asia	9	10,746,737	21
Near East	6	2,958,582	6
	37	20,891,662	41
GRAND TOTAL		\$51,361,779	100

FY93 Core Expenditures Only



FY93 Total Expenditures



FY93 Buy-In Expenditures Only

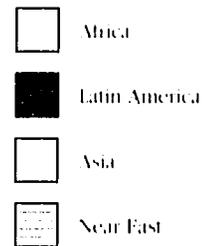
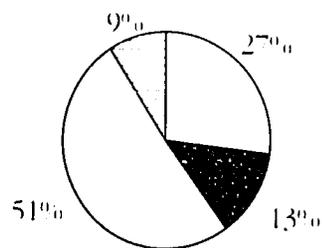


Table XII-1
Cumulative Expenditures 1990-1993
 DPE: 3052-A-00-0014-00

	FY90 EXPENDITURES FR:10/01/89 TO:09/30/90	FY91 EXPENDITURES FR:10/01/90 TO:09/30/91	FY92 EXPENDITURES FR:10/01/91 TO:09/30/92	FY93 EXPENDITURES FR:10/01/92 TO:09/30/93	TOTAL EXPENDITURES FR:10/01/89 TO:09/30/93
Salaries & Wages	0	1,114,897	2,554,707	3,991,250	7,990,854
Fringe Benefits	0	361,141	665,841	1,066,039	2,093,521
Consultants	0	200,297	504,235	118,742	1,123,274
Travel and Allowances	1,000	253,350	931,781	1,083,225	2,269,356
Equipment & Supplies	55	449,646	544,483	769,755	1,763,939
Subcontracts					
Country Projects	5,000	454,665	1,735,973	1,758,947	3,954,585
Other Subcontracts	0	305,801	413,170	997,542	1,716,513
Subtotal	5,000	760,466	2,149,143	2,756,489	5,671,098
Other Direct Costs	1,215	715,240	1,866,106	2,287,099	4,899,650
Indirect Costs	727	1,019,274	2,155,544	2,878,365	6,053,910
TOTAL	\$7,997	\$5,234,601	\$11,371,840	\$15,250,964	\$31,865,402

Obligated as of 9/30/93 \$51,861,779
 Balance of Funds as of 9/30/93 \$19,096,3770

Table XII-2
Actual Expenditures vs. Budget FY93
 DPE: 3052-A-00-0014-00

	ACTUAL EXPENDITURES FR:10/01/92 TO:09/30/93	BUDGET FR:10/01/92 TO:09/30/93	DEVIATION
Salaries & Wages	3,991,250	3,949,910	(41,340)
Fringe Benefits	1,066,039	1,081,341	15,302
Consultants	118,742	935,430	516,688
Travel and Allowances	1,083,225	1,158,998	375,773
Equipment & Supplies	769,755	439,374	(330,381)
Subcontracts			
Country Projects	1,758,947	6,031,819	4,272,872
Other Subcontracts	997,542	1,685,702	688,160
Subtotal	2,756,489	7,717,521	4,961,032
Other Direct Costs	2,287,099	1,247,256	(1,039,843)
Indirect Costs	2,878,365	2,794,659	(83,706)
TOTAL	\$15,250,964	\$19,624,489	\$4,373,525

Table XII-3
Total Expenditures by Source of Funding

	FY90 EXPENDITURES FR:07/18/90 TD:09/30/90	FY91 EXPENDITURES FR:10/01/90 TD:09/30/91	FY92 EXPENDITURES FR:10/01/91 TD:09/30/92	FY93 EXPENDITURES FR:10/01/92 TD:09/30/93	TOTAL EXPENDITURES FR:07/18/90 TD:09/30/93
DPE-3052-A-00-0014-00:					
CORE FUNDS		3,823,282	6,725,124	10,091,344	20,639,750
Buy-Ins					
Latin America (RVPC) Carry Over (\$67,465)*		196	34,583	20,280	55,059
Tanzania Carry Over (\$396,976)*		0	140,179	256,797	396,976
Cameroon Carry Over (\$22,933)*		54	22,968	(182)	22,840
Kenya Carry Over (\$50,617)*		0	51,288	5,359	56,647
Guatemala (\$60,000)		51,292	(4,656)	9	46,645
Pakistan (\$1,511,526)	7,997	277,283	511,378	714,868	1,511,526
Madagascar (\$350,000)		90,751	72,662	128,015	291,428
Ecuador (\$250,000)		48,613	50,785	92,688	192,086
Nepal (\$154,000)		141,218	66,460	145,453	353,131
Yemen (\$50,000)		64,193	(14,321)	128	50,000
Philippines (\$2,976,351)		445,454	1,280,454	818,662	2,544,570
Cameroon (\$885,000)		0	192,091	173,329	365,420
Burkina Faso (\$414,000)		31,209	166,481	98,625	296,315
Kenya (\$310,407)		3,693	325,054	(18,340)	310,407
Egypt (\$1,308,582)		5,432	526,722	445,649	977,803
Ghana (\$456,000)		146,395	224,159	85,446	456,000
Bolivia RH (\$954,000)		56,772	178,199	327,635	562,606
Bangladesh (\$3,404,910)		34,601	584,272	1,001,780	1,620,653
Tanzania (\$50,000)		0	59,079	(9,079)	50,000
India (\$160,000)		14,163	85,365	60,472	160,000
Peru (\$253,150)			51,890	56,863	108,753
Bolivia AIDS (\$110,000)			14,283	95,717	110,000
Chad (\$47,265)			48	47,217	47,265
Ivory Coast (\$130,000)			17,128	112,872	130,000
Kenya (Farmarked) (\$210,000)			10,129	199,871	210,000
Uganda (\$315,835)			36	199,486	199,522
Bolivia CDC (\$100,000)				100,000	100,000
Subtotal Buy-Ins	7,997	1,411,319	1,646,716	5,159,620	11,225,652
TOTAL	\$7,997	\$5,234,601	\$11,371,840	\$15,250,964	\$31,865,402

* Transferred from CA-2



Appendices

A

LIST OF ACRONYMS

ACO

Associates for Communication Options (Bangladesh)

ACPR

Associates for Community and Population Research (Bangladesh)

AED

Academy for Educational Development (Washington, DC)

AIBEF

Association Ivoirienne pour le Bien-Etre Familial (Ivorian Association for Family Welfare) (Côte d'Ivoire)

AIDS

Acquired Immune Deficiency Syndrome

AIDSCOM

AIDS Communication (centrally funded USAID activity based at AED)

AMEC

Ago Medical and Educational Center (Ilegazpi City, Philippines)

AMPPF

Association Malienne pour la Protection et la Promotion de la Famille (Mali Association for the Protection and Promotion of the Family)

APROFE

Asociacion Pro Bienestar de la Familia Ecuatoriana (Association for the Welfare of the Ecuadorian Family, Ecuador)

APROPO

Apoyo a Programas de Poblacion (Advocacy for Population Programs, Peru)

ARBA

Agrarian Reform Beneficiaries Association (Philippines)

AVSC

Association for Voluntary Surgical Contraception (based in New York, New York)

BKKBN

National Family Planning Coordinating Board (Indonesia)

CA

Cooperative Agreement; also Cooperating Agency

CAFS

Centre for African Family Studies (based in Kenya)

CBD

Community Based Distribution (or Distributor)

CCSS

Costa Rican Social Security Institute

CDC

Centers for Disease Control (Atlanta, Georgia)

CDC

Center for Development Communication (Egypt)

CDS

Center for Development Services (Egypt)

CEDPA

Centre for Development and Population Activities (Washington, DC)

CEMOPLAF

Centro Medico de Orientacion y Planificacion Familiar (Medical Center of Counseling and Family Planning, Ecuador)

CERPOD

Centre d'Etudes et de Recherche sur la Population pour le Developpement (Center for

Applied Research on Population and Development) (based in Mali)

CHV

Community Health Volunteer

CIC

Community Information Centers (Bangladesh)

CIES

Centro Para Investigacion Educacion y Servicios (Bolivia)

CLF

Cassette Listening Fora (Nepal)

COMMAT

Communication Management Advertising Training, Inc. (Nepal)

CPR

Contraceptive Prevalence Rate

CSA

Centre for the Study of Adolescence (Nairobi, Kenya)

CSI

Clinical Services Improvement Project (Egypt)

DEMH

Directorate of Family and Mental Health (Cameroon)

DIK

Dhaka

DISH

Delivery of Improved Services for Health (Uganda)

DOH

Department of Health

DORC

Development Oriented Research Centre (Nepal)

DRB

Domestic Research Bureau (Pakistan)

DSF

Direction de la Santé Familiale (Department of Family Health, Burkina Faso)

E-E

Enter Educate

EEF

Enter Educate Foundation (Philippines)

EJMDA

Egyptian Junior Medical Doctors' Association

EFI

Fuentes y Fomentos Intercontinentales de

Mexico (Intercontinental Development and Resources)	GPPA The Gambia Family Planning Association	national Education in Reproductive Health
FGD Focus Group Discussion	HED Health Education Division	JHU/CCP Johns Hopkins University Center for Communication Programs
FH Family Health	HEU Health Education Unit	JHU/PCS/PIP Johns Hopkins University Population Communication Services Population Information Program
FHS Family Health Services (Nigeria Project)	HIV Human Immuno-deficiency Virus	KAP Knowledge, Attitudes and Practices
FISA Fianakaviana Sambatra (Family Planning Association of Madagascar)	ICS Innovative Communication Systems (Kenya)	KLIH Ministry of State for Population and Environment (Indonesia)
FP Family Planning	IDRC International Development Resource Council (Egypt)	KMA Kenya Medical Association
FP/IEC Family Planning Information, Education, and Communication	IEC Information, Education, and Communication	LAC Latin America and the Caribbean
FPA Family Planning Association	IECM Information, Education, Communication, and Motivation	LGU Local Government Unit
FPAK Family Planning Association of Kenya	IEM Information, Education, and Motivation	MAG Ministry of Agriculture (El Salvador)
FPAP Family Planning Assistance Project	IMA Indian Medical Association	MCH Maternal and Child Health
FPAU Family Planning Association of Uganda	IMSS Instituto Mexicano de Seguro Social (Mexico)	MCH/FP Maternal and Child Health and Family Planning
FPOP Family Planning Organization of the Philippines	INHSAC Institut Haïtien de Santé Communautaire (National Haitian Institute of Community Health)	MCH/FWB Maternal and Child Health Family Well-Being Unit (Chad)
FPPS Family Planning Private Sector (Kenya)	IPC Interpersonal Communication	MCRAs Married Couples of Reproductive Age
FPSTC Family Planning Services and Training Center	IPPF International Planned Parenthood Federation (based in London, England)	MEXFAM Fundación Mexicana Para la Planeación Familiar, A.C. (Mexico)
FWA Family Welfare Assistant (Bangladesh)	IUD Intrauterine Device	MINPOP Ministry of Population (Madagascar)
FY Fiscal Year	JCEPL Jain Communication and Electronics (PVT) Ltd.	MINSAs Ministry of Health (Ministerio de Salud, Peru)
FY93 Fiscal Year 1993	JFMH José Fabella Memorial Hospital (Philippines)	MIRS Media Impact Research System
FY94 Fiscal Year 1994	JHPIEGO The Johns Hopkins Program for Inter-	MIS Management Information Systems
GAMMA Grupo Asesor en Mercadotecnia y Metodología Aplicada, S.C. (Advisory Group on Marketing and Applied Methodology, Mexico)		M/MC Media Materials Collection
GATHER Mnemonic for the 6 steps in effective FP counseling		MMRA Married Men of Reproductive Age

- MOH**
Ministry of Health
- MOH/FP**
Ministry of Health Family Planning
- MOH/QIP**
Ministry of Health Quality Improvement Project (Egypt)
- MOHFW**
Ministry of Health and Family Welfare
- MOISA**
Ministry of Health and Social Action (Burkina Faso)
- MOH/SDP**
Ministry of Health Systems Development Project (Egypt)
- MOI**
Ministry of Information (Yemen)
- MOPIH**
Ministry of Public Health
- MOPIISA**
Ministry of Public Health and Social Affairs
- MPW**
Ministry of Population Welfare
- MWRA**
Married Women of Reproductive Age
- NCC-93**
National Communication Campaign 1993 (Philippines)
- NCHH**
National Council on International Health
- NCPD**
National Council on Population and Development (Kenya)
- NFP**
Natural Family Planning
- NGO**
Non-Governmental Organization
- NPC**
National Population Council (Egypt)
- NRHP**
National Reproductive Health Program (Bolivia)
- NSC**
Nepal Studies Center
- ONFP**
Office National de la Famille et de la Population (Tunisia)
- ORG**
Operations Research Group (India)
- ORS**
Oral Rehydration Solution
- ORT**
Oral Rehydration Therapy
- PACD**
Program Activity Completion Date
- PAPFO**
Port-au-Prince Field Office (Haiti)
- PATH**
Program for Appropriate Technology in Health (based in Seattle, Washington, and Washington, DC)
- PCF**
Population Center Foundation (Philippines)
- PCS**
Population Communication Services (The Johns Hopkins University, Baltimore, Maryland; also designated as JHU PCS)
- PEPIP**
Peru Family Planning Implementation Plan
- PEPPP**
Philippines Family Planning Program
- PIACT**
Program for Introduction and Adaptation of Contraceptive Technology (Bangladesh)
- PIO/T**
Project Implementation Order Technical Services
- PIP**
Population Information Program (Johns Hopkins University, Baltimore, Maryland; also designated as JHU PIP)
- PLCPD**
Philippine Legislators' Committee on Population & Development Foundation, Inc.
- PMM**
Peat, Marwick, Main and Company (Baltimore office)
- PNGOC**
Philippine Non-Government Organization Council
- PSA**
Public Service Announcement
- PTV**
Pakistan Television Corporation
- PWD**
Population Welfare Division (Pakistan)
- RAPID**
Resources for the Awareness of Population Impacts on Development (based at Research Triangle Institute in North Carolina)
- REDSO/ESA**
Regional Economic Development Services Office Eastern and Southern Africa
- REDSO/WCA**
Regional Economic Development Services Office West and Central Africa
- RETCO**
Research Evaluation and Training Consultancy Ltd., Kenya
- RFP**
Request for Proposal
- RIEA**
Research International East Africa
- SAAI**
Saffitz Alpert & Associates, Inc. (based in McLean, Virginia)
- SCOPE**
Strategic Communication Planning and Evaluation
- SDA**
Salvadoran Demographic Association (El Salvador)
- SEATS**
Service Expansion and Technical Support (Project of John Snow Inc., JSI)
- SIET**
Scientific Illustration and Education Technology (India)
- SIS**
State Information Services (Egypt)
- SJE/SAARC**
Reel Images, South Asian Association of Regional Co-operation (Nepal)
- SMI/BEF**
Cellule Santé Maternelle et Infantile Bien Etre Familial (Maternal and Child Health Family Well-Being Unit of the Chad MOPIH)
- SSA**
Secretariat of Health (Mexico)

STD

Sexually Transmitted Disease

STEP

Stewardship for Environment and Population

TA

Technical Assistance

TFHPF

Turkish Family Health and Planning Foundation

TOT

Training of Trainers

TRENDS

Total Research Needs, Inc. (Philippines)

TVRI

Televisi Republik Indonesia

UCP

Upazila Communication Project (Bangladesh)

UMATI

Family Planning Association of Tanzania

UNFPA

United Nations Population Fund

UNICEF

United Nations Children's Fund

UP

Uttar Pradesh

URC

University Research Corporation (based in Bethesda, Maryland)

URTNA

Union des Radiodiffusions et Télévisions Nationales d'Afrique (Union of National Radio and Television Organizations of Africa)

URTNA/PEC

URTNA Programme Exchange Centre (Nairobi, Kenya)

USAID

United States Agency for International Development

USAID/W

United States Agency for International Development Washington, D.C.

VaRG

Valley Research Group (Nepal)

VDC

Village Development Committee (Nepal)

VIP

Village-based IEC Program (Nepal)

VSC

Voluntary Surgical Contraception

WHO

World Health Organization

WHIR

Western Hemisphere Region

WMCFI

Women Media Circle Foundation, Inc. (Philippines)

ZBC

Zimbabwe Broadcasting Company

ZNFPC

Zimbabwe National Family Planning Council

B**ACADEMY FOR EDUCATIONAL DEVELOPMENT****FISCAL YEAR 1993 ANNUAL REPORT****Summary**

The Academy for Educational Development (AED) has provided the services outlined in the contract between AED and the Johns Hopkins University (JHU) under Cooperative Agreement No. DPE-3052-A-0-0014-00. During Year III of the contract (10/01/92-9/30/93), AED has completed work on the following Request for Services:

R/S #14

Village-Based IEC Program (Nepal; TA)

R/S #15

Consultancy (Bolivia; TA)

R/S #16

Long-term Technical Assistance (Bolivia; Resident Advisor)

R/S #17

French Workshop (Baltimore; TA)

TECHNICAL ASSISTANCE**Bolivia**

JHU/PCS/PIP is working in collaboration with the Centers for Disease Control to implement a project on

AIDS/STD prevention and control in Sta. Cruz, Bolivia. The overall purposes of the project are: 1) to provide a communication outreach strategy and develop an implementation plan for the different geographic areas and target groups of the project; 2) to develop materials to promote condom use, increase AIDS/STDs risk awareness, and promote condom negotiation skills of Commercial Sex Workers (CSW); 3) to set up a system for distribution of condoms and educational and promotional materials; and 4) to set up a clinical service for counseling and information services on AIDS/STD awareness.

AED consultant Reynaldo Pareja, AED Vice President for Communication in Latin America, traveled to Bolivia in January to work with JHU/PCS/PIP staff and the Centers for Disease Control (CDC) in contracting an advertising agency to provide the first pilot drafts of the material for use in the AIDS and STD prevention intervention. Development of the materials for pre-testing of a poster and condom-matchbook created by the advertising agency began. With the guidance of Mr. Pareja, the outreach team was chosen and a five week training course carried out.

Reynaldo Pareja was appointed to serve as long term Resident Advisor for the CDC AIDS project in Bolivia. Mr. Pareja's period of appointment is from February 19, 1993, to August 19, 1994. He is providing technical assistance to the Centers for Disease Control (CDC) collaborative program on AIDS/STD prevention and control in Bolivia. Duties include: supervise and assist in the design of the outreach and communication activities of the outreach teams; develop and design materials to promote condom use and increase AIDS/STD risk awareness; assist in the design and distribution strategy of the material produced; design and set up a monitoring system for the distribution of condoms and educational materials; production and quality control of the materials; use of the educational material and training activities; coordinate with the project's

clinical component to integrate the communication intervention into the clinical, counseling, and information services for CSWs; assist in evaluation activities; and coordinate and assist with the Bolivian Ministry of Social Welfare and Public Health in AIDS/STDs Prevention Programs; and train Ministry staff.

OUTCOMES:

Outreach Intervention

- By mid-May, the evaluation baseline for the outreach intervention was completed. Administrators (or owners) of brothels and CSWs were trained in condom use and promotion of condom use inside the brothels; 216 educational activities took place in the brothels;
- The materials, including poster, matchbooks, and condom key chains developed for the outreach activities were pretested and finalized.

Counseling Intervention

- A total of 151 CSWs received individual counseling, and 198 CSWs have received group counseling. An evaluation questionnaire of the counseling intervention has been developed and will be given to the CSWs in order to receive feedback on the intervention.

Gay Outreach

- An implementation plan and an ethnographic report for the outreach program to the gay community has been created, revised, and translated into Spanish;
- An AIDS/STD telephone hotline called "SIDACONSEJO" was set up and is being run by two psychologists trained in STD/HIV/AIDS prevention and testing;
- A shipment of 125 .25-oz tubes of AQC ALUBE lubricant were donated by Mayer Laboratories, and a protocol for lubricant study was elaborated. Contacts have been made with SOMARC and Sta. Cruz sex shop

owners to address sustainability issues:

- A workshop focusing on operating the AIDS Hotline, peer education programs, and safer sex workshops was carried out in September. The workshop was attended by staff from the Ministry of Health, members of the gay community in Sta. Cruz, and by personnel of "Proyecto Contra el SIDA";
- Work has begun on setting up a STD/HIV/AIDS Service Referral Network. Three physicians have been identified to provide STD treatment services, and one M.D. has been identified to provide treatment of HIV and AIDS. Efforts are underway in searching for psychological, legal, and other types of support for the Referral Network;
- A Community Educator was hired to serve as the liaison between the gay community and the project. After receiving extensive training, the Educator began one-on-one outreach education, conducted interviews on STDs, and assisted in identifying non-homophobic physicians for the Referral Network.

Materials Production

- 10,000 condom key chains were made from outdated condoms and are being distributed among the CSWs. 30,000 matchboxes with two versions of an STD prevention message were made. Half of the matchboxes have a condom glued on, the other half have matches, and are being distributed to the CSWs. These materials will hopefully serve as a negotiation tool by the Commercial Sex Workers;
- A poster, calendar and condom instructional booklets were produced. A problem arose with the posters and booklets. The name "Juanita Segura" was chosen by the CSWs as the name for the woman in the poster (a CSW) and in the booklet. It turned out that there is a

person in Bolivia named Juanita Segura who filed a claim with the Ministry of Health. The posters and booklets were recalled and will be corrected and reprinted.

Future Activities/Plans

In the remaining ten months, the following activities are planned:

- Produce report based on Community Educator's STD interviews to serve as baseline information.
- Telephone hotline to begin operating. Produce strategic design for hotline, expand referral network, complete index file card system, initiate promotion of line, gather data related to phone use via call registration forms.
- Continue search for long-term sustainable solution to lack of sexual lubricants, focusing on locally available products, with discussion of possible importation and marketing issues.
- Provide more structure for Community Educator Program via the elaboration of work guidelines, documentation forms, and a more structured training program. The Community Educator program will include a condom promotion system.
- STD referral physicians to receive forms for documenting case histories of patients they receive through outreach activities (in an anonymous manner). Issues related to the utilization of laboratory services and the provision of inexpensive medicines to be addressed.
- A biochemist counselor will initiate a voluntary outreach HIV antibody testing with pre- and post-test counseling after protocol and scope of work details are approved. Service to be promoted via the hotline and the peer educator program.
- Strengthen the evaluation design of the Gay Men's Outreach Project through close collaboration with evaluation experts.

- Produce and distribute "Safe Sex Packs" as a mechanism for promoting the hotline and other project initiatives.

NEPAL

Mark Lediard, Senior Vice President and Deputy Director of Social Development Programs at AED, traveled to Nepal in February 1993, accompanied by JHU PCS PIP Project Director José G. Rimón II. They met with local JHU consultants and subcontractors and conducted an IEC needs assessment upon request of USAID Kathmandu. The following are the major conclusions drawn from their assessment:

- Institutional capacity in IEC: no critical mass of expertise currently exists within the public sector;
- Unmet need: results of a previous fertility survey indicate 1.1 million married women of reproductive age express the wish for child spacing and/or limitation of family size. IEC efforts should focus on this population in the near term;
- Provider-client interaction: educational materials and interpersonal communication counseling training are needed to strengthen this crucial element of the program; and
- Special attention to injectables and husband-wife communication can contribute to increased contraceptive prevalence.

Mr. Lediard and Mr. Rimón recommended the establishment of a JHU PCS PIP-managed group of local experts drawn from the private sector and supported by international short- and long-term technical assistance. This group would oversee a process of strengthening the public sector's capacity to plan and manage a national IEC effort in which private sector resources would be mobilized to enhance the quality and quantity of family planning media and materials production. Nepal government personnel would be trained in procuring services and materials from the private sector to expand outreach aimed at the unmet need

group" with methods and service-specific information. By focusing on the unmet need, it is predicted that contraceptive prevalence could approach 50% within five years.

WORKSHOPS

AED's Senior Program Officer Berengere de Negri participated as co-trainer at the JHU PCS PIP Workshop "Nouvelles Orientations de la Communication pour la Santé" in Baltimore, Maryland, from September 12 to October 1, 1993. Dr. de Negri's session focused on the concept and different skills of interpersonal communication. Dr. de Negri's session was rated as one of the best by the participants.

EGYPT STATE INFORMATION SERVICE/INFORMATION EDUCATION COMMUNICATION (SIS/IEC) CENTER

In its ongoing effort to expand the resource holdings of the SIS/IEC Center, AED continues to provide materials on communication, family planning, research, evaluation, and state-of-the-art advertising technology to the Center.

C

PROGRAM FOR APPROPRIATE TECHNOLOGY IN HEALTH

FISCAL YEAR 1993 ANNUAL REPORT

Summary

Program for Appropriate Technology in Health (PATH) has provided services to The Johns Hopkins University Population Communication Services Population Information Program (JHU PCS PIP) as outlined in Cooperative Agreement No. DPE 3052 A 00-0014 00. During Year III of the Cooperative Agreement (October 1, 1992-September 30, 1993), PATH received five Requests for Services (RFS). All RFSs were successfully completed.

RFS #7

Technical assistance to analyze focus group discussion (FGD) results and conduct message design workshop. (Uganda: TA)

RFS #8

Technical assistance to assess the quality of assembled family planning (FP) information, education, and communication (IEC) materials; recommend key materials to be developed, revised, or reproduced; develop concepts and guidelines for the production/revision of materials; and draft a plan and guidelines for their pretesting. (Pakistan: TA)

RFS #9

Technical assistance to assist market research agency personnel in conducting an effective pretest of a FP flipchart and eight contraceptive methods brochures in Pakistan. (Pakistan: TA)

RFS #10

Technical assistance to revise and finalize the text for the Family Planning Interpersonal Communication and Counseling Training Manual. (Côte d'Ivoire: TA)

RFS #11

Technical assistance to review existing FP/IEC materials, make recommendations for key materials to be developed/revised, and draft a plan and guidelines for pretesting the new and revised materials. (Nepal: TA)

In addition to providing technical assistance under these RFSs, PATH provided JHU PCS PIP assistance with participation in meetings and workshops, management of projects, and review of materials.

NEEDS ASSESSMENT (NA)

PATH did not receive any requests during this fiscal year to provide assistance with needs assessments.

COUNTRY PROJECTS (CP)

There were no requests during this fiscal year for PATH's assistance with country projects.

TECHNICAL ASSISTANCE (TA)**Uganda**

PATH Program Officer Barbara Crook traveled to Uganda from October 6-26, 1992, to assist the Family Planning Association of Uganda (FPAU) in analyzing qualitative data gathered through FGDs and in-depth interviews (IDIs). The FGDs and IDIs were conducted in northern, southwest, eastern, and central Uganda with female and male users and non-users of FP methods. The results were used to identify reasons for use/non-use of FP methods and to develop appealing messages that could be used in an FP promotional campaign. The results of this study were provided in the form of a qualitative research report.

In addition, Ms. Crook co-facilitated a workshop with representatives of the advertising agency, Media Consultants Limited (MCL). The workshop objectives were to (1) introduce participants to the message design process; (2) define specific audiences to be targeted by the promotion campaign; (3) develop a key promise and specific messages based on the results of the IDIs and FGDs; and (4) prepare action plans for the media materials to be used in the media campaign, including the content strategy outline, the types and quantities of materials, and the workplans for their production. (RES #7)

Pakistan

PATH Senior Program Officer Scott Wittet visited Islamabad, Pakistan, from October 23-November 9, 1992, to provide technical assistance to the Ministry of Health in the development of IEC materials to support FP interpersonal communication and counseling. Mr. Wittet collected and reviewed field support FP IEC materials and made recommendations on the key materials that needed to be developed. These recommendations were discussed and approved by the Ministry of Population Welfare (MOPW) and the United States Agency for International Development (USAID). MOPW and creative personnel of the agency responsible for materials development outlined

directions and concepts for new IEC materials with Mr. Wittet's assistance. Finally, Mr. Wittet drafted a plan and guidelines for pretesting the materials. (RES #8)

Ms. Barbara Crook, PATH Program Officer, traveled to Karachi and Lahore, Pakistan, from March 27-April 11, 1992, to assist the Domestic Research Bureau (DRB) in conducting pretests of an FP flipchart and eight contraceptive method brochures. Specifically, Ms. Crook (1) reviewed pretest protocols for the FGD guide and individual pretest questionnaire; (2) instructed DRB in proper administration of qualitative research instruments and clarified what specific information was being sought;

(3) observed the administration of FGDs and individual pretests in Karachi and Lahore, guiding agency personnel during and after the sessions to maximize the effectiveness of the pretests; (4) reviewed mock ups of the IEC materials for technical accuracy and aesthetic appeal; and (5) provided recommendations for technical and visual modifications of the IEC material. (RES #9)

Côte d'Ivoire

PATH Program Officer Lynne Cogswell traveled to JHU PCS PIP in Baltimore in August 1993 to assist with the finalization of the Family Planning Interpersonal Communication and Counseling Training Manual for Côte d'Ivoire. Ms. Cogswell reviewed the current manual for content and audience appropriateness and integrated suggestions from PCS curricula and Côte d'Ivoire trainers' outlines. She also proofread and edited text to ensure that the entire manual was ready for layout and printing and delivered the finalized version to the JHU PCS PIP Africa Division Chief. (RES #10)

Nepal

Scott Wittet, PATH Senior Program Officer, visited Kathmandu August 16-September 3, 1993, to work with the newly created JHU PCS PIP Field Office to plan FP IEC materials development activities (print, radio, and

other media). Specifically, Mr. Wittet (1) met with key persons and organizations involved in FP in Nepal; (2) discussed content development of radio programs with relevant persons to ensure coordination of message campaigns; and (3) worked with JHU PCS PIP staff, consultants, designated Ministry of Health personnel, and USAID Nepal to compile and assess existing FP IEC support materials; make recommendations on key materials to be developed, revised, or reproduced; outline directions and concepts for new IEC materials; and draft a plan and outline for pretesting the materials. A gasoline shortage at the time of Mr. Wittet's consultancy prevented him from traveling to selected clinics to assess FP IEC materials. (RES #11)

MEETINGS AND WORKSHOPS (MW)

In October 1992, PATH staff attended JHU PCS PIP Health Communication Day.

In November 1992, PATH's Director of Communication, Carol Corso, and Program Officer Laurie Krieger attended a National Council for International Health (NCIH) presentation by Dr. Moushira El Shaffie, Executive Director of the Systems Development Project of the Egyptian Ministry of Health.

Lynne Cogswell, PATH Program Officer, and Elisabeth Crane, PATH Associate Program Officer, attended a meeting in Baltimore in January 1993 for the development of PCS Packet Series #5, "Reaching Young People".

PATH staff met with the USAID team conducting the midterm evaluation of the JHU PCS PIP project in March 1993.

Carol Corso met with JHU PCS PIP Summer Workshop officers in May 1993 to plan the interpersonal communication and counseling session conducted by PATH. She prepared and presented the session in June 1993 for the "Advances in Family Health Communication" workshop. Several PATH staff attended the opening sessions of the "Advances" workshop in June 1993.

In May 1993, Elisabeth Crane discussed the Kenya youth initiative project with PATH Nairobi staff. Ms. Crane met with JHU PCS PIP Kenya Country Representative, Program Assistant, and Senior Program Officer II in June 1993 to further discuss PATH's role in the program.

Senior Program Advisor Elaine Murphy discussed IEC activities in Burkina Faso with JHU PCS PIP Deputy Project Director in June 1993.

PATH Program Director Joan Hatley organized a visit to the Media Materials Collection and meetings with JHU PCS PIP Asia regional staff for interns from the People's Republic of China in August 1993.

PROJECT MANAGEMENT (PM)

PATH staff activities under Project Management and Administration throughout the year included review of trip reports, monthly reports, and memoranda from JHU PCS PIP staff consultants and other subcontractors; preparation and submission of Year III budgets; and liaison with JHU PCS PIP staff and other agencies about project activities.

FILMS AND MATERIALS (FM)

PATH Program Officer Laurie Krieger responded to inquiries about FGD research in Egypt. Dr. Krieger also reviewed a Population Information Program survey on dissemination of training materials.

PATH Associate Program Officer Elisabeth Crane and Senior Program Assistant Colleen Renk liaised with a JHU PCS PIP Media Materials specialist regarding the inclusion of a PATH publication in Packet Series #5.

D

SAFFITZ ALPERT & ASSOCIATES, INC.

FISCAL YEAR 1993 ANNUAL REPORT

Summary

Saffitz Alpert & Associates, Inc. (SAAI) provided services to JHU PCS PIP as outlined in the Cooperative Agreement

No. DPE-3052-A-00-0014-00. During Fiscal Year 1993, SAAI received and completed the following Requests for Services (RES):

RES #5

Technical assistance—developing and finalizing a Promoting Professional Provider strategy for the Ministry of Health Systems Development Project (MOH SDP), (Cairo, Egypt; TA)

RES #6

Technical assistance—conducting a needs assessment and developing plans for national IEC programs in Uzbekistan, Kazakhstan and Kyrgyzstan in the Central Asian Republics (CA)

TECHNICAL ASSISTANCE (TA)

Egypt

Technical assistance was provided by SAAI to the Egyptian Ministry of Health Systems Development Project, to assist in developing a promotional strategy and IEC program designed to enhance the role of family planning providers. The Ministry of Health is the largest provider of family planning services in Egypt, accounting for 47% of the contraceptive prevalence rate nationwide, through a network of 3,600 clinical facilities covering all 21 Governorates in Egypt.

During FY93, Gary Saffitz made one TA visit to Egypt to support the development of the MOH SDP promotional strategy. Highlights and findings from this TA visit are as follows:

- Gary Saffitz traveled to Cairo on September 6-17, 1993 to provide technical assistance to MOH in developing and finalizing a communications strategy for promoting the professional family planning providers in support of the System Development Project's quality improvement program initiatives. Principal activities included: developing an initial draft of the strategy, which was sent in advance of the TA visit as a starting point for discussion and final program development; reviewing the initial draft strategy with key staff from the MOH SDP at the central level, the USAID Office of Population in Cairo, the Egyptian State Information Ser-

vice (SIS), and MOH SDP staff at the local level in the Fayyoun and Qaliyoubia Governorates; and refining and finalizing the strategy. Based on feedback and findings during the TA visit.

- Planning meetings and field visits were conducted with all key staff and comments/findings from these meetings were incorporated into a final draft strategy. Highlights from the final draft strategy include: identification of MOH facilities that participate in the quality improvement program, to identify, distinguish, and reinforce their commitment to improved client service; television and radio mass media advertising and public relations; local media and promotion activities designed to enhance motivation in and at the local clinics; identification, reprinting, and distribution of existing client counseling and patient education materials; a simple signage program; and a program partnership between MOH and SIS, capitalizing on MOH strengths in service delivery and SIS strengths in IEC communications development, production, and distribution.

Central Asian Republics

Technical assistance was provided by SAAI to work with a team of cooperating agencies in conducting a needs assessment and developing specific country programs in three of the Central Asian Republics: Uzbekistan, Kazakhstan, and Kyrgyzstan.

During FY93, Gary Saffitz made one TA visit to the Central Asian Republics to conduct the needs assessment and develop program plans. Highlights and findings from this TA visit are as follows:

- Gary Saffitz traveled with Ms. Bushra Jabre, JHU PCS PIP to Tashkent, Uzbekistan; Almaty, Kazakhstan; and Bishkek, Kyrgyzstan, from September 30 to October 27, 1993, to work with a team of cooperating agencies in conducting a needs assessment and developing country specific plans for three Central Asian Republics.

The team of agencies included the Association for Voluntary Surgical Contraception (AVSC); the Johns Hopkins Program for International Education in Reproductive Health (JHIPEGO); The Futures Group SOMARC and OPTIONS projects; Macro Systems Demographic and Health Survey; and representatives from the US Agency for International Development.

The primary focus of the TA was to develop future plans for communication programs supporting the reproductive health needs of each of the Republics and in coordination with the other organizations and related program areas of clinical training, private-sector contraceptive social marketing, policy development, and family planning service delivery.

Specific activities included: conducting site visits in each of the Republics; identifying and meeting with appropriate counterparts in the Ministry of Health, family planning service delivery, mass media, health education, and research organizations; developing Republic-specific IEC communications programs; integrating IEC programs within the larger reproductive health programs for each Republic; and developing timelines, budgets, and management plans for program implementation for an 18 month program in each Republic. ■