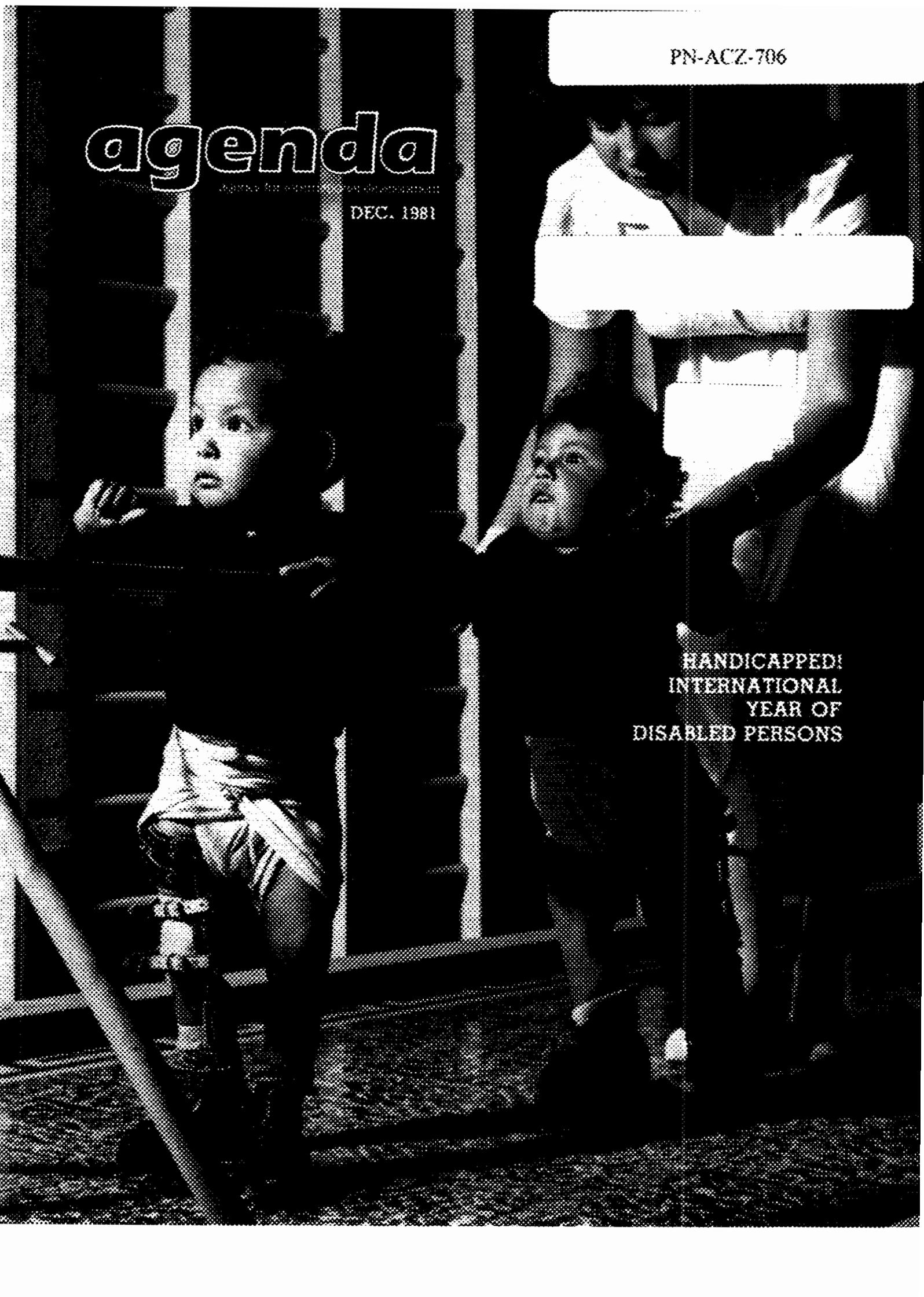


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agenda

Journal for the blind and visually impaired

DEC. 1981



HANDICAPPED!
INTERNATIONAL
YEAR OF
DISABLED PERSONS

DEVELOPMENT UPDATE

The money management game is one of high stakes and recently many Third World central banks have become prime competitors—instead of easy prey. According to Business Week, throughout the 1970s, Third World banks left billions of dollars idling in non-interest accounts at U.S. banks, which, in turn, would lend this cheap cash at market rates, raking in the profits. But no more. With computers, the field of international money management has become wide open. These computer systems, used for years by multinational corporations and commercial banks, offer fast, accurate, comprehensive information and the ability to transfer billions of dollars from one account to another within seconds. By purchasing expensive electronic banking equipment—from U.S. banks trying to recoup some of their losses—Third World central banks can get a picture of their cash positions instantaneously and invest quickly in overnight markets. Now aware of the high interest rates their huge deposits can earn, many Third World countries are cultivating their own financial investment advisers and are becoming sophisticated and aggressive money managers.

Jamaica's economy, which had been declining for seven years under leftist rule, has turned the corner under its new leadership, according to a survey by that Caribbean nation's government. The projected 1981 growth in gross domestic product (GDP) isn't much—just 1%—but that's quite a bit better than the 1980 decline of 5.4% and the overall decline of 18.3% from 1973 through 1980. Inflation is way down, too—only 1.4% for the first six months of this year, compared to 16.6% in the first six months of 1980. Even unemployment is down—again, not much, from 27.9% in April 1980 to 26.2% in April 1981. But that means the creation of 39,000 new jobs.

Is the United States exporting some of its invaluable topsoil along with the bountiful harvests of grain the topsoil produces? In a manner of speaking, yes. For one thing, heavy planting every year removes much of the soil's nutrients. For another, farmers often plant every square inch of available land, even to the point of destroying trees and bushes planted as windbreaks after the "dust bowl" days of the 1930s. Result: About 1,250,000 acres a year out of about 400 million planted acres go out of production each year, according to a U.S. Department of Agriculture expert quoted in the New York Times. Over the next 50 years, the United States could lose 15-30% of its corn and soybean yields if the erosion rate isn't checked.

The sleeping giant is awakening. As China modernizes, many industrialized nations, especially the United States, stand to gain, says Lynn D. Feintech, author of a new Overseas Development Council study. Economic ties between the United States and China have strengthened in the past decade. U.S. exports to China increased \$171 million in 1971 to \$3.75 billion in 1980; U.S. imports from China increased during that time from \$203 million to \$1.05 billion. China is becoming an important source of our textile fabrics and fibers and strategic minerals. Later in the 80s, it is likely that China will be supplying us with oil as well. U.S. farm products dominate U.S. exports.



Cover: Over 500 million people in the world today are disabled. They include the mentally retarded, severely malnourished, people with congenital diseases, chronic alcoholism and drug addiction. Of this group, more than 375,000 live in developing countries. For them even a minor disability means a life of special hardship. See article on page 2.

Cover Photo: United Nations

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HANDICAPPED!

In the Third World, disability takes a heavy toll.

by Maxine Stough

Last year Moqbul was 5 and could see. But as the year wore on, his playthings got harder and harder to find. His vision dimmed. Moqbul, not understanding that anything serious was happening, just worked harder at playing; he didn't tell his mother. Today he is blind, one of 3 million victims of xerophthalmia, an eye disease caused by vitamin A deficiency. Even if Moqbul had told his mother, there probably was little she or anyone

else in their village could have done. In the Third World less than 1% of the people suffering from any kind of disability ever receive trained help.

Over 40 million people in the world have been blinded by a number of things: disease, malnutrition, birth defects, accidents. They are only a small part of a larger crowd, 500 million in all, who suffer disabilities. The disabled include the mentally retarded, the severely malnourished, people with congenital diseases, chronic alcoholism and drug addiction. More than three-quarters of all of them live in developing countries.

This is the International Year of Disabled Persons, so named by the United Nations to begin a worldwide initiative to recognize the high human cost of diseases that blind and maim, of birth defects and injuries, and to spur action especially by governments and private groups.

While disability more often than not imposes hardships and robs people of full participation in, and enjoyment of, society anywhere in the world, its effects are especially harsh in the Third World. There, malnutrition and disease are the prime disablers. They do their worst harm during pregnancy and early childhood. The first five years of growth is a crucial period for brain development, and by the time a child enters school protein deficiency may already have caused irreversible brain damage.

Malnourished pregnant women often give birth to low-weight babies—more than 20 million of them each year in the developing countries. Among these smaller newborns, the incidence of blind-





There are about 15,000 amputees in South Korea and countless others who have crippling disabilities.

ness, deafness, mental retardation and motor impairments is quite high.

Diseases considered vanquished in Europe and North America still flourish in many parts of the world. Yearly outbreaks of polio in some countries leave large numbers of people crippled. Blindness is endemic in some areas.

Conquering diseases is crucial to the development process, and it's possible—smallpox has been wiped

out completely, for instance. By the same token, in view of the Third World's desperate need for human resources—trained people—it is also critical that the millions of handicapped people be worked back into their societies as productive members. To help in that process AID and a host of private, voluntary agencies are supporting research, primary health care and even small businesses run in some cases by disabled persons.

One needs only to stroll through a village in Upper Volta and see scores of river blindness victims being led in the streets to fully understand what Sir John Wilson meant when he likened the economic impact of one blind African male to the loss of 2½ people from the economy.

Wilson, president of the International Society for the Prevention of Blindness and himself blind, explained that the first person lost is

In Upper Volta this is a common sight. The man is a victim of river blindness, a disease caused by a parasite in the water.



the blind man who is no longer a wage earner. Then, there is the one who must support and care for the blind man. The one-half is the child who must lead him wherever he goes.

In Upper Volta alone, river blindness or onchocerciasis, has infected more than one million people and blinded 40,000. It is prevalent in seven West African countries. The larvae of a thread-like worm is transmitted to man by a black fly that breeds in the swift-flowing rivers of the area.

These "rivers that eat your eyes" snake through fertile agricultural land from which many people have fled. In countries that need those lands to produce more food, the black fly, then, has delivered a double curse.

The efforts of AID and other international organizations to control river blindness have met with some success in West Africa: in Mali—where its incidence fell from 50% to 10% of the population—and in Benin, Ghana, Ivory Coast, Niger, Togo and Upper Volta.

According to the World Health Organization, diphtheria, measles, polio, whooping cough, tetanus and tuberculosis disable 5 million and kill another 5 million each year because only 10% of the 80 million children born each year are vaccinated or otherwise immunized.

And while children in this country have been immunized against polio for years, polio has struck down an estimated 1.5 million persons in developing countries. Their immobility guarantees hardship and deprivation. Devices such as wheelchairs, braces or artificial limbs are expensive and often are not adapted for their use.

An AID grant to the New Trans-century Foundation to help organize disabled persons in Managua, Nicaragua, has led to the start of a local wheelchair manufacturing business staffed primarily by the disabled. A newly designed chair that is more maneuverable than

Efforts by AID and others to control river blindness have been successful in parts of West Africa.

Every year 250,000 children lose their eyesight through lack of vitamin A alone.





conventional ones that can roll safely and surely over cobblestone streets and rough ground will be available soon at a more affordable price than imported ones.

Still another disease, leprosy—the scourge of biblical times—is now curable. Yet it remains prevalent in some parts of the Third World. In its advanced stages, it eats away parts of the body. About 3.5 million people have been maimed and crippled by this disease, which, because it is contagious, exacts a double penalty on its victims, physical handicap and social stigma.

In most places even children of

lepers have to bear the social burden. In Ghana, outside Cape Coast, there is an AID-supported community for people whose leprosy has been arrested. There cured lepers live and till the earth alongside their socially outcast children.

They sell their farm produce to outsiders. The money they earn has helped some buy artificial limbs.

The severity of the ignominy that the physically and mentally disabled must endure in the Third World varies in form and degree from culture to culture. In most, they are either reduced to begging in the streets, hidden so that the family can avoid stigma, or

The physically and mentally handicapped endure ignominy in varying degrees.

Rebuilding Limbs, Rebuilding Lives

Cesar, who is 14 years old and a geography buff, plans one day to be a cartographer. Every day he practices drawing in his home in Gilroy, CA. But Gilroy is not his real home—that's in Medellin, Colombia, where his natural parents live.

When he first arrived in the United States two years ago, Cesar could hardly use his hands. They seemed hopelessly clubbed, and because his chin was fused to his chest, he could not move his head.

These impairments occurred after he was severely burned at the age of 11. When he played in a restaurant's kitchen, his father worked outside, and a nearby stove exploded. When it was touched and exploded, Cesar's mother did what she could. She prayed for his recovery and while he lived, it would take a year or more to be completely healed. If a severe burn occurred, the child was immediately hospitalized. The doctors immobilized the child's body to prevent further damage and to allow for proper reconstruction.

When a volunteer working in the Medellin hospital brought Cesar's case to a non-profit group of plastic and reconstructive surgeons, pediatricians, anesthesiologists and nurses active in Colombia.

Because Cesar's case was so complicated and would require multiple surgeries, the group, Interplast, brought him to California where he

Surgery is reshaping the future for many burned and debilitated children.

was placed with a family who could speak Spanish. The surgery in Stanford University Medical Center began shortly after his arrival. It's about finished now. Cesar can use his hands to draw and can even move his head. Perhaps in a year or so, after full recovery, he'll be able to go home to Colombia.

Last year, volunteers for Interplast made 16 trips to developing countries. Last year alone, using the services of 111 volunteer professionals the organization accumulated 861 free operations to its credit which, if they were to be performed in this country would be valued at \$1.5 million.

For the most part, trips to the eight nations in which the group works follow the same pattern. A team ar-

rives, moves in with a host family and takes over the hospital operating room for two weeks. Also while there, the visiting health care professionals train their host country counterparts in the fine points of primary burn care.

The emphasis of Interplast's work is on children with burns, or with birth defects such as cleft palate. But on a recent trip to Lesotho, one of the physicians fashioned a nose for a young girl who had lost hers to leprosy. Although completely recovered from the leprosy, her nose was replaced and refused to move just leprosy-free.

In cases like Cesar's, Interplast brings the patient to the United States. Between operations, the child lives with foster parents. Cesar's foster parents are in Gilroy, California. His mother's situation with leprosy prevented her from making a trip of a long distance for her son. She was separated from her son for about a year.

Besides reconstructive surgery, hands, in fact, are the main focus. The group has been successful in teaching English. Of course, not all the people. The group has been successful recently in getting a plane to pay the mother's plane ticket so that she could visit her son. The next time it will be Cesar who goes visiting.

—Maxine Staugh

ignored. Rarely are they loved and cared for.

Whatever the prevailing attitude, their survival may well hinge on learning some kind of skill.

Goodwill Industries, with the help of \$1 million from AID since 1976, has sought to help rehabilitate the handicapped in Africa and the Caribbean by offering technical assistance to local affiliates. In nine African countries, programs use cooperatives, cottage industries, production workshops or small business mechanisms to train and employ youth and adults with mental, motor, sight and hearing impairments.

In Cameroon, four workshops operated by the disabled turn out clothing, rattan items, leather goods and wooden toys. Last year, the four workshops together grossed \$410,000.

In Barbados, Goodwill is helping two small businesses explore the possibility of merging. One is run by the blind, the other by the mentally retarded.

Beginning in 1982, the Salvation Army, as part of a \$3 million AID matching grant, will begin a vocational training program for the blind in Mizoram, India. Within two years, it is anticipated, 140 blind youth and adults will learn the skills of carpentry, tailoring and cane furniture making.

Another Salvation Army project helped by AID in western India will focus on prevention. Village health workers will be trained to diagnose potentially disabling ailments and to refer the acutely ill to the nearby Salvation Army Hospital. These health workers will concentrate their efforts on the prevention of vitamin A deficiency and communicable disease.

Disease, malnutrition and birth defects are not the only disablers. Accidents happen, and they can ruin lives. People break bones falling from trees while gathering fruit, or in mishaps carrying heavy loads.

If the breaks are not set properly—and often they are not—they cripple.

In many developing nations, open fires used for cooking and heating cause burn-related disability, especially in small children. Burn victims in the Third World often are not given proper care immediately. If the injured person lives, it is not uncommon that he lose an arm or leg. Or that the skin of one burned leg will fuse to the other, the skin of an arm to the side, a chin to the chest.

While visiting a rehabilitation center in Tenkodogo, Upper Volta, a Goodwill Industries staff member recalls seeing a teen-age boy who had been severely burned as a small child. His legs had fused. He would be crippled probably for the rest of his life.

Dr. David Fogarty, a plastic surgeon on the faculty of West Virginia State University Hospital in Morgantown, says that once different parts of the body have fused, the damage cannot always be surgically repaired because of underlying changes in the bones and joints.

AID funding through Sister Cities International helped finance Fogarty's work with burn victims in Lesotho. Last year, he spent six months training a local physician and four nurses in burn care.

Because development projects generally concentrate on benefitting the greatest number of people, the integration of services for the disabled with other projects has proven to be a useful rehabilitation tool. A vocational education project in Ghana, partially supported by AID funds through Sister Cities, includes both the disabled and able-bodied. Shaped by the Oakland, CA, Goodwill and YMCA, this school will teach a variety of trades and will have the capacity to handle about 250 students.

In an education project in Indonesia, Helen Keller International (HKI), with AID funds, has inte-

grated blind children in the classroom with their sighted peers.

Community-based approaches are being used increasingly in the prevention, treatment and rehabilitation of the disabled. In the Philippines, for example, HKI trains local people to rehabilitate the blind in five strategically selected rural regions.

In Kenya, the International Eye Foundation, like the Salvation Army and HKI, took a community-based approach in its primary eye care program funded by AID in 1976. Village health workers are being trained to diagnose, treat and refer eye health problems. Finding that cataracts and glaucoma are the main diseases leading to blindness in the country, the project continues to train clinical officers to surgically treat cataracts and identify glaucoma patients for referral to ophthalmologists.

Partners of the Americas, through its PATH program, is providing training and self-help activities for the disabled, including the blind, in Costa Rica. AID is contributing \$30,000 to this effort. Another of PATH's endeavors, setting up resource centers for the handicapped in Costa Rica, Jamaica, Ecuador, Uruguay and Brazil, is supported totally by the private sector—it's funded by IBM Americas/Far East Corp. The centers are the beginning of a future inter-Americas network through which human and technical resources as well as appropriate technology for the disabled can be shared.

Most disabilities don't have to be. Through prevention, treatment, rehabilitation and information sharing in these and hundreds of other programs supported by both public and private organizations, the so-called disabled can become able contributors to the economic development of their countries. □

Maxine Stough is a writer in AID's Office of Public Affairs.

Vision for the Future

by Michael Walter

Poor eyesight may be holding many countries back.



Lack of adequate optometric care, especially among school children, may well be one of the chief barriers to more rapid economic development in many poor countries.

I became convinced of this while I was a Peace Corps English teacher in the Ivory Coast from 1970 to 1972, and what convinced me was that nearly all my students had excellent vision.

In two years of teaching at a small up-country secondary school, I worked with about 300 students. A few of the richer students wore glasses, and there were usually one or two others in each class who asked to be seated at the front of the room to see the blackboard. In general, however, there was little to suggest that uncorrected refractive disorders were widespread among my students.

A reasonable explanation for this eluded me until I began to visit classes at a nearby primary school.

The primary classes I observed were huge! Students often were seated far from the board and were taxed with learning French as well as substantive subjects. Teachers rarely gave students individual attention. When they did, they were concerned with grooming the best for advancement to secondary school instead of scrutinizing the causes of failure among poorer ones.

In these circumstances, children with poor eyesight tended to fall behind. The result was—I believe—that students with good vision were better prepared to tackle the tough matriculation exams that opened the door to coveted places in secondary school. To sit in one of those places meant, therefore, that one had a

good pair of eyes as well as a good brain.

Two authors of whom I am aware—Lewis Mumford and Arthur C. Clarke—have suggested independently that the invention of eyeglasses was a major factor in launching the Renaissance because it permitted scholars, clerks and artisans to pursue their careers despite the near-sightedness of advancing age. Could a similar revolution in learning and productivity be sparked in the developing world of today with the wider availability of optometric services, particularly to the school-age population?

For sound reasons, eye care programs in developing countries have focused primarily on preventing blindness. Since most pathological blindness in the Third World is preventable through relatively inexpensive means, these programs tend to yield impressive results on shoestring budgets.

Unfortunately, the high cost of frames and prescription lenses deters the development of programs to diagnose and treat refractive problems. Private volunteer programs such as Volunteer Optometric Services to Humanity struggle with used eyeglasses to help needy patients in a few countries. But even these heroic efforts are no substitute for systematic planning to promote the delivery of optometric services as part of each developing country's health care system.

Good vision is a basic human need; and money spent to promote good vision multiplies the effectiveness of money spent elsewhere. Research and planning can reduce the cost of vision care and lay the foundation for delivering needed optometric services to the world's poor. □

Michael Walter, formerly State Department country desk officer for Chad, Togo and Mauritania and Peace Corps volunteer in the Ivory Coast, is a member of the Indiana Bar.



People are what bring compassion, energy and the personal touch to the development process. Well over 80,000 Americans work abroad and in the United States through 48 private and voluntary organizations (PVOs). The founders of these non-profit organizations—like those who work for them—are individuals who, in many cases, have made personal sacrifices to offer their skills and assistance to the people of the Third World. They are people like Robert Hingson, Jim Turpin, Harry and Bertha Holt and George Kessler.

What makes Americans like these substantially modify their goals and lifestyles, some of them forfeiting lucrative careers, to help the less fortunate in countries outside their own?

Dr. Robert Hingson, founder of Brother's Brother (Pittsburgh, PA) traces his decision to a scene he watched unfold every night across the street from his boyhood home in Alabama. In the house across the street lived a doctor who worked among the poor.

"From our home, I could look into his back yard and see the chain of people day and night—mothers with babies wrapped in blankets, people with deformed limbs, children, sick or hungry or crippled with polio. And living on a cemetery road and seeing the small and large caskets pass by also struck me with the reality of the times."

Robert Hingson, the boy, was impressed. And because he also felt the strong command of God to "go into the world and preach" Robert Hingson, the physician, did—through medicine.

His invention, the peace gun, is a jet inoculator that revolutionized mass inoculation. It uses no needle and is so rapid that hordes of people can be inoculated in one day. High-velocity injection penetrates the skin, leaving only a small pinprick about the size of a mosquito's nose or one-tenth the size of an ordinary hypodermic needle. It has spared over 600 million people in 60 nations from the ravages of diseases like polio, tetanus, measles, diphtheria, pertussis and influenza.

In Liberia, Hingson and his team of 11 set a medical record in 1962 with the gun by immunizing 50,000 persons in one working week. To do this, the team had to meet a daily quota of 10,000.

They started in Monrovia. At the end of the first day, the tally showed that only 9,982 inoculations had been given. It was 10 p.m. and dark when Hingson set out alone on foot to scout out the additional 18 people the team needed to meet the day's quota.

He recalls that he happened upon an all-night barber shop and inoculated two as they sat in the barber chairs, the two barbers and four men who were waiting. One of the barbers suggested he might find the additional people he needed by going down to "the bonfires where they roll the dice," but cau-

PEOPLE TO PEOPLE

Private voluntary organizations help
keep the humanity in development.

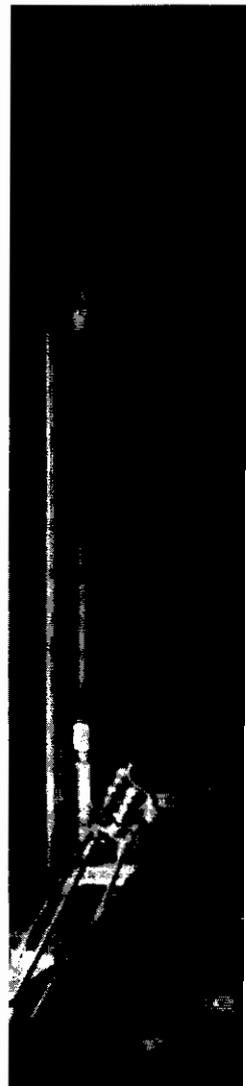
by Maxine Stough



Dr. Robert Hingson who set a record of 10,000 smallpox inoculations per day later founded Brother's Brother.



Dr. James Turpin turned from a lucrative medical practice to start Project Conquest.



Businessman George Keenan.

tioned Hingson that it would be dangerous to go there alone.

By then, he found himself in the slums of the city, over a mile from his hotel. But, undaunted, he made his way to the gamblers and in the flickering campfire light, he explained to them the importance of being inoculated. He came away, having picked up seven converts.

Still short three, Hingson stopped on his way back from the bonfire, at the darkened windows of a lean-to shack and hammered on the door. He roused its inhabitants and inoculated all three, thus completing the 10,000 tally before returning to his hotel shortly after midnight.

Within four years, the smallpox incidence rate of

Liberia had dropped dramatically to where only a few cases were left. Meanwhile, in neighboring Sierra Leone, the disease was on a rampage.

After his success in Liberia, Hingson started Brother's Brother Foundation. It dispatches medical teams and supplies and emergency relief services throughout the world.

While Hingson was heading for Liberia, Dr. Jim Turpin opened his first clinic in Wall City, a slum section of Hong Kong where 50,000 people live in poverty and disease within six square blocks.

After medical school, Turpin set up a lucrative medical practice in California. But soon his religious Kentucky upbringing prompted him to volunteer his skills to the needy. In his spare time, Turpin began to



sler started the American Foundation for the Overseas Blind.

work in a clinic in one of the poorest sections of Tijuana, Mexico. One night, after having saved the lives of two small boys, he was returning to his home across the border in affluent Coronado, CA, when he had an experience that changed his life.

"It was half an hour before midnight when I climbed into my car to drive home," he recalls. "I had the most exhilarating feeling of absolute satisfaction I had ever known. There wasn't a shadow of a doubt that these children would have died had I not been there. I wondered how many other children in other parts of the world were dying because there was no doctor to help them through a crisis."

At that moment, Turpin knew he was destined to do something. He didn't know exactly what. "It would

be something radically different," he thought. "Something that would give me the pleasure in the sheer joy of being needed."

The answer was not long in coming. While visiting one of his patients, Turpin heard a vivid account of the intense suffering of Hong Kong's poor; he realized then that his life's work would be in helping these people. He explored working through medical organizations such as World Health Organization, MEDICO, Project Hope and World Vision. Nothing seemed to work out, so he started his own organization—Project Concern in San Diego, CA.

One year after opening the first clinic in Hong Kong, Project Concern opened a second facility—a floating clinic on the waterfront. Since then, Project Concern has expanded to provide primary and preventive medical care, nutrition and paramedic training for the poor in Mexico, Indonesia, Ethiopia and Guatemala.

It was a harrowing accident that led George Kessler, an American businessman, to start the American Foundation for the Overseas Blind which in 1977 was named Helen Keller International (HKI). World War I had been a bloody reality for nine months when on the night of May 7, 1915, the Cunard liner *Lusitania*, en route from New York to England, was torpedoed and sank.

Kessler, the international distributor for Môt Chandon champagne, was on board. For seven hours that dark night, he clung desperately to an oar in the icy water. He thought he would die at any instant. He vowed that if he survived, he would do something for the victims of the war. Kessler was lucky. He was among the 800 rescued. While he recovered in a hospital in England, he became interested in the needs of soldiers who were blinded in battle.

Six months after the *Lusitania* disaster, the Kesslers formed the British, French, Belgian Permanent Blind Relief War Fund, HKI's predecessor organization. Today, this private non-profit organization in New York City is active in the prevention, treatment and rehabilitation of blind persons throughout the world.

Nearly 40 years after the Kesslers had founded their organization, a couple from Creswell, OR, saw a film about Korean children orphaned by the Korean War. Harry and Bertha Holt, who were in their 50s at the time, had always liked children. They had six of their own, almost all now grown. They were so moved by the plight of the orphans—particularly those fathered by American soldiers—that Harry, a lumberman, took time off and made a special trip to Korea. He returned with eight homeless children whom they adopted.

The children's arrival was met with heavy media



Harry and Bertha Holt



Holt traveled to Korea and returned with eight homeless children.

coverage and a deluge of letters from people asking how they, too, could adopt. The Holts subsequently founded Holt International Children's Services. Now, almost 30 years later, this Eugene-based organization provides adoption and child welfare services not only in Korea but in the Philippines, Thailand, India and Nicaragua.

Harry died suddenly in 1964 in Korea on one of his many trips to pick up children. His wife, now 77, continues to be active in their organization's work.

Many PVOs rely heavily on volunteer support, charitable contributions, foundation grants and, in many cases, support from AID. The groups vary in size, purpose and background. A few have staffs of one or two. Others have several hundred. PVOs have representatives working in almost every corner of the world, including areas where there is no U.S. bilateral foreign assistance program.

Some PVOs focus their efforts on specific geographical areas: Partners of the Americas, the Asia Foundation and Foundation for the Peoples of the South Pacific. Others, such as Save the Children, Foster Parents Plan and the Christian Children's Fund, specialize in medical aid or provide child welfare services.

PVOs cover the gamut of services providing assistance in community development, literacy, voca-

tional training, agriculture, family planning, refugee needs, renewable energy development, cooperative institution building and emergency disaster relief. There are well over 500 such groups in the United States.

In 1946, PVOs were required to register and the relation between the private sector assistance programs and those of the federal government took on a new look. Private groups often join forces with the government in a common development effort. For example, PVOs help distribute food and emergency relief supplies provided by the U.S. government.

Many work closely with AID to administer federal economic assistance programs. As part of its program, AID channels funds to many private groups to assist in their development projects. Funds made available by AID to private organizations in the last eight years have increased more than fivefold from \$39.4 million in 1973.

PVOs and the people who work in them are reminders that the development process is above all, a human one. It is the efforts of individuals that in the years ahead will add up to make the big difference for the entire world. □

Raisa Scriabine, formerly with AID's Office of Public Affairs contributed to this article.

Volunteer Business Boosters

The Institute for International Development, a private voluntary organization based in Vienna, VA, uses the resources of the U.S. private business sector to support small business start-ups in developing countries. The Institute has primarily helped start poultry, honey, cattle, soybean, maize and fruit enterprises in four countries—Honduras, Colombia, Indonesia and Kenya. Following is an interview with the Institute's chairman, Al Whittaker.

Q. What was the idea behind the Institute for International Development?

A. The idea started with an ex-missionary, Paris Reidhead, a man who had spent about four to six years in the Sudan in the early 40s. He became very concerned about the poverty and conditions under which people were living. As the time went on, this seemed to grow on him rather than diminish. He returned to this country and after a number of years he became pastor of a church in New York City, at the west end of 44th St. Quite often on his lunch hour he would walk to the other end of 44th St. which is, of course, where the United Nations is located. There he was impressed with the great number of feasibility

A close-up look at the Institute for International Development An Interview with Al Whittaker

studies that lined the shelves and with the fact that very little actual work was translated from these feasibility studies into actual productive efforts in relieving poverty in the Third World. With personal funding from friends he traveled extensively, talking to people in the developing countries. In this connection, he discovered that unemployment was alarmingly high and that income-producing opportunities had to be created if living conditions were to improve. Accordingly, he developed the idea of

utilizing the business community in our own country to provide resources—technical assistance, financing, and training—to start small business enterprises in the developing countries. Now, he was a minister with little or no business experience. So, several of us, unknown to each other, but with whom he had shared his idea, left what we were doing and came to Washington to form what is now known as the Institute for International Development, Inc. (IIDI). My first exposure to poverty in the developing world was in connection with my work for the Bristol-Myers Co., where I was the president of what was known as the Bristol-Myers International Corp., the overseas arm of the company. Of course, I traveled a great deal and had been exposed to much of what Mr. Reidhead had seen and it had made a tremendous impression on me. I was moved to do something, but I had no way to respond to what I was seeing and hearing, which left me rather frustrated. So when this gentleman shared his idea with me, I couldn't help feeling that this was to be my response. That was why I responded so readily, left what I was doing—which at that time was managing a company in New Jersey called the Mennen Co.—they make

health and beauty aid products—and came to Washington. (Whittaker was executive vice president of the Men-men Co.)

Q. What does IIDI do?

A. IIDI's single-minded focus—job-creation—is designed to increase the incomes of the poor through employment in new or expanded entrepreneurial enterprises. We have to be very aware of the level at which these countries are operating in terms of their economic development. And to do that you, in effect, have to turn our clock back 150 or 200 years, to when there was no General Motors, Exxon or IBM. This was a country of small businesses, and that, in a relative sense, is the situation today in the Third World. True, multinationals have been operating in these countries, have brought their technology and skills and have replicated small versions of U.S. companies.

While they have provided jobs for many host country people, this type of economic activity represents development "from the top down." This needs to be balanced by activity that starts at the grass roots and helps people develop their potential, to train them so that they're developing certain skills, and then provide them with the necessary resources. We saw our role in that context.

Q. How did you get IIDI "off the ground"?

A. We started with a small staff—a nucleus of people who were committed to the purpose and who represented various and diverse backgrounds . . . businessman, missionary, agriculturalist, nutritionist, and the like. We knew what we wanted to do and we clearly saw the need. But none of us could claim to be a professional developmentalist (if there is such a thing!) We were, in effect, "plowing new ground."

We had no prototype, no pattern to follow. So in the early years we learned by trial and error. Then we reached a point where we began to get a few

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handles on technique and methodology and our impact began to accelerate. Consequently, we now are working with a viable concept with impressive results.

Q. Could you give us an example of what you consider to be one of your effective programs?

A. Lets take Honduras where IIDI has been operating for about six years and has enabled over 60 business enterprises to begin or expand, representing hundreds of jobs for the unemployed or underemployed. The businesses have been both agricultural and food-related as well as manufacturing and service enterprises in urban areas.

Initially, our field director, an expatriate, handled most of the work but as the activity increased, Hondurans were added to the staff and trained. Our objective was to ultimately have a completely indigenous operations which would be completely autonomous and self-supporting. I am happy to report that this has become a reality in Honduras during the past few months. The staff is completely made up of Hondurans. At this point the operation is completely on its own.

Q. How about the other countries where IIDI has a presence?

A. Our objective is exactly the same in Colombia, Kenya and Indonesia. While these countries have not yet reached the level of maturity in Honduras we expect that each of the operations in these countries will be autonomous and self-supporting within the next year. At this point IIDI has been involved in starting or expanding over 700 businesses in these four countries.

Q. How do you enable people to go about creating jobs?

A. The IIDI field director provides the leadership and training. It doesn't take long for the word to get out that we're there to help people start businesses. What we're doing is helping people

to develop and to implement their own ideas. For example, a man wants to start a shoemaking business. Now, maybe he has a skill. He might have served as an apprentice or worked for another shoemaker and now he wants to be on his own. He has the initiative and motivation to do it but he doesn't know how to go about it. He doesn't have credit. He probably doesn't even know what the inside of a bank looks like, and if he did, he couldn't begin to qualify for a loan. At this point, we do as thorough a check as possible, talking to his neighbors, friends, people he has worked for, members of his church. If the results are positive, we raise questions that he probably hasn't thought of up to this time. We have to confront him with some of the realities that he will face.

Maybe he can write, maybe he can't, but if he can, we involve him in the process of making a business plan in the very simplest forms. We ask: How many pairs of shoes can he make? What is his income going to be; how many people is he going to employ; where is he going to get leather and how much does he have to pay for it? How is he going to sell the shoes? Is he going to buy a stall in the marketplace or sell house-to-house? Who is going to do that—his wife? Anybody else in the family? What kind of equipment does he need? We try to envision all the things he needs to think about before he can actually begin. Then that's all written down and it becomes a simple plan to follow. It includes financial projections—what his income will be, what itemized expenses will be, and how much profit he will make. Then a simple cash flow statement is prepared which helps to determine the amount of the loan required and the time period to pay it back.

IIDI has a revolving fund out of which we make loans and for which we charge interest, somewhat below the prevailing rate in the country. If he requests a loan of \$2,000, he has to carefully document what he is going to do with that \$2,000. These pro-

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posals are reviewed by our U.S. office in Vienna, VA, and if approved, the money is made available through the local office. Care is exercised in the way in which the funds are disbursed to insure that it is actually used for the intended purpose. The enterprise is then begun and IIDI continues to be involved by monitoring the project regularly (ideally over a month). This provides an input of technical assistance, at regular intervals which helps insure success.

Q. What are your plans for the future?

A. Having developed an effective way of carrying out our basic concept, IIDI has changed from an organization directly focused on Third World small businesses and job creation to one concerned with developing host country agencies whose purpose is to generate employment opportunities among the poor through entrepreneurial business development. In other words, IIDI has changed its thrust from a U.S.-based organization with operating control over its host country affiliates to one now involved in the institution-building process of enabling locally staffed and directed entities reach the point of self-sufficiency and autonomy.

We're committed to getting these people to the point where they can contribute to and control their own destiny. There are too many efforts in the name of foreign assistance that have failed in this respect—instead they have created a dependence on America or other developed countries which goes on interminably. The IIDI concept represents a vital and unique contribution to the countries because it works; it is cost-effective; it is people-enabling; it meets the felt needs of the people; it is self-multiplying; and it effectively incorporates the spirit of development—helping people to be self-sufficient. □

This interview was conducted by Raisa Scriabine, formerly of AID's Office of Public Affairs.



Co-op society now: Battle against human poverty read a faded sign we passed on the Masaka road in southern Uganda. The 60s ring of the slogan does not detract from the validity of its basic message—cooperatives and their members are the fodder of Uganda's redevelopment efforts and ultimate revival.

In an innovative approach to at least starting to solve the country's food, employment and industrial development problems, AID, since 1979, has funded a project that provides hoes and other farm tools for the 12 million farmers. The project had led to a partnership between AID, the Uganda Ministry of Cooperatives and Marketing and two private Ugandan firms—Uganda Hoes and UGMA Steel and Engineering Corp.

About 90% of the more than 14 million people in Uganda depend on agriculture for their livelihood. Agriculture—particularly the production of coffee and cotton—constitutes four-fifths of the value of Ugandan exports. During the decade of strife under Idi Amin and the subsequent war of liberation, agricultural production and the tools needed for that production drastically declined.

In a land of traditional farmers, the hoe is the key to life. Without the hoe, the individual and the national economy alike suffer. For example, during Amin's reign, many farmers grew only what they needed to live on. But to produce exports needed for foreign exchange, as many as 6 million hoes are needed, with the demand expected to continue, since the



by Fred Perry

HOES

Uganda needs
6 million; the
need spawns
an industry.

tools must be replaced every two to three years.

A dent has been made in the 6 million figure, thanks to AID's Commodity Import Program. Two years ago, a \$3 million AID grant to Uganda resulted in the delivery of more than 2 tons of steel, which made 300,000 hoes.

But the benefits go far beyond the farmers and their families. At UGMA Steel in Lugazi, the AID grant helped revitalize the once-thriving 25,000-acre complex. Twenty years ago, UGMA was a prosperous enterprise employing several thousand people. It languished in the 70s. Today, it employs 350 Ugandans who manufacture desperately needed hoes, shovels and axes. A \$5 million grant matched by a \$1.8 million contribution from

the Uganda government will boost production.

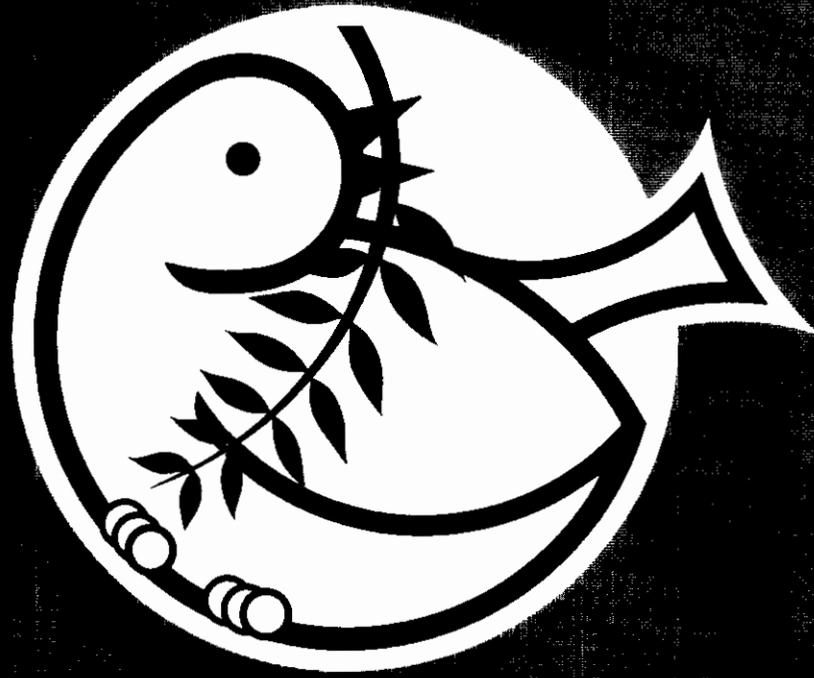
Thirty miles away, Uganda Hoes employs more than 200 people. Manager John Waibale earned a master's degree in agronomy at the University of West Virginia under AID sponsorship. His company will continue its production with funding from the European Economic Community while AID support will go to UGMA, which has set a production goal of 515,000 hoes.

In addition to providing the tools to boost food production, the project also aims to use the 50-year-old co-op societies to distribute hoes, seeds, gunny sacks, bicycles and spare parts; to provide a modest training program in the cooperative sector; and to establish a technical assis-

tance program to strengthen the co-op movement, particularly its distribution functions.

The early success of the project reinforces the optimism reflected in Uganda's busy market places, rebuilding schemes and reopening of small businesses, especially in the southern part of the country. The fact that the Ministry of Cooperatives and Marketing has been able to distribute farm tools, that UGMA can provide employment to Ugandans and survive as a private enterprise despite recent devastating conditions is a hopeful sign of recovery for Winston Churchill's "Pearl of Africa." □

Fred Perry is with AID's Africa Bureau.



5 DE JUNIO

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**La planificación deficiente de nuestras ciudades,
con la consecuente contaminación del agua, del aire y
la destrucción de nuestros recursos naturales,
deterioran el ambiente,
afectando el desarrollo normal de nuestra vida.**

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ASCONA prints posters, cards, newsletters and more as part of its public awareness effort. Right: AID project manager Steve Haynes, left, confers with ASCONA Executive Director Jorge Astacio.

FRIENDS OF THE FOREST



Speaking out against deforestation in Costa Rica led to a new environmental group.

by Steve Haynes

Costa Rica today is beset by economic woes. But even as the value of its currency erodes, the Central American nation faces another kind of deterioration potentially just as dangerous—erosion of its natural resource base.

Overgrazing and a lack of land management are taking a whopping bite out of Costa Rica's good growing land. Since 1970 nearly 60,000 hectares—about 150,000 acres—have been stripped of trees every year. Deforestation has caused not only soil erosion, but also loss of valuable watersheds and a drop in agricultural production, something a country struggling to make ends meet can ill afford. Major exports are coffee, bananas and meat.

Since the early 70s a group of private citizens in Costa Rica has been working to reverse the trend. Their slogan, "Development Without Destruction," is a tall order, but one they're determined to fill through a campaign of public education, research and investigation into illegal acts.

The group, *Asociación Costarricense para la Conservación de la Naturaleza* (ASCONA), was pulled together in 1972 by two men, Leslie Holdridge and

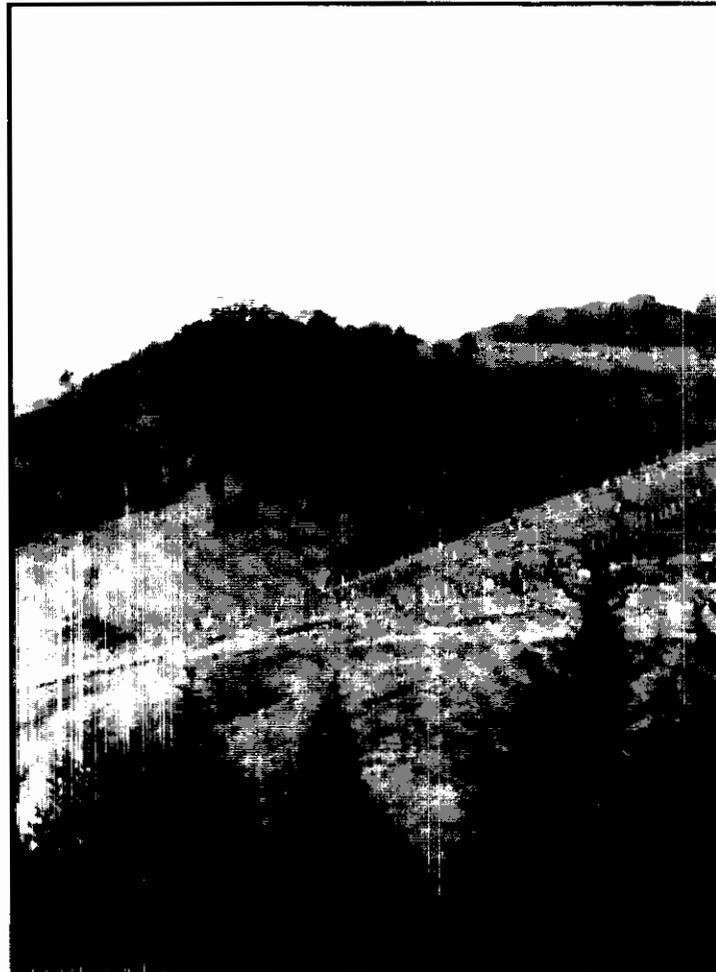
Joseph Tosi, both ecologists. Their new organization, made up of a handful of concerned professionals in biology and related sciences, became the first public interest group in the country to speak out against the accelerating environmental deterioration.

At first it seemed no one was listening. There was no money. It took five years before the lawyer retained to draw up the necessary legal papers actually got around to it. And in the meantime, the San Jose-based group gained the unhelpful reputation as a "protest" outfit. Small donations from two U.S.-based private environmental groups—the World Wildlife Fund and the New York Zoological Society—kept ASCONA breathing.

Six years after its birth, ASCONA's president, Murray Silberman, former AID chief of housing for Latin America, guided his organization to certification and registration as a private voluntary organization, paving the way for a two-year grant from AID in 1978 for a wide range of environmental activities.

Even at this point ASCONA could count 27 dues-paying members. But its new staff, hired with AID support, embarked on a membership drive. One of the first steps was to lower the yearly dues from \$27 to \$7. It worked:

Christmas cards with an environmental message.



950 new members soon joined. They included influential people in government, education and industry as well as private citizens. In addition, ASCONA formed youth affiliates to allow elementary and high school students to join at a reduced rate. The uphill battle finally began to level off.

To make people in Costa Rica aware of their stake in a healthy, productive land, ASCONA publishes a bi-monthly bulletin now as well as various pamphlets and translations of articles published outside the country. Christmas cards with an environmental message are printed and sold. ASCONA also runs seminars throughout the country on such topics as deforestation, conservation, pesticides, even remote sensing. To supplement these, it offers field trips to national parks and other areas of interest.

The media have been supportive. ASCONA averages 10-12 radio interviews a month and a spokesperson has made weekly appearances on a local family television show.

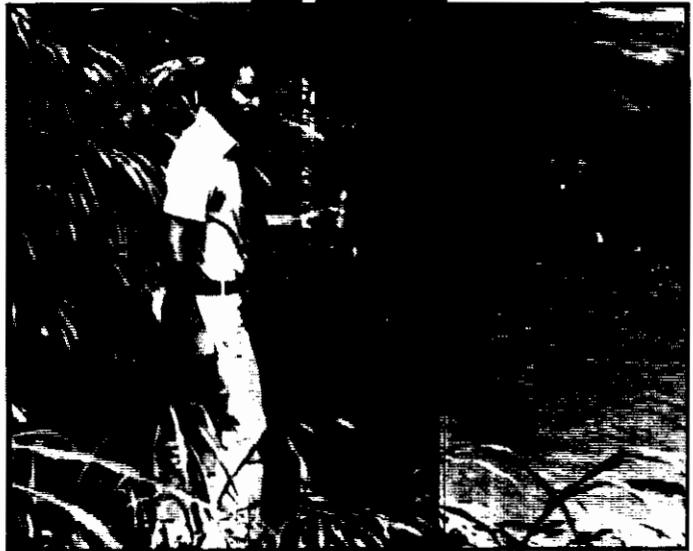
A library is on its way to becoming one of the most comprehensive of its kind in the country, and students make frequent use of its collection of slides, maps, books and articles.



Children are important to this effort. ASCONA runs programs especially geared to capture their interest. A recent national painting contest with an environmental theme attracted over 200 entrants. And in Puriscal, an area with particularly serious deforestation, a six-month awareness program was started in two schools among fifth and sixth graders. Students learn how to start fruit trees from seeds and cuttings. Then each student is required to plant at least one fruit tree at his or her home—or at a neighbor's. They have begun to grow trees all around the school, too. Rounding out the program, ASCONA takes the kids on field trips to a zoo and a nearby forest.

No less important than education to ASCONA's three-pronged attack are research and investigation. The idea is to provide technical assistance and to pinpoint problems that need to be brought to the attention of authorities. For example, an ASCONA technician uncovered irregularities in a permit issued for tree-cutting in a 100-acre protected area. The technician escorted a Costa Rican forest service official to the site to witness the illegal axing. Subsequently, the forest service revoked the permit, thus saving one of the few forests left to protect an important watershed. Water-

Testing river water near San Jose.



Trash cans.



ASCONA's Owen Ramirez helps a school child plant a tree.

sheds are the birthplace of most important sources of water.

ASCONA's commitment to evidence-before-accusation has gained it the respect of both government and the private sector—and has virtually dispelled the "against everything" image it labored under a few years ago. Consequently, ASCONA has received a growing number of requests for research into environmental issues and problems from private groups and from municipalities and government ministries. These requests have ranged from studies on destruction of mangrove swamps to park development and protection, pollution and solid waste disposal.

ASCONA's three-year, \$480,000 AID grant awarded in 1980, has enabled it to set up affiliates in key areas of the country. To be an affiliate a group must have at least 20 active members. Two cities, Puriscal and Ciudad Quesada, established affiliates before 1980; since then, four new ones have been inaugurated in San Mateo, Guapiles, Quepos and Naranjo. Five Peace Corps volunteers are now working in the central office and in Ciudad Quesada, San Mateo, Quepos and Guapiles.

ASCONA so far has depended on outside funding both by the Costa Rican government and AID. In order to grow independent, it has stepped up fund-raising, not an easy task in a developing country with serious economic problems. Despite those problems, donations have increased from \$6,440 in 1978 to \$37,715 in 1980.

An outside consultant hired by AID to evaluate the first years of ASCONA's AID-funded activities, who has worked with over 50 AID projects in 12 Latin American countries, called ASCONA one of the three most effective organizations he has encountered.

ASCONA has come a long way from the days when it couldn't pay the rent or meet its tiny payroll. Now it's respectable, and its efforts may well provide a model for other private conservation efforts in Latin America. □

Steve Haynes is a forester with AID's Mission in Costa Rica.

The Senate added two useful riders when it approved the Administration's \$6.7 billion foreign aid package. As requested by President Reagan, it removed long-standing restrictions on aid to Chile and Pakistan. But without asking, the President also got what he needs: an amber warning that Congress will not forget Chile's human rights abuses or Pakistan's nuclear ambitions. . . .

—New York Times

There may be, after the Cancun summit meeting, some greater hope for Ronald Reagan's relations with the Third World. Or with some parts of the Third World. And about some aspects of the relationship, not all. . . .

Too often discussion . . . assumes a simple confrontation of rich and poor, which disregards many lines of separation.

In reality economics slops into politics and vice versa. The so-called Group of 77, which actually is a loose collection of 120-odd developing countries, embraces enormous diversity; politically, socially economically.

—Henry Trehitt
Baltimore Sun

Five months after Costa Rica negotiated a three-year, \$330-million bail out from the International Monetary Fund, its economy has slid to the point where international commercial banks have suspended all lending and the government has ceased paying all but partial interest on its \$2.7 billion debt.

—Washington Post

WHAT THE MEDIA SAY...

World Bank President A. W. Clausen is mounting a major campaign to get more money for energy-related loans to poor countries in the wake of U.S. opposition to a proposed energy-lending agency.

Mr. Clausen is visiting Saudi Arabia this week to seek Arab contributions to finance an "interim" expansion in the bank's existing energy lending program. And he has begun exploring options to a separate facility with leaders of other nations.

—Wall Street Journal

Legislators from 19 Asian countries have concluded a United Nations sponsored conference on population problems by proposing that their governments work to hold Asia's annual population growth rate to 1% by the end of the century.

They also asked governments everywhere to increase contributions to international activities for population assistance to a record \$1 billion a year by 1984.

These goals are voluntary and the conference did not adopt specific measures for carrying them out.

—New York Times

By breaking relations with Cuba, Jamaican Prime Minister Edward Seaga has moved a step closer to the United States—and the Reagan Administration is smiling approval.

In the process, the Harvard-educated Mr. Seaga has firmed his role as the key figure among Caribbean leaders opposed to Cuba.

Washington sees Jamaica emerging as the linchpin in its strategy to combat Marxism in the Caribbean and to spark economic growth in the region.

—James Nelson Goodsel
Christian Science Monitor

One of the toughest jobs in the Reagan Administration has been handed to the biggest man among top U.S. officials—6-foot, 8-inch Thomas Ostrom Enders, Assistant Secretary of State for Inter-American Affairs.

His assignment: Come up with some plan to improve our relations and our image in Latin America, a region of great importance to the United States. He started off well after getting past a few pesky members of Congress who doubted if he was conservative enough.

But he wasn't long in finding out he has a real hard job. His roughest experience is that astonishing Mexico-France agreement just announced. It gives formal recognition to the Marxist-led guerilla forces in (El) Salvador, a little country in Central America in the throes of bloody internal strife.

—Ben F. Meyer
Daily Gleaner
Kingston, Jamaica

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