598-0612

UNITED STATES INTERNATIONAL DEVELOPMENT COOPERATION AGENCY
AGENCY FOR INTERNATIONAL DEVELOPMENT
Washington, D. C. 20523

LAC REGIONAL

PROJECT PAPER

POPULATION INFORMATION FOR POLICY MAKERS

LAC/DR:81-2

Project Number:598-0612

AGENCY FOR INTERNATIONAL DEVELOPMENT

PROJECT DATA SHEET

1. TRANSACTION CODE: A (A = Add, C = Change, D = Delete) — Amendment Number: _____

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2. COUNTRY/ENTITY: LAC REGIONAL

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6. PROJECT ASSISTANCE COMPLETION DATE (PACD): MM 12 DD 30 YY 84

7. ESTIMATED DATE OF OBLIGATION (Under 'B.' below, enter 1, 2, 3, or 4)

A. Initial FY 81 B. Quarter 2 C. Final FY 83

8. COSTS ($000 OR EQUIVALENT $1 =)

A. FUNDING SOURCE	FIRST FY 81 B. FX	C. L/C	D. Total	LIFE OF PROJECT E. FX	F. L/C	G. Total
AID Appropriated Total						
(Grant)	(430)	( )	(430)	( )	( )	(1270)
(Loan)	( )	( )	( )	( )	( )	( )
Other U.S. 1.						
Other U.S. 2.						
Host Country						
Other Donor(s)						
TOTALS	430		430			1270

9. SCHEDULE OF AID FUNDING ($000)

A. APPROPRIATION	B. PRIMARY PURPOSE CODE	C. PRIMARY TECH. CODE 1. Grant	2. Loan	D. OBLIGATIONS TO DATE 1. Grant	2. Loan	E. AMOUNT APPROVED THIS ACTION 1. Grant	2. Loan	F. LIFE OF PROJECT 1. Grant	2. Loan
(1) PP	420	420				430		1270	
(2)									
(3)									
(4)									
TOTALS						430		1270	

10. SECONDARY TECHNICAL CODES (maximum 6 codes of 3 positions each): 450, 460

11. SECONDARY PURPOSE CODE:

12. SPECIAL CONCERNS CODES (maximum 7 codes of 4 positions each)

A. Code

B. Amount

13. PROJECT PURPOSE (maximum 480 characters)

Stimulate leadership groups and individuals to petition host country governments and private organizations to integrate population concerns into their development plans and programs.

14. SCHEDULED EVALUATIONS

Interim MM 06 YY 82 | MM YY

Final MM 11 YY 83

15. SOURCE/ORIGIN OF GOODS AND SERVICES

☐ 000 ☐ 941 ☐ Local ☐ Other (Specify) _____

16. AMENDMENTS/NATURE OF CHANGE PROPOSED (This is page 1 of a _____ page PP Amendment.)

17. APPROVED BY

Signature: Anthony Cauterucci

Title: Anthony Cauterucci
Assistant Director for Sector Analysis & Technical Services

Date Signed: MM DD YY

18. DATE DOCUMENT RECEIVED IN AID/W, OR FOR AID/W DOCUMENTS, DATE OF DISTRIBUTION: MM DD YY

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UNITED STATES INTERNATIONAL DEVELOPMENT COOPERATION AGENCY
AGENCY FOR INTERNATIONAL DEVELOPMENT
WASHINGTON D C 20523

PROJECT AUTHORIZATION

Name of Entities:	International Planned Parenthood Federation, Western Hemisphere Region, Inc. and Social Development Center of the University of Chicago
Name of Project:	Population Information for Policy Makers
Number of Project:	598-0612

1. Pursuant to Section 104 of the Foreign Assistance Act of 1961, as amended, I hereby authorize the Population Information for Policy Makers project with International Planned Parenthood Federation, Western Hemisphere Region, Inc. and Social Development Center of the University of Chicago involving planned obligations of not to exceed $1,270,000 in grant funds over a three-year period from date of authorization, subject to the availability of funds in accordance with the A.I.D. OYB/allotment process, to help in financing foreign exchange and local currency costs for the project.

2. The project will finance a variety of policy studies and services concerned with the developmental impact of population growth and migration and will assist public and private sector leadership in the LAC region to better understand the impact of demographic processes on national development (the Project).

Acting Assistant Administrator
Bureau for Latin America
and the Caribbean

Jan 23 1981
Date

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TABLE OF CONTENTS

		Page
I.	EXECUTIVE SUMMARY	1
II.	BACKGROUND AND PROBLEM STATEMENT	1
III.	PROJECT DESCRIPTION	3
	A. Regional Information/Communication Seminar	4
	B. National Information/Communication Programs	5
	C. Strengthening Public Relations	10
	D. Beneficiaries	12
IV.	IMPLEMENTATION PLAN	13
V.	PROJECT ANALYSIS	16
	A. Financial Analysis	16
	B. Economic Analysis	19
	C. Institutionl Analysis	20
	D. Technical Analysis	21
	E. Social Soundness Analysis	27
VI.	EVALUATION PLAN	28

ANNEXES

A. Logical Framework	29
B. Key LAC Decision Centers	30
C. Implementation Plan	32
D. Mission Concurrence Cables	33
E. WHR/IPPF and SDC Data	45
F. Environmental Threshold Design	72
G. DAEC Issues and Related Memos	73
H. WHR Proposal to A.I.D.	89

I. EXECUTIVE SUMMARY

Public and private sector committment to population, sorely lacking in a number of LAC countries, will be enhanced by educating leadership groups and individuals to urge host country governments to integrate population variables into development programs and to change laws, policies, and administrative procedures which slow needed population activities. This project will rely on experienced population agencies such as the IPPF/LAC network - national affiliates and the Western Hemisphere Regional Office - to increase leadership awareness using up-to-date communications techniques, to elicit the active participation of leadership in resolving their countries' population dilemma. Through this project, local agencies will have the opportunity to enhance their capacity to effectively inform the everchanging LAC leadership about key population issues in particular countries.

The following types of activities will be carried out: (1) regional training seminars to improve the communications capacity of family planning agencies; (2) national information/communication programs, based on country specific background papers to communicate with leaders using seminars, dialogues, and the printed materials on the inter-relationship of population and other sectors; (3) mass media programs, radio, television, posters, newsletters, etc., to build grassroots support; and (4) observation trips to demonstrate successes in other LAC countries and train professionals.

Over the three year life of project, AID support will total $1.3 million dollars for training, key personnel, technical services, and selected action programs. Counterpart family planning agencies are expected to contribute $4.4 million in personnel, travel, supplies, volunteer support, and leadership projects. The LAC Bureau will be responsible for project monitoring.

This project will work intensively in four of the ten LAC countries where the lack of leadership support is one of the major obstacles to implementing effective population programs and where the Missions have expressed interest in participating in this project: Bolivia, Brazil, Costa Rica, Ecuador, Guatemala, Guyana, Honduras, Nicaragua, Paraguay, and Peru. First priority will be given to Peru, Ecuador, Honduras, Guatemala, and Brazil. The project by providing key inputs in demography and communications, will enhance the permanent capacity of the respective local family planning network to inform leadership.

II. BACKGROUND AND PROBLEM STATEMENT

While some public and private sector leaders in Latin America and the Caribbean are beginning to understand demographic processes and to incorporate demographic variables into their development planning, there remains a need to go beyond these initial attempts. The leadership's limited

understanding of the impact of three demographic realities - population growth, internal migration, and international migration - has limited the effectiveness of their development efforts. Large amounts of resources, both financial and human, have been expended to collect and analyze some of the data necessary to begin to tackle these problems, but more effective and forceful conclusions and recommendations have not been communicated to leadership in a manner in which they can easily understand. Efforts must, therefore, be made to communicate with key decision makers so that there is a better understanding of population problems and the imperative need to focus now on solutions.

AID assistance in leadership education began in the mid 1960's with the introduction of analytical tools such as the GE TEMPO economic model for Peru, Chile and Ecuador showing the multisectoral implications and consequences of rapid population growth. The decade of the 1960's saw only a few countries implement effective population programs, notably Chile and Costa Rica, while family planning technology remained in its infancy. The population issue was offically avoided in the majority of the countries on medical, political, religious and cultural grounds. AID, nevertheless, continued its efforts in leadership education through such organizations as CELADE which provided demographic data that highlighted the problem to a number of population professionals throughout the region. Meanwhile the Airlie Foundation sponsored leadership seminars for individual professional groups to emphasize the population problem. At the same time AID sought to satisfy through its family planning services program the burgeoning need for family planning thereby building grassroots support to soften the issue. Concurrently, AID supported efforts by members of the LAC medical community to legitimize family planning as a health measure. Gains were made on these issues largely through the efforts of the International Planned Parenthood Federation (IPPF), and modern family planning technology began to spread in the region. The foresight of private agencies and individuals in Chile and Costa Rica to present family planning as a basic health right led to the growth of the private sector in urging development of population programs and policies. The decade of the 1970's saw results of many of these early AID-supported efforts with population becoming a more important consideration in development planning in a number of LAC countries and family planning services becoming a more legitimate health concern. AID can be given credit for its strategy to educate leadership throughout the region to recognize their influential role in furthering work on the issue of rapid population growth and at the same time providing support to satisfy the grassroots unmet demand for services.

Despite the gains of the past decade, the LAC region contains a significant number of countries which have not progressed to a clear recognition of the population problem. In these countries, modern family planning technologies remain unavailable. In some of these countries, AID has tried through fertility research and seminars to assist the leadership in better understanding the population problem and through family planning information and services to build grassroot approval, but to little avail.

Political opposition has been strong, forged ahead in part by the desire of the political/military leadership to rule "large" nations. Furthermore, a scarity of public resources and weak implementation capacity has discouraged some from even getting involved. Nevertheless, there remain individuals and institutions, often times with women leadership, in each of these countries which could bring the population problem to the attention of policy makers if they were provided with the proper mix of resources. This project is an effort to work in the most "difficult" countries using modern communication techniques, to inform key decision makers and to elicit their active participation in resolving this developmental problem. A wide range of different techniques are needed to inform the ever-changing leadership in each country in order to reach a critical mass of high-level support. Interest must be sustained by continuous activities that reinforce family planning and development messages. Today, because family planning technology and delivery has so improved and major program achievements have been made in a number of LAC countries since the early 1960's, the likelihood of program plateauing or failure has been greatly reduced. The time has come for Latins to speak more among themselves concerning population issues.

III. PROJECT DESCRIPTION

Public and private sector commitment to population concerns will be enhanced by educating leadership groups and individuals in four LAC countries where population programs face the most serious barriers to urge host country governments and private organizations to integrate population variables into development plans and programs. The project will lead to: (1) changes in laws, policies, and administrative procedures related to population dynamics; (2) greater understanding by leadership of population dynamics; and (3) increased public dialogue on population issues. The broader objectives of this project are to: (1) increase host country budgets for population activities, (2) raise the organizational level for population within a variety of government ministries, and (3) create a better understanding of the role of population in development planning. In order to achieve these objectives the following types of activities will be carried out over the three year period: training seminars to improve the communication capacity of family planning agencies; attitudinal surveys; communication programs including radio, TV, phamplets, posters, newsletters, magazine and newpaper articles; seminars, and observational visits; annotated bibliographies of existing research and fresh policy analysis of existing data concerning key population issues (see Logframe, Annex A).

> STRATEGY: to enhance the capacity of private sector FP organizations to effectively inform the everchanging LAC leadership using modern communication techniques about key population issues so that important changes in legislative, policy and administrative norms favoring population take place.

To date, a comprehensive and systematic approach to upgrading existing private sector information and communication capabilities, such as the one proposed by this project, has not been undertaken. Full use has not been made of the LAC private family planning (FP) network to generate an appropriate and effective response to concerns shared at the regional level. Sustained interregional cooperation is essential to put into place the permanent capacity to educate the everchanging leadership. Test efforts carried out under this project will in the future serve as a basis for replication in other LAC countries.

A. Regional Information/Communication Seminars

At the onset of this project, high-level representatives of LAC private family planning agencies would meet for a one week period to discuss alternative techniques to inform national leaders about key population and family planning issues in their respective country. To date, FP agencies have not employed the full gamut of available communication techniques to bring the issue to the attention of leadership, partially because of a lack of understanding of modern information techniques. Professionals in the field of communications will conduct this seminar emphasizing new communication techniques: public relations research and writing, building organizational networks, preparing convincing materials, persuasive use of communication techniques and media for public relations purposes, maintaining issue visibility, etc. Case studies of North and South American successes and failures in the above areas will be carefully evaluated.

Employing the new information and communication techniques learned during the early part of the seminar, participants will then begin to think about how to redesign their leadership information program. Group discussion of the redesigned program will provide needed feedback and interchange re: feasibility, creativity, effectiveness, gaps, etc. After the seminar, participants will need to return to their respective agencies to discuss and finalize their plans with the help of their staff and volunteers and, if needed, expert consultants funded under this project. A finalized country proposal will then be submitted to AID for approval.

Information/communication technicians working on this project will participate in extended observational training in Brazil, elsewhere in LAC, and the United States, if necessary. This training could take three to six weeks of time, but is necessary to build the local capacity. It is presently contemplated to have this training funded under the DSB population training contract with Development Associates. Alternatively, this training will be funded as part of the national I/C program under this project.

A second regional seminar will be held during the second year of this project to assess learned and practiced skills and evaluate tried methodologies. The importance of upgrading FP personnel is so important to this labor intensive activity to warrant a second refresher seminar. The exact content of this regional seminar will be developed early in the second year of this project.

B. National Information/Communication Program

The objective of the National Information/Communication Program is to hurdle the greatest single obstacle to establishing family planning programs in Latin America and the Caribbean: leadership failure to actively support family planning programs. Progress has been limited by openly pronatalist and anti-family planning attitudes and policies among public and private sector leaders. Furthermore, problems created by excessive population growth are not even listed on the development agenda in some countries. Through information programs, leaders in key LAC decision centers such as government, universities, the media, business, and labor, can be educated to change their attitude and take appropriate actions (see Annex B for an analysis of key LAC Decision Centers).

The following messages related to the multisectoral implications of population on development will be emphasized in country-specific background papers prepared especially to address each country's most salient population issues:

1. abnormally high rates of population growth and urbanization only enhance deficits in health care, education, employment, housing, etc.;

2. the growth of urban slums is related to rural poverty and rapid population growth;

3. excessive fertility negatively impacts on infant and maternal mortality and nutritional status;

4. problems of induced abortions and adolescent pregnancy are directly related to a lack of family planning information and services as well as other social problems;

5. unmet demand for family planning is larger than previously expected, despite increases in contraceptive prevalence;

6. legal barriers constrain individuals from actualizing their human right to family planning information and services; and

7. large population size does not equal national strength.

The background papers prepared especially for the project, will rely on existing country-specific data and research and some internationally renowned analyses to create a scientific information base for the entire program. A presentation of key population issues will be prepared summarizing available data about national demographic trends, the impact of population dynamics on development, contraceptive knowledge and prevalence, major misconceptions and barriers that are delaying resolution of population problems, and other salient topics. The background papers preparation may indicate the urgency for some additional low-cost analysis which could be funded under this project but only to fill in key gaps in the information base.

The background paper material will be condensed and reworked into phamplets, booklets, magazine stories - in other words, effective information materials. These "canned" communication packages, prepared by experts, will be useful and available as the need arises to reach the targeted audience(s) in any LAC country. Regional economies of scale is anticipated.

In further preparing for the information program, the local private FP agency will assess leadership attitudes and knowledge gaps and detail how to communicate with them. Personal contacts and attitudinal surveys will be used to comprehend the audience's information gaps and attitudinal prejudices. In addition the local FP agency will compile an inventory of existing population/family planning information programs and materials to serve as a baseline for this project. Past information efforts and materials will also yield useful lessons on how to design the details of this country-specific information and communication program.

To recap, the object of the regional training seminar and preparatory analysis of both the demographic situation and previous information efforts is to yield an effective one to three year national leadership information program with specific, measureable outputs as well as build an effective communications unit. This project will improve technique and methodology to ensure the installed capacity to carry out this highly technical and labor-intensive activity within the local communications unit of an appropriate local family planning organization.

The project's approach to generating support has been discussed with many Latin American population experts. In their opinion implementation of this project is technically appropriate with one major caveat: country-specific modifications must be made by local experts before determining the exact form which population messages should take and the techniques used to communicate the messages. The careful judgement of local experts will be needed to determine the project design in a given country. This project must therefore remain flexible enough in the design of national programs - albeit within the parameters carefully outlined in the project. Local FP agencies must and will take sufficient time (perphaps 3 to 6 months after the initial regional I/C seminar) to prepare their detailed communication proposals for submission to AID.

Given the above qualifications, the following scenarios reflect best judgement at this point in time of possible country-specific activities:

1. Brazil - The Brazilian IPPF affiliate (BEMFAM) has from its founding in 1965 given considerable emphasis to information programs for leadership groups. Virtually every topic related to population and family planning has been explored, and BEMFAM has used all of the major communications media available. BEMFAM has also developed unique systems for keeping track of leadership attitudes about population and family planning issues, and for responding rapidly to any misinformation which finds its way into the major news media. BEMFAM has the most extensive leadership

information program of any affiliate in the Western Hemisphere with the possible exception of the United States, and as such it can be used as a model for analogous programs in other countries. BEMFAM owns a printing plant which could prove helpful on a regional basis, since it may lower production costs for other affiliates. BEMFAM has also gone through many "generations" of films, posters, radio programs, comic books, and seminars, which may help other affiliates avoid "re-inventing the wheel" in these categories.

On many occasions over the last few years the Brazilian federal government has seemed to be on the verge of providing direct support for family planning. Experienced observers, however, expect that the "officialization" of family planning in Brazil will be a gradual process, probably leaving millions without FP for years to come. Indeed, it would be hard to imagine any other short-term outcome given the sheer size of the potential demand for services, and given the reservation to family planning which still exists within certain ministries of government. The struggle between proponents and opponents of FP in Brazil is at least 15 years old. A steady favorable trend has been evident, in major part due to the efforts of BEMFAM, since 1974 when the Brazilian delegation to the World Population Conference declared that, "...it is the responsiblity of the State to provide the information and the means that are required by families of limited income..." Nevertheless, the forces in favor of family planning have not yet overcome the remaining reservation to family planning at the federal level, where there is support for federal family planning progrms but where other government officials have their reservations. Many observers believe that these barriers will be overcome during the six-year administration of a pro family planning President such as Joao Figueiredo, who took office in March, 1979. Others, more pessimistic, fear that Figueiredo's administration will have its hands full with the fight against inflation, and with other political problems, and will not want to spend much ammunition on an issue like family planning. Despite positive signs from the Ministers of Health and Social Security, family planning is still a subject which provokes public debate. From time to time the press and others "rediscover" the issue, and with it the full panoply of traditional religious, political, social, and economic arguments against it. For example, in early September, 1980 the Brazilian Congress, reacting to the possibility that the federal government will prepare a national family planning program for 1981, established a special commission to investigate the subject again. The testimony before this commission can be expected to rekindle discussion surrounding the FP issue. While there is no need to create local capacity to present information to leaders because BENFAM has that ability in place, an increased effort should begin as soon as possible to provide leaders who are to make key FP decisions in late 1980 and 1981 with information on family planning. Seminars, small meetings, and observation visits would be important tools for informing leaders. TV programs and special publications should also be used to minimize the effects of opposition and to provide health professionals with information on family planning as a basic health measure. Official support for FP could provide millions with needed FP services in Brazil if there is a concerted effort, utilizing an already effective information program in BEMFAM.

2. Guatemala- Landowners, military and physicians all need one-day seminars tailored to their particular concerns such as information regarding the geopolitical mythology which equates large population with military strength, the negative effects of rapid population on development and the health of mothers and children. Medical doctors, the key implementors of FP programs, need information on medical arguments as well as social issues. One goal is to get family planning included in the medical school curriculum.

3. Honduras - The IPPF affiliate has been conducting dialogues with leaders and general mass education programs, sometimes working through agricultural cooperatives. At this point in time, a shift in strategy may be necessary. Legislators need information on the actual demand for family planning as shown by contraceptive prevalence surveys and active program acceptance, as well as the role of population factors, including migration, on national development. Other policymakers would be interested in information dealing with key points: 1) a rapidly growing population does not provide the immediate military strength to defend national boundaries and 2) excessive population growth threatens internal stability. The business sector and landowners could be informed about the relationship between excessive population growth and internal stability as well as how health, family planning and labor force productivity are interlinked.

4. Peru - Several population/development themes related to labor, health, and migration are of interest to the new Congress, some of whose members already signed the Colombo Declaration of Parlimentarians. This population information and analysis would supplement their comprehensive National Population Policy. This action combined with the new Presidential attitude towards family planning may lead to rapid implementaion of Peru's population policy. Seminars for journalist, media personnel and popular writers could serve to increase this group's understanding of the affects of population growth on all sectors.

5. Bolivia - An information effort could include several topics: military science, health and population, and population and development. With regard to military science, the logic and soundness of pronatalistic geopolitical policies should be discussed. Concerning health, both military and civilian health personnel should be informed about the health benefits of family planning and, concerning population and development issues, arguments related to internal security and development must be emphasized to the new military planners.

6. Nicaragua - Shortly after the end of the civil war in July 1979, some government officials ordered that all oral contraceptives stored in government warehouses be destroyed. The Nicaraguen IPPF affiliate (ADN) organized a grassroots effort and gathered 1600 signatures expressing opposition to this planned action. As a result, the order was not carried out. During 1980, seminars and dialogues have been conducted by the ADN with

the Ministries of Social Welfare, Education, and Health. By continuing its low-key approach, the ADN feels that decision makers will be convinced by pro-family planning evidence. Respected international experts could be invited to visit with Ministry Officials in Health, Education and Social Welfare. Or Nicaraguen officials could visit programs in other countries. Briefings and supporting information could be provided to legislators to assist them in developing their National Family Code to include family planning. Legislators and lawyers from other Latin countries could provide guidance by showing them how it was done in their country.

7. Costa Rica - Despite long years of active involvement in family planning and the high contraceptive prevalence rate in Costa Rica, many reliable sources feel that legislators remain uninformed on key population issues. An information program could be developed for these legislators. The IPPF affiliate has the research capability to determine the information gaps and could inform Congressmen of new information through professional-level seminars dealing with selected population issues. A rationale approach to issues would be effective in countering anti-family planning opposition.

8. Paraguay - International experts visiting Paraguay can be influential and lend prestige to family planning. The IPPF affiliate could hold seminars to gain favorable publicity and enhance its public image, while at the same time educating journalists and media personnel on population issues. These seminars could serve as a catalyst for organizing observational visits for key leaders. Since planning capacity is weak, economists and health experts could provide technical assistance. Here short meetings and longer term training will be appropriate. Congress has been trying to pass a new health code for two years. Information efforts could assist in developing a progressive family planning component of the proposed code.

9. Guyana - A major problem to be addressed is the government's pronatalist position which advocates a need for more people to fill the hinterland. Guyana's population is 884,000 with a low population density. There is a prevailing government view that high fertility will promote new land settlement in the interior of the country. But, at the same time, the government has been persuaded that its high infant mortality rate and levels of malnutrition are related to inadequate spacing of children. As a consequence, the government has allowed the provision of family planning for child spacing in its health centers but with minimum financial support. Increased awareness among policy makers of the linkages between population variables, including migration and development might lead to a more comprehensive family spacing program within the context of maternal child health and new understandings of spatial distribution factors.

Illustrative actions for Guyana include: 1.) a conference for development planners, political leaders, and university professors on "Population and Development" in collaboration with the Universities of Guyana and the West Indies, 2.) sponsorship of local research to examine key issues, and 3.) sponsorship of Guyanese participants in international seminars on population with appropriate local mass media follow-up.

10. Ecuador - Public dialogue on family planning has been mimimal in recent years. Now, with a new democratic government in office, increased public discussion is possible. Research already conducted in Ecuador could be gathered, abstracted, and distributed through a variety of media channels. Up-to-date information should be provided to key supporters of family planning. Coalitions with groups of similar purpose, such as conservation groups, pharmacists, drug manufacturers, and womens' groups, could effectively use information on population issues in Ecuador. The relative effectiveness of each communication mode (TV, radio, letter, newspaper, personal dialogue, etc.) must be matched carefully to each target audience within the Ecuadorean context. In sum: a new, carefully planned strategy is needed as an initial project output.

C. Strengthening Public Relations

This project will strengthen the local capacity of family planning groups to carry out effective public relations work on population issues. The public relation unit (PRU), to be located within an effective local FP agency, will organize citizens and institutions seeking a common objective to more effectively bring population information to the attention of decision makers. Membership in family planning groups should increase. Issue coalitions should be formed.

The public relations unit will provide expert technical assistance by informing legislators, the executive branch, and private leadership about the most recent facts related to population. The above-mentioned segments of LAC society do not have the large expert staff to provide analysis to them and, therefore, must to a certain extent rely on outside experts to remain informed. The PRU by presenting extensively documented arguments and policy statements and/or encouraging others to do so, will help to build a strong foundation for policy formulation. A mutually benefical relationship between the PRU and decision makers will be fostered as the latter recognize the need for the former's services, for example, research, policy briefs, speech writing, and expert testimony. Such a role for the PRU is appropriate and key to the process of informed policy change.

The analysis organized by the PRU will also be used to enhance grassroot support as well as to influence legislative and executive decisions. Information activities such as media campaigns, and newspaper ads will utilize results of recent research to make its point factually and effectively. Furthermore, influential elite volunteers after receiving briefing from the PRU will be more effective in bringing the latest information to the attention of decision makers.

The PRU will ensure that population issues are "Being Heard" in an acceptable fashion. It will, where appropriate, urge support for population issues. The PRU will arouse the interest of reporters and columnists in population problems by preparing and utilizing "canned" rebuttals to important misconceptions. The PRU will form coalitions with other common public

interest groups such as environmental and human rights organizations, where indicated. It will prepare information briefs for decision centers - business, labor, teachers, women's groups, professional associations, agricultural cooperatives - to allow them to act forcefully in their own self-interest as related to population. To conclude, the PRU will be communication brokers: supplying information to those in need and carrying information to others from those demanding to be heard. The PRU function will be always carried out in a factual, scientific, and culturally acceptable fashion and will be installed in a prestigeous long-standing local institution to ensure legitimacy.

In summary, the proposed series of test activities are designed to ensure continuing impact. Communication of salient information will be done, therefore, in an effective way over a significant period of time to overcome anticipated resistance and maintain gained enthusiasm. Skills in communications and public affairs particularly in the private sector, must and will be sharpened under this project with the help of experienced communication and public affairs experts. Appropriate public and private sector staff already working in this area will participate in region-wide workshops to upgrade their skills thereby ensuring a more skilled local capacity to petition for population issues. Workshops will focus on new techniques in the field and a rethinking of ongoing public affairs campaigns in the various countries will be necessary. Subsequently, an array of appropriate techniques such as commercialized media campaigns, newspaper articles, group discussions, etc. will be carried out, mainly by the private sector, to stimulate and supplement ongoing information efforts. Some carefully selected observation trips to other countries where programs are more developed and/or issues are more crystallized will also be carried out.

In general, if the project is successful (i.e. the leaders persuade the government to act), then one can expect to see greater host country recognition of its population problem and greater support for appropriate programs. This will be measured in several ways:

- a before and after survey of leader attitudes.

- press coverage of changes in government policy/programs, and public statements by leadership groups such as the Medical Association, the Chamber of Commerce, etc.

- the creation by the government of a task force to draft a national population policy.

- intensified public debate over population issues.

- verbal reports on changing government views on population, e.g. a government permits expansion of family planning services through the private sector.

D. Beneficiaries

The beneficiaries of this project will be two-fold: (1) policy leaders and information/communication technicans including women in key decision making roles who will be directly involved in seminars and training and (2) women of reproductive age in need of contraceptive services who would as an indirect result of this project receive additional services as a result of improvements in program thrust and effectiveness, approximately 15 million women. As shown below in Table 1, benefits will be concentrated in those countries where deprivation of services is acute and the family planning environment is "difficult":

Table 1

ESTIMATED NUMBER OF WOMEN IN NEED BY COUNTRY

Country	Women in Need
First Priority	
Peru	1,856,000
Ecuador	780,000
Honduras	393,000
Guatemala	811,000
Brazil	10,176,000
Subtotal	14,016,000
Second Priority	
Bolivia	624,000
Paraguay	309,000
Nicaragua	300,000
Guyana	54,600
Costa Rica	121,000
Subtotal.	1,408,600
TOTAL	15,424,000

IV. IMPLEMENTATION PLAN

Several organizations will have implementation responsibilities under this project: One international organization - possibly the very capable Western Hemisphere Region, Inc. of the IPPF (WHR) - will work in close collaboration with the private family planning network to supervise the implementation of the training seminars and national information programs in the four selected countries. Another organization - possibly the Social Development Center of the University of Chicago (SDC) - will provide communications and demographic services to the local implementing agency. And a local FP agency - for the most part IPPF affiliates - will implement the national I/C program. Appropriate organizations will be selected to carry out each of these tasks. Their schedule of separate actions and responsibilities as well as steps necessary for them to acquire the capacity to implement will be developed along the following illustrative lines. See Annex C for the Implementation Plan.

A. International Grantee

The international grantee - possibly WHR - will be responsible for organizing two regional information/communication seminars; the first to be held most probably in Brazil in early 1981 and a second sometime in 1982 at a strategically selected site. For the first seminar, an average of two respresentatives from some 15 affiliates throughout the region would be selected to participate. Most likely these representatives would be the executive directors, information chiefs, and influential volunteers of the private family planning agency. Seminar content would include two days of instruction on modern communication techniques, one day for interchange of experiences, and two days for developing I/C strategies and project planning. Some high level guest speakers (consultants) will be contracted for the seminars to ensure success.

The selected international grantee would also be responsible for developing and subcontracting country-specific I/C subprojects and providing necessary technical assistence to them. This will require working with national groups to identify national leadership and decision centers, to document their attitudes, and to ascertain popular misconceptions delaying resolution of population problems. The local family planning groups would then design one to three year information/communication programs at the national level, securing the concurrence of the international organization, AID Missions and the LAC Bureau before beginning implementation. The time consuming process of assisting family planning groups in project development and monitoring will require the services of a full-time project officer, a half-time financial officer and a half-time secretary.

Necessary commodities for this project will be procured by the international grantee using procedures acceptable to AID.

B. Demographic/Communications Technical Services Organization

One or more technical services organizations (TSOs) will provide the following technical services: (1) review internationally renowned articles and studies of particular relevance to informing and motivating LAC leaders and prepare an annotated collection of abstracts to be updated continuously; (2) prepare background papers summarizing available data about national demographic situations and fertility/contraceptive trends and assessing impact of these on key development variables; (3) compile an inventory of existing population/family planning information and materials in a particular country reworking them into effective public relation information packages such as news releases, advertisements, posters, phamplets, speeches etc. as appropriate to the planned national I/C programs; and (4) provide communication expertise necessary to the project including (a) participation in seminars, conferences, workshops, and dialogues planned for at the local level and (b) preparation of needed informational materials for (a). Estimated cost of these services is $100,000 per year.

Several North and South American TSOs have the capacity to implement at least some of the communication and demographic responsibilities outlined above. The Social Development Center (SDC) of the University of Chicago is thought to be unique in its ability to do all four tasks. But, more than one TSO could be used: one to carry out demographic tasks 1 and 2, another communications tasks 3 and 4. If chosen, the SDC has a demonstrated capability to do quality demographic work, to conduct effective communications seminars in the LAC region, and to work collaboratively with LAC institutions. SDC has proposed in an unsolicited proposal to AID to use the services of a renowned LAC family planning expert, Dr. B. Viel, in preparing the background papers and in participating in the in-country seminars. Combined with the SDC staff, Dr. Viel could significantly enhance this effort.

C. National Family Planning Groups

National family planning groups or other appropriate local agencies will have responsiblity to develop and implement national I/C subprojects. IPPF affiliates are already carrying out such activites albeit with limited resources and funds especially in those countries where this project will concentrate its efforts. Capacity to implement the kinds of activities envisioned under this project vary from affiliate to affiliate which in part explains the rationale for the regional training seminars and the need for outside consulting services. Nevertheless, the very essence of this project requires

affiliates or other selected groups to upgrade their own capacity which will require not only upgrading existing staff but also adding new staff. During 1982, the four participating FP agencies will add a mimimum of one additional permanent professional staff person to their public relations unit with the intent to work over the life of this project and beyond in information/communication activities.

Local FPAs bring a large wealth of resources to project implementation: a proven track record in advocating for population concerns; legitimacy, credibility, and prestige for long years of service; influencial volunteers and dedicated staff; ability to articulate their concerns to elite and grassroots subpopulations; tested willingness to take appropriate political risks; continuity of effort during times of rapid political and social change; and flexibility to try innovative approaches such as the one proposed by this project. In sum they form a unique indigenous base which can make a unequaled contribution to the implementation of this project. The local affiliates or other local family planning groups are necessary for this project to succeed.

D. LAC Regional Bureau

The LAC Regional Bureau will be responsible for monitoring this project. The Chief of the Population Division of LAC/DR will serve as project manager. Approximately ten percent of Population Division's total staff effort will be dedicated to this project. Assistance from the LAC/DR finance division will be required to review both program and finacial reports every three months. Approximately one or two person days of professional time every three months from the finance division will be needed to accomplish this task.

E. AID Missions

AID Missions which have already expressed their interest in participating in this project (See Annex D), will be asked to concur with planned country-specific activities before implementation. No activities will be carried out until their concurrence is secured. The AID Mission could, if it so desired, plan a more expansive role in project design by providing the implementing agencies with salient information and support.

Once Mission concurrence is granted, the local family planning groups are responsible to the international grantee for implementation of their program. Mission concerns regarding implementation performance can be channeled through the LAC Regional Bureau to the International Grantee. Activities will be halted or modified to meet Mission concerns.

Such an implementation role for the Missions has been designed to ensure AID a low profile at the local level. To the local audience this project is a local activity. By reducing AID visibility project success is more probable.

It is hoped that in the long run some activities started under this project will be shifted to host country and/or AID bilateral funding.

V. PROJECT ANALYSIS

A. Financial Analysis

1. Financial Plan

The proposed three-year project will total $ 5.7 million, $1.3 million provided as a grant by AID, $ 0.8 million by the WHR Inc., and $ 3.6 million by the ten national affiliates. Table 2 below, Overall Financial Plan, contains summary figures by project element and funding source.

Table 2

OVERALL FINANCIAL PLAN

(projected cost in US $000s)

Project Element	WHR	FPAs	AID	Total
Personnel	439	-	270	707
Travel/Per Diem	49	-	-	49
Office Supplies	58	-	-	58
Volunteer support	69	-	-	69
Leader projects	194	3665	-	3859
Regional Seminars	-	-	100	100
TSO Grant	-	-	300	300
Nat'l I/A Program	-	-	600	600
TOTAL	807	3665	1270	5742

Projection of expenditures by fiscal year is shown in Table 3 below:

Table 3

PROJECTION OF EXPENDITURES BY FISCAL YEAR AND FUNDING SOURCE

(US $000s)

Fiscal Year	WHR	FPAs	AID	Total
1981	252	950	430	1632
1982	264	1293	390	1947
1983	291	1422	450	2163
TOTAL	807	3665	1270	5742

Projection of AID expenditures by fiscal year and project element are:

Table 4

AID GRANT CONTRIBUTION TO PIPOM

Project Element	81	82	83	TOTAL
Regional Seminar	50	-	50	100
TSO Grant	100	100	100	300
Key Personnel	80	90	100	270
Nat'l I/C Program				
Action	160	160	160	480
Analysis	40	40	40	120
Subtotal	200	200	200	600
TOTAL	430	390	450	1270

AID support will allow for the expansion of the total information and communication effort by the IPPF system and others of about 33 percent over the next three years. Furthermore, AID training will probably have the effect of refocusing current I/C programs of the IPPF to higher priority areas with greater efficiency because technical capacity will have been enhanced. Moreover greater interchange of experience fostered by the coordinating role played by the international grantee will improve the I/C performance of the local family planning groups. Additional funds and improved technical capacity will allow the groups to better meet the challenges presented by the ever-growing more organized opposition to family planning.

The above financial plan suggests approximately $200,000 dollars of AID monies per year for national I/C programs. Since we propose working intensively in only four countries, the above total averages approximately $50,000 per year per country over the life of project, a rather moderate amount for such an important test effort and potentially cost effective activity. Although exact country-level budgets can not be provided at this time, moneys will be spent on personnel; data analysis; observational visits (funded under DSB/POP contract with Development Associates, if possible); conferences and seminars; information material such as posters, phamplets, flyers, magazine articles, printing, stamps, etc. as outlined previously in the program description.

Detailed budgets for the regional seminars will be forthcoming but regional seminars for 40 to 50 professional participants at the cost of $50,000 each appears reasonable.

The TSO grant at the annual cost of approximately $100,000 dollars will provide approximately two person-years annually of expert consulting and the concomitant travel and per diem costs to dispatch experts for field consultation.

In addition, AID will support key personnel: a full time information officer, a half-time financial officer and a half-time secretary to work full time for the international implementing organization (grantee).

2. Financial Viability

The financial viability of the various implementing agencies will be examined before selection. If, as hoped, the Western Hemisphere Region, Inc. of IPPF is selected as the international grantee, we have the following information.

Annual financial audits reveal WHR Inc. to follow accepted US accounting principles. In March 1980, Price Waterhouse Co. completed its most recent satisfactory audit for calendar year 1979 (See Annex E for audited financial statement). WHR Inc. is a registered AID Private Voluntary Organization (PVO). Numerous financial documents were evaluated during the registration process and found to be in good order. Restricted funds are received by WHR Inc. from both private and public institutions. Expenditures in 1979 include restricted grants from UNFPA ($729,000), Kellogg Foundation ($88,000), and Hewlett Foundation ($700). Restricted equity account as of December 31, 1979 is $60,700. WHR unrestricted equity account as of December 31, 1979 is $1,317,000. This represents accumulated net income over the years which is not available to earmarked

programs. WHR's four principal sources of unrestricted revenue are IPPF-London, Planned Parenthood of of America, Inc., Population Crisis Committee, and other general contributions. Although WHR must rely on donations for carrying out its operations, its success in managing these donations and allocating funds to projects in such a way as to maintain a sound financial condition is evidenced in its certified financial statements.

The financial viability of each local family planning agency will also be reviewed. If IPPF affiliates are selected, we know that under the terms and conditions of the AID general support grant to IPPF, local affiliates are required to submit annual certified audits. These audits are conducted by international, independent public accounting firms such as Price Waterhouse Co.; Peat, Marwick, and Mitchell Inc.; Arthur Young Inc.; Ernst Whinney Co.; Touche and Ross; and others. All affiliates in the ten countries included in this project have certified audits reports for 1979 and are available upon request. In addition to following accepted national accounting procedures, affiliates provide all necessary financial information to satisfy Donor (including AID) requirements. Central headquarters through its management audit division conducts periodic management audits to ensure that IPPF management procedures are followed at the country level.

B. Economic Analysis

In 1979, approximately 100 million dollars were spent on population activities in Latin America and the Caribbean by all external donors, of which about half is USG money, a sizeable amount in LAC countries where population activities have faced serious obstacles. If successful this project would markedly increase the return on all ongoing population projects: greater host country support for population programs, allocation of larger local budgets and more personnel to FP programs, greater commercial sector activities in population, elevation of population to higher status in various LAC ministries, greater freedom for private organizations to become involved in innovative activities, more cost-free involvement of local volunteers, translation of government policy to action based on available but previously unused research, etc. Stated negatively, until the policy environment is effectively improved in say Bolivia or Guyana population money cannot be effectively spent and no vigorous programs begun.

As a result of the project, it is anticipated that local family planning agencies will expand their membership. While it is difficult at this point to estimate the revenues from enlarged memberships, this type of expansion will bring the local FP agencies closer to financial self-sufficiency.

To measure the dollar value of some of this project's outputs is difficult. If a law is changed which allows pills to be distributed by paramedics, what is that worth? If the legal minimum age at marriage is raised, what is that worth? If legal barriers to obtaining a sterilization are removed, what is that worth? If a Minister of Health requests that much greater attention be paid to family planning within the health delivery system thereby providing greater amounts of staff time to family planning, what is that worth? What is the value of reversing the editorial opinion of a major newspaper in favor of family planning? What value do we place on securing the active support of the Chamber of Commerce? What is the long range financial payoff of having an indigneous organization capable of continuously doing battle in favor of the human right to plan the size and spacing of families? What is the actual percentage of additional government funding to family planning that can be attributable to this project? These kinds of outputs, although not accurately quantifiable in dollars and cents, are invaluable to program success. Without them the national FP program could be running in place, getting nowhere while spending money inefficaciously. This project's outputs are clear, their dollar value is not precisely measureable.

Because funds per country are quite limited, each participant will be forced to spend on only highest priority activities and to do so cost effectively. It is expected that direct local FPA counterpart cash inputs will always exceed the AID cash contribution. Furthermore, other local in-kind inputs will be donated to this project, such as radio and television time.

Estimates of the direct contribution of WHR and FPAs, if selected as implementing agencies, has already been stated as totaling $0.8 and $3.6 million respectively. The WHR network of volunteers would also provide invaluable resources and goodwill to this project.

To sum, counterpart resources at the regional and local levels are indeed significant, surpassing AID's contribution over the life of the project. Their efforts will, moreover, continue after AID participation stops at the end of project.

C. Institutional Analysis

The Western Hemsphere Region Inc. is uniquely capable of executing this project for a variety of reasons: their network of affiliates and prestigeous volunteers with a proven track record in the information field , their ability to supervise and monitors grants to their affiliates, and their expert technical staff, ready and capable to assist this project. If the Western Hemisphere Region, Inc. submits a proposal to the LAC Bureau (see Annex E for details proposal outline and its status to date) and is thereby selected as grantee the following analysis prevails:

The Western Hemisphere Region of the International Planned Parenthood Federation (WHR/IPPF) is one of six regional organization of the International Planned Federation (IPPF-London) whose headquarters are in London, England. WHR supervises and coordinates IPPF activities in the Western Hemisphere and receives funds from the worldwide program carried out by the IPPF.

WHR has long been recognized as the most effective, efficient, and innovative regional office of the IPPF system commanding 40 percent of the worldwide resources despite the apparent needs in other regions. The DSB/POP liaison for the IPPF has confirmed this opinion concerning the fine implementation capacity of the WHR in numerous internal memorandums and other documents. The WHR has demonstrated the capacity to administer an annual grant of nearly 13 million per year over the past several years. As well they provide professional-level technical assistance to some 33 affiliates in the region in a wide variety of areas. WHR has a staff of 48 persons, with 25 professionals and 23 supporting staff. These professionals work in program coordination (6), training (1), supplies (2), information and education (5), medical/clinical (1), evaluation (2), personnel management (1), conference coordination (1)and finance and administration (6). Nearly all professional staff are bilingual, hold advanced degrees, and have years of experience in the family planning field. WHR has a hierarchial administrative system as outlined in Annex E. Six section heads, who report to the regional director, monitor performance and provide technical assistance in their respective specialty. The regional director is reponsible before the Secretary General in London for overall performance. WHR has a full range of formal management systems, e.g. payroll, personnel, reporting, internal audit, external audit, inventory supply and control, program evaluation, budget control, travel procedures, etc. For major administrative tasks, there exists formal procedural instructions. WHR is administered well: payroll is on time, commercial bills are paid, donor agencies receive required reports, affiliates receive quarterly cash advances on time, management data exist and are utilized, and budget presentation and projections have been quite good. WHR also has several volunteer committees to assist in specific areas: auditing, information and education, medicine, law, resource allocation, and others. The WHR Executive Committee (32 members) functions as the Board of Directors of the Corporation: directs general management business, developes policies, and monitors program implementation. This committee reports to the WHR Regional Council whose membership includes two representatives from each affiliate, elected officials, and ex-officio representatives. This group, which meets once a year, provides a broad base of geographical and professional viewpoints.

National Family Planning Affiliates (FPAs) of the IPPF will for the majority of countries be selected as the local executing agency because of their proven capabilities as evidenced by the following analysis. Each year AID Missions have been asked to provide a detailed evaluation of the affiliate in their country with regard to (1) FPA relations with government, community and AID; (2) program characteristics, i.e. targets, strategy, performance, management quality, personnel capabalities and quality of volunteer support; (3) FPA performance in specific areas, such as I/C, stimulating government, quality of service; and (4) overall assessment of the affiliate. The WHR affiliates have consistently scored well, averaging around four on a scale from one to five. Written qualitative comments consistently praise the affiliates. Obviously, some affiliates are better than others, but these evaluations are shared with the federation to stimulate a process of self-improvement. Overall, the FPAs stand out as "the" prestige FP organization both nationally and regionally.. Their affiliation with an international federation provides them with both technical support and prestige. Affiliates have continued to show leadership over the years by taking on and executing successfully a wide range of innovative and pioneering activities. Within the WHR, AID has recognized their superior track record and supported them with increasing funding. In the area of leadership education, WHR is uniquely qualified. A long and hard road has led to many successful efforts to educate leaders in what might be characterized as a volatile political environment. The WHR mandate clearly states its intention to advocate for family planning. No other known organization has that primary purpose.

The LAC Bureau is well qualified to monitor this project. Its knowledgeable staff has an excellent understanding of how the WHR operates and its Missions understand the local affiliates. It is in constant communication with the other donors in the field. LAC remains up-to-date on related AID information, policy, and demographic activities carried out by DSB/POP, but does not focus on one to the exclusive of the other. This factor is very important to this multifaceted project. Furthermore, the LAC Bureau has closely monitored the development of leadership understanding of population and related issues for many years. It has not dealt with population in isolation, but has considered population within in its overall development context. Since leadership education is such a country and region-specific activity, it is important that the Bureau remain in constant and close contact with other LAC experts for broader-based judgements about individual countries in which we are trying to work. Moreover, the LAC Bureau can work closely with its Missions to implement a project of this nature.

D. Technical Analysis

1. Application of information/communication techniques to LAC environment

The appropriateness of each type of information/advisory activity to Latin America and the Caribbean merits attention:

a. Face-to-Face Contact is quite appropriate in Latin America and the Caribbean. Intelligent, energetic, sincere, honest, factual, well-trained and communicative experts are very effective in both formal appearances and private discussions. Face-to-face contact must be timely and continuous emanating from the proper source - expert or institution - preferably a native voice. While this technique has been used before on an ad-hoc basis, its integration into a more comprehensive multifaceted I/A program will enhance its impact. The local public relations professional with their finger on the local pulse will know best when and where to utilize this technique.

b. Grassroots Education and Influence - LAC women already display high levels of knowledge about family planning, thanks to prior grassroots educational efforts. As well, several examples of the impact of grassroots sentiment on leadership have been demonstrated: (1) reopening of the family planning program in Nicaragua after the revolution thanks to a popular petition by several thousand women, (2) high levels of contraceptive utilization depoliticize opposition to family planning programs and influence opinions of government officials to support family planning programs. Although direct grassroot elite information techniques have not been used extensively, they have been shown to be selectively important and timely.

c. Proponent Groups can be most effective in transmitting grassroots opinion and technical information to leadership. For example, FEPAC, the IPPF affiliate in Mexico worked diligently in the late 1960s to provide legislators with facts and analysis re: the Mexican population problem. FEPAC facilitated legislative and policy change which led to today's progressive national population and family planning policy. These techniques have been employed in several other LAC countries, for example Peru, Colombia, Brazil, and Chile. When local groups, including womens groups, decide which decision centers should be educated and how, this technique can be very effective in the LAC context especially where issue visibility, if appropriate, can be maintained.

d. Coalitions, by bringing together common interests and group resources, can not only effectively carry out service programs such as PROFAMILIA and the coffee growers did in Colombia, but can also more effectively provide leadership with the information upon

which to base decisions. Broad based support is always more influential in transmitting a public interest message and numerous FP agencies have employed this technique: the IPPF affiliate in Guatemala joined with the business community and sugar growers; in El Salvador with the cotton growers and bankers; and in Colombia with medical facilities, drug manufacturers, and super market chains. In the LAC context, this technique is sound and merits more intensive and systematic utilization.

e. Observational Trips have proven their usefulness on numerous occasions in the LAC region. Decision makers can be effectively motivated by visiting successful programs especially Latin American programs. In addition to motivation, when FP professionals visit other well-run and well-conceived programs it serves as excellent on-the-job training. Some central AID funding for observation should be available to this project.

In summary, the I/C program rests on an array of technically sound techniques. The proper mix of timely activities will be crucial to project success, but knowledgeable local experts will make these judgements.

2. Feasibility of regional I/C seminar

It would apear quite feasible to significantly upgrade the I/C skills of a critical group of LAC private sector personnel within the public relations units of LAC FP agencies using the regional seminar format. The first one-week seminar will mix lectures, group discussions, and small work groups in the following manner. Expert professionals will lecture on modern I/C methodology and techniques for two days to stimulate interest and upgrade capacity. Successful I/C efforts will then be discussed among the PR professionals, and in light of new techniques learned, past efforts will be reassessed and new programs designed. This methodology has been previously used quite successfully to install community-based and voluntary sterilization programs as well as new management techniques into ongoing programs.

Initial interest and efforts will need to be discussed among colleagues during a second regional seminar to provide needed feedback and instill a healthy sense of regional competition among professionals. Refresher seminars have in the past been quite useful to reinforce program ideas and bolster professional confidence.

In sum, the two seminars appear to be technically sound and vital to the program goal of upgrading local I/A capacity.

3. Relation of the Project to Other Population Projects

Population assistance to LDC's is currently being provided by a host of donors. In a typical LAC country, one would generally find donors supporting activities in five or six major areas. One of these would be population policy development. The key donors in this area are the Ford and Rockefeller Foundations, the Population Council, the United Nations, International Development Research Center in Canada, and AID. The major policy development thrust of these organizations to date has been social science research. Unfortunately, in too many instances, the findings have not been adequately utilized, i.e. the results have not been immediately available to leaders who make or influence public decisions. This project intends to take advantage of available country-specific research funded by other donors and AID, and ensure that a large segment of the host country's leadership is made aware of its implications.

Based on the information at hand, this new project would not duplicate the above-mentioned donors' activities. To the contrary, it will strengthen and complement such activities by making relevant research more useful. With a dissemination capacity in place, other donors may even become more interested in funding new policy research.

Furthermore, the new project will reinforce Mission bilateral programs in those countries where it functions. AID currently invests a half million dollars or more annually in a number of LAC bilateral population project. An equal amount is spent in their country through AID/W centrally-funded activities. AID Missions are concerned that results of their investments are not maximal because of a lack of firm support for the program on the part of host country government and leadership. This new project will enhance leadership support and ensure more effective population programs.

DS/POP currently has three policy development projects that impact on the LAC region:

Population Policy Analysis (PPA)- Purpose: to identify and examine LDC policy and social barriers that impede the effective implementation of family planning services. This project has concentrated on funding applied research and technical meetings to discuss the results. This PIPOM project will distill the information collected under the previous PPA project and disseminate the results more broadly and effectively. The new worldwide PPA project with Battelle Memorial Institute will continue to work in only two or three countries in the LAC region during the life of this project according to the terms of its recently signed contract.

Population Policy Research (PPR) - Purpose: to study population policy implications of socioeconomic fertility determinants and to identify government actions, in addition to family planning, that will encourage lower fertility. This worldwide project with Research Triangle in North Carolina also focuses on research which can be useful only if effectively brought to leadership for discussion, as this project will do. The project does not operate directly in the LAC region.

Resources for Awareness of Population Impact on Development (RAPID) - Purpose: to provide host country officials with tools for recognizing the long term health and other benefits of declining fertility. This computer-based model dramatizes the impact of high fertility and in so doing begins to gain the attentions of leadership. Concentrated follow-up and ongoing capability are lacking.

PIPOM would integrate RAPID, PPA, PPR and other analysis efforts such as the University of Chicago's "Illustrative Functional Projections, 1975-2000" into a country-specific presentation of the issues and then concentrate on continuing dissemination of information related to key issues using a variety of communication channels simultaneously. In other words, this new project builds on other AID policy projects to increase leadership concern for population.

In the I/E/C area, AID has worked over the years to educate LAC professionals (Arlie Foundation), make documentary films (George Washington University), provide training and technical assistance (University of Chicago). Much of AID's work both bilaterally and centrally-funded has concentrated on informing the general public about the concept of family planning, its benefits, and, hopefully, its availability. AID's previous I/E/C efforts have not explored and/or utilized the full array of techniques available to educate, motivate, and persuade leaders until this project. By combining data analysis and communication skills into an effective counter-campaign to neutralize well-organized opposition, which by the way each day gains strength within the Western Hemishpere, PIPOM takes a major and timely step forward in the I/E/C area of leadership education and motivation in countries where it is sorely needed.

4. Discussion of AID Policy Issues

1. The major policy issue is the acceptability of this activity to the host country. While recognizing that it may have been impossible ten years ago to carry out such information and communication efforts, in part due to the lack of information, today public opinion and support for population and family planning throughout many LAC countries has markedly increased and new technologies have proved themselves. Now, Latins are more willing to speak out to other Latins

re: population. Today, this type of action is both feasible and necessary for facilitating more vigorous population programs. This project will have to be developed by local experts in order to stress local government and private sector needs. Local organizations will be most capable of meeting the challenge. Moreover, some governments would actually favor the mobilization of public support by private citizens, because those governments are currently in favor of family planning and population but are afraid to take the initiative until public support is articulated.

2. A second issue is whether the Embassy/AID would support this project. Detailed discussions have be held during the formulation of the project with many AID Mission and Washington personnel. Many indicated their interest and support for the project, especially because it will be executed by local agencies (Annex D). It goes without saying that the project will not be implemented in any country without prior approval of the Mission and periodic briefings will be arranged.

3. A third issue is whether adequate regional and host country organizations can be found to manage the project. Based on cumulative experience with the International Planned Parenthood Federation, it is felt that the regional office working in tandem with local affiliates would be uniquely able to effectively implement this project and in so doing will strengthen their ongoing capacities. Much emphasis has been placed on training and technical assistance to ensure improved technical abilities among the affiliates. The WHR/IPPF network provides a singular foundation for this type of activity. The SDC or others could provide the IPPF system with technical services in communications and demographic data analysis to ensure project success. In sum: capable organizations are available to implement this project.

E. Social Soundness Analysis

Social soundness of this project rests on two major conditions: (1) accurate scientific information about population/family planning behavior and attitudes in those countries where the project will operate and (2) the predominate use of an indigeous organization for project design and implementation.

1. Scientific Base

Recent state-of-the-art fertility data and analysis are available to this project to ensure social soundness. The World Fertility Survey and Contraceptive Prevalence Surveys are fresh sources of scientifically collected internationally comparable data which can provide in-depth understanding of popular attitudes to and

potential misconceptions about population and family planning concerns. Analysis of these data, if presented effectively, will demonstrate popular support for population and family planning and identify large subgroups in need of services and information. Never before has such a comprehensive set of data been available at the regional level. Intercountry comparisions will be forceful ammunition for this project.

2. Indigenous Judgements

In continuing its long history in leadership education , WHR has recently conducted research on the regionally and nationally organized opposition to family planning as well as the decision making processes related to population. This work has indicated the need to respond to the opposition by emphasizing areas of agreement and rationally, presenting the facts on areas of disagreement. WHR continues to monitor this dialogue on a regional level by doing a content analysis of major newspapers and magazines concerning population issues. Meanwhile, national affiliates continually provide key information from other sources to the regional office. Also, numerous regional dialogues, seminars and workshops have sharpened the abilities of the regional office and national affiliates to gather and analyze information about the state of population laws, legislation, attitudes, and programs throughout the region. Survival over the years in the face of keen opposition has taught the region its lessons: The affiliates and regional office remain keen observers and active participants in the population arena aware of what analysis could be most important and what dialogues most useful. The social soundness of this project relys, therefore, on sound indigenous perception and judgement about the problem.

VI. EVALUATION PLAN

Each of the project's subcomponents will be evaluated completely and separately to examine whether their purposes and outputs are being met. The methodology will involve critical quarterly reporting by the Grantee of each subcomponent to measure progress and results, as well as three major evaluations at 12, 24, and 36 months using AID personnel and outside specialists thru an APHA contract.

The evaluation subcomponents are:

1. Regional I/C Training Seminar;I
2. Regional I/C Training Seminar II;
3. Annual Country-specific I/C Program Implementation;
4. Support Activities of International Grantee;
5. TSO Technical Services;
6. Capacity of Public Relations Units; and
7. Output Measures and Goal Achievement.

AID 1020-28 (11-72)

PROJECT DESIGN SUMMARY
LOGICAL FRAMEWORK

ANNEX A

Life of Project: From FY 80 to FY 84
Total U. S. Funding 2.5
Date Prepared: July 25, 1980

Project Title & Number: Population Information for Policy Makers (PIPOM)

NARRATIVE SUMMARY	OBJECTIVELY VERIFIABLE INDICATORS	MEANS OF VERIFICATION	IMPORTANT ASSUMPTIONS
Program or Sector Goal: The broader objective to which this project contributes: Enhance host country public and private commitment to population concerns in their development.	Measures of Goal Achievement: Host country government establishes or refines population policy, establishes population council, increases budget for population activities, provides more personnel for population, elevates population to higher organizational level within ministry or facilitates private sector population activities.	- Content analysis of government decrees, memoranda, letters, documents; media coverage; private sector documents - Financial and administrative records of private and public population agencies - Official government organizational chart - Interviews with private sector leadership	Assumptions for achieving goal targets: - Host government working to utilize up-to-date information to strengthen development plans - Adequate local and int'l. resources to increase population programs - Host country has relative stability during project period.
Project Purpose: Stimulate leadership groups and individuals to petition host country governments and private organizations to integrate population concerns into their development plans and programs.	Conditions that will indicate purpose has been achieved: End of project status. Written and verbal requests directed at public and private officials by individuals and groups to include population in development plans - Ad hoc groups formed to lobby for integrating population and development. Increased media attention to population issues	- Copies of communications to public and private leadership, verbal reports, - content of newspapers, TV, radio, magazine, etc. - interviews with leadership.	Assumptions for achieving purpose: - Belief that government can be influenced by lobbying - Media willing to cover population issue - Host government & USAID permit project to be implemented
Outputs: Annotated bibliography of country specific population research - Leadership mailing lists, opinion polls, seminars, newsletters, media exposure (TV, radio, newspapers), observational trips - improve capacity to lobby for population.	Magnitude of Outputs: 6 bibliographies, opinion polls 6 lists identifying 10,000 to 15,000 leaders in each country 120 seminars, 2400 leaders influenced by seminars, newsletters to 10,000 leaders every month. Innumerable radio-TV spots and newspapers/magazine articles, 90 visits to other countries, 4 public relations units in FPAs.	- US contractor trip reports - Host country grantee documents - Observer reports	Assumptions for achieving outputs: - Capable host country and US contractors can be found to implement - leaders willing to attend seminars, receive newsletters and visit other programs.
Inputs: US Government - 2.5 million over 5 years for this project plus moneys from other DSB/POP and LAC research and analysis projects. Other Donors - financial support for research, population planning unit and data collection. In-Country - personnel, commodities and cash to lobby leadership.	Implementation Target (Type and Quantity) (4)	DSB/POP & LAC financial records Other Donor Documents Grantee documents and files	Assumptions for providing inputs: The level of funds requested per country be available during the full life of project.

ANNEX B

KEY LAC DECISION CENTERS

A variety of leadership groups in both the public and private sectors have traditionally played a role in Latin American policymaking. IPPF has already begun work with each of them to form a coalition in favor of family planning and population. Although the degree of their influence varies from country to country, the following categories of decision centers are likely targets for dissemination of population information:

Planners: Graduates of demographic training programs carried on by CELADE and similiar organizations are employed in planning ministries throughout the hemisphere. Lack of a mandate from top officials, however, has left many such planners without a voice when if comes to incorporating the demographic factor into national economic planning. Efforts must be carried out concurrently to reach high officials and planners who can then exercise their skills and conviction.

Parliamentarians: A core group of parliamentarians, including those who attended the Colombo Conference, are already promoting population and family planning. Given a consistent flow of pertinent information, their number and influence can grow.

Business leaders and professionals: Individual businessman and bankers, and even more particularly the trade associations to which they belong, are important targets given the interface between public and private sector interests in economic development. Associations of coffeegrowers, cattle raisers and other industry-wide groups are responsive to economic interpretations of population phenomena, as are those concerned with banking and finance, including central and regional banks.

Military: Given the current political scene in the hemisphere, the importance of reaching the military is self-evident. Despite the classic pro-natalist stance traditionally assigned to the military and other expansionist elites, the IPPF has a history of working successfully to promote family planning within the Latin American military establishment. The health benefits of family planning as well as geopolitical misconceptions should be explored with this group.

Medical Establishment: Medical doctors are essential to the expansion of family planning programs in Latin America. Although a neutral stance on their part could allow for some progress, while active opposition would present a very serious barrier. While not a

highly politicized group, their influence in the health field and their affiliation with universities and teaching hospitals can inflence a broad sprectrum of personnel in the medical field, including nurses, students, and paramedics either for or against family planning. Medical elites are best reached by a member of their own profession.

Media: The media encompasses not only individual journalists but also newspaper publishers and TV/radio network owners and managers. The media influence makes itself felt in varying ways, from the attention paid by the educated public to columnists (often newspaper editors or publishers), and through the use of telenovelas and radio programs which reach broader segments of the population.

Universities: Segments within Latin American universities have been opposed to family planning and to population policies perceiving it as an effort on the part of developed countries to control the growth and power of developing nations. Radicalized professors and students have proven extremely difficult to reach effectively, and the impact of their negative opposition has been often felt. To effect a change in their attitude, long-term effort is required which approaches the issue from both a development and a family planning viewpoint.

Womens Rights and Environmentalist Groups, although not always high on the policy-influencing heiraracy, are growing in force. Both are natural allies for the family planning movement. Unlike the other categories listed thus far, the womens groups include potential supporters from the poorer segments. As womens networks, including informal groupings of rural poor women in agriculture, cooperatives, or other income-generating entities, become better organized and more recognized by governments, they will have greater favorable impact on the family planning movement.

Labor Leaders and Workers Unions, like womens groups, reach beyond the educated elites to the majority of the population. Experience has proven that labor unions are already responsive to arguments in favor of family planning as a health measure such as is the case in Bolivia. Additional information about population growth trends and their impact on labor force supply and demand offers additional persuasive information to this decision center.

ANNEX C

IMPLEMENTATION PLAN

Activity	MONTH 123456789012345678901234567890123456
Finalize terms of grant	x
Regional seminar I	xx
Regional seminar II	x
Observation visits	xxx
Prepare background paper	xxxxxx
Develop I/C proposal (FPA)	xxxxxx
Grantee/LAC Bureau approval	xxxxxx
Subgrants to local agency	xxxxx
Install 4 I/C specialists	xxxxx
Implement nat'l I/C program	xxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
TSO technical ass't	xxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
Grantee reporting	x x x x x x x x x x x
AID monitoring	x x x x x x x x x x x
Major evaluation..	x x x
	123456789012345678901234567890123456

ANNEX D

MISSION CONCURRENCE CABLES

D

UNCLASSIFIED

AID/LAC/DR/P: RB CORNO:TJW
08/25/80 EXT. 29488
AID/LAC/DR: A CAUTERUCCI

AID/LAC/DR/P: M BRACKETT
AID/LAC/CEN: R GOMEZ
AID/LAC/DR: C PEASLEY

AID/LAC/SA: R WEBER
AID/LAC/CAR: R ARCHI

PRIORITY ASUNCION, GEORGETOWN PRIORITY, TEGUCIGALPS PRIORITY, LA PAZ PRIORITY, MANAGUA PRIORITY, GUATEMALA PRIORITY, QUITO PRIORITY

AIDAC

E.O. 12065: N/A

TAGS:

SUBJECT: POPULAI‡TION INFORMATION FOR POLICY MAKERS {PIPOM}

AC
RC
MB
RW
RG
RA
CP

A COPY OF THE PID ENTITLED, POPULATION INFORMATION FOR POLICY MAKERS {PIPOM}, SHOULD BE ALREADY ON YOUR DESK, THE DAEC REVIEW OF PIPOM ASKED THAT THE MISSION {A} CONFIRM THE NEED FOR SUCH A PROJECT IN ITS RESPECTIVE COUNTRY AND {B} EXPRESS ITS INTEREST IN PROCEEDING ALONG THE GENERAL LINES OUTLINED IN PIPOM TO SOLVE THE POPULATION COMMUNICATION IMPASSE I.E., SEMINARS, COMMUNICATION TRAINING, MEDIA PROGRAM, OBSERVATIONAL VISITS. OBVIOUSLY THE ACTUAL COUNTRY SPECIFIC MIX OF ACTIVITIES WILL NEED TO BE INDIVIDUALLY TAILORED TO MEET THE PARTICULAR PROBLEM IN YOUR COUNTRY AND WE EXPECT THE APPROPRIATE LOCAL AGENCY TO WORK HARD ON THESE DETAILS DURING THE EARLIEST STAGE OF THIS PROJECT. BEFORE ANY IN-COUNTRY ACTIVITIES ARE IMPLEMENTED, MISSION CONCURRENCE WILL BE REQUESTED AS WE ARE QUITE AWARE OF THE PARTICULARLY SENSITIVE NATURE OF PIPOM. WE LOOK FORWARD TO WORKING VERY CLOSELY WITH THE MISSION AND LOCAL FAMILY PLANNING AGENCY ON THE PROJECT. PLEASE CABLE YOUR REACTION ASAP AS WE PLAN TO INCLUDE THEM IN THE PP. YY

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ACTION PRECEDENCE {CONTINUED}

BRASILIA PRIORITY, LIMA PRIORITY, SAN JOSE PRIORITY

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INCOMING TELEGRAM

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PAGE 01 BRASIL 06820 082322Z 056065 AID7958
ACTION AID-35

ACTION OFFICE LADR-03
INFO LAEM-02 LASA-03 LACO-02 LADP-03 PPCE-01 POPR-01 PPPB-02
PPEA-01 STA-10 AADS-01 DIU-04 OSHE-01 PIA-01 POP-04
CH8-01 RELO-01 MAST-01 /042 A1 4

INFO OCT-01 /036 W
----------013027 082327Z /34

P 081813Z SEP 80
FM AMEMBASSY BRASILIA
TO SECSTATE WASHDC PRIORITY 7947

UNCLAS BRASILIA 6820

AIDAC

E.O. 12065: N/A
SUBJECT: PIPOM - PID

REF: STATE 229059

SUBJECT PID HAS BEEN REVIEWED AND WE FEEL THE PROPOSED APPROACH HAS REAL POTENTIAL. AS NOTED IS THE PID, COUNTRY SPECIFIC ACTIVITIES WILL HAVE TO BE TAILORED TO FIT LOCAL REALITIES. WE STRONGLY RECOMMEND THAT SPECIAL ATTENTION BE GIVEN TO IDENTIFYING A CONTRACTOR WHICH ALREADY HAS BROAD EXPERIENCE IN THE LAC REGION IN POPULATION/FAMILY PLANNING AND HAS BI-LINGUAL STAFF MEMBERS. FINALLY, WE VERY MUCH AGREE WITH THE POINT THAT THE PROPOSED PROJECT IS A COMPLEMENT TO OTHER CENTRALLY FUNDED AID/W POLICY DEVELOPMENT PROJECTS AND WILL NOT CONFLICT WITH THOSE EFFORTS ALREADY PROPOSED OR UNDERWAY.
SAYRE

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INCOMING TELEGRAM

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PAGE 01 GUATEM 05795 101921Z 057912 AID9661
ACTION AID-35

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CH8-01 RELO-01 MAST-01 /042 A1 4

INFO OCT-01 /036 W
----------028011 101937Z /34

P 101448Z SEP 80
FM AMEMBASSY GUATEMALA
TO SECSTATE WASHDC PRIORITY 1143

UNCLAS GUATEMALA 5795

AIDAC

E.O. 12065: N/A
SUBJECT: POPULATION: COMMENTS ON POPULATION INFORMATION FOR POLICY MAKERS (PIPOM) P.I.D.

REF: (A) STATE 229059, (B) GUATEMALA 5573

1. MISSION HAS RECEIVED AND REVIEWED SUBDOC AND OFFERS FOLLOWING COMMENTS:
A) GIVEN THE UNSETTLED POLITICAL SITUATION IN GUATEMALA IT WILL BE VERY DIFFICULT FOR THE GOVERNMENT TO DEVELOP A FORMAL POPULATION POLICY SOON. THIS DOES NOT MEAN THAT A WELL PLANNED STRATEGY TO INCREASE THE AWARENESS OF POPULATION GROWTH AS A DETERRENT TO NATIONAL ECONOMIC AND SOCIAL PROGRESS SHOULD NOT BE IMPLEMENTED.
B) MISSION AGREES WITH AID/LAC/DR/P THAT THE PRIVATE SECTOR IS THE APPROPRIATE SETTING TO COMMENCE EFFORTS DIRECTED AT INCREASING GOG ACCEPTANCE OF THE NECESSITY OF REDUCING POPULATION GROWTH.
C) WE QUESTION THE UTILITY OF USING OUTSIDE EXPERTS TO CONVINCE GOVT. POLICY MAKERS TO ACTIVELY SUPPORT FAMILY PLANNING ACTIVITIES. WE ALSO DO NOT SEE THE NEED OF ADDITIONAL STUDIES AIMED AT CONVINCING ELITISTS OF THE DANGERS OF OVER POPULATION BECAUSE WITH FEW EXCEPTIONS, THEY KNOW THESE FACTS. ALSO THE UNFPA IS FUNDING RESEARCH WITH THE GOG OVER A FOUR YEAR PERIOD FOCUSING ON POPULATION ASPECTS OF DEVELOPMENT PLANNING.
D) WE FEEL THE MOST EXPEDITIOUS WAY TO INCREASE COMMITMENT OF THE GOG TOWARDS FAMILY PLANNING IS BY AUGMENTING PRESSURES BY ORGANIZED SPECIAL INTEREST GROUPS SUCH AS FARMERS ASSOCIATIONS, PROFESSIONAL AND WOMEN'S GROUPS AND COOPERATIVES OPERATING AT LOCAL AND NATIONAL LEVELS.
E) THIS APPROACH REQUIRES LOW-KEY BUT SUSTAINED STIMULATION OF THESE ELEMENTS OF SOCIETY USING A WIDE VARIETY OF COMMUNICATION TECHNIQUES BUT EMPHASIZING PERSON TO PERSON CONTACTS THROUGH IDENTIFYING KEY LEADERS AND PROVIDING THEM WITH INFORMATION KEYED TO PARTICULAR SITUATIONS AS THEY ARISE.

2. MISSING CONCURS IN PROPOSAL TO INCLUDE GUATEMALA UNDER SUBJECT PROJECT HOWEVER REQUEST CLOSE CONSULATATION WITH MISSION PRIOR TO UNDERTAKING ANY SPECIFIC ACTIVITIES IN-COUNTRY. SINN

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PAGE 01 SAN JO 05273 091723Z 057286 AID8667

ACTION AID-35

ACTION OFFICE LADR-03

INFO LACE-03 LADP-03 AADS-01 DSHE-01 POP-04 CH8-01 RELO-01
MAST-01 /018 A4 8

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----------018930 091726Z /34

R 091442Z SEP 80
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TO SECSTATE WASHDC 0658

UNCLAS SAN JOSE 5273

AIDAC

E.O. 12065: N/A
SUBJECT: POPULATION INFORMATION FOR POLICY MAKERS (PIPOM)

REF: STATE 229059

MISSION INTERESTED IN PIPOM ALONG GENERAL LINES OUTLINED IN PROJECT DOCUMENT. IT IS UNDERSTOOD THAT SPECIFICS WILL BE TAILORED TO THE NEEDS OF COSTA RICA.
MCNEIL

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INCOMING TELEGRAM

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PAGE 01 LIMA 08240 110016Z 058580 AID9814

ACTION AID-35

ACTION OFFICE POP-04

INFO LASA-03 LADR-03 PPCE-01 PDPR-01 PPPB-02 PPEA-01 AADS-01
DSHE-01 /017 A1 12

INFO OCT-01 /036 W

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TO SECSTATE WASHDC 2811

UNCLAS LIMA 8240

AIDAC

EO 12065: N/A
SUBJ: POPULATION: INFORMATION FOR POLICY MAKERS

REF: STATE 229050

1. AFTER DISCUSSION RE: PID IN AID/W, MISSION REPRESENTATIVE INTERESTED IN PROJECT DEVELOPMENT AND BELIEVES PROJECT SHOULD BE USEFUL IN PERU.

2. USAID CONCURS AND REQUESTS FURTHER INFORMATION AS PROJECT PAPER IS DEVELOPED.
SHLAUDEMAN

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PAGE 01 QUITO 06236 110144Z 058623 AID9886 QUITO 06236 110144Z 058623 AID9886
ACTION AID-35

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AADS-01 DSHE-01 POP-04 CH8-01 HEW-09 RELO-01 MAST-01
/042 A4 8

INFO OCT-01 /036 W
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FM AMEMBASSY QUITO
TO SECSTATE WASHDC 7569

UNCLAS QUITO 6236

AIDAC

FOR: LAC/DR/POP

E.O. 12065: N/A
SUBJECT: PIPOM PROJECT

REF: STATE 229059

1. MISSION STRONGLY SUPPORTS APPROVAL OF SUBJECT PROJECT AND REQUESTS THAT ECUADOR BE CONSIDERED AS ONE OF THE PARTICIPATING COUNTRIES.

2. WE AGREE THAT ECUADOR IS ONE OF THE QUOTE MOST DIFFICULT UNQUOTE COUNTRIES IN TERMS OF LACK OF OFFICIAL ACTIVE POLICY'S SUPPORT FOR POPULATION PROGRAMS. SINCE ECUADOR HAS MORE WOMEN IN NEED THAN ALL BUT ONE OF THE OTHER QUOTE MOST DIFFICULT UNQUOTE COUNTRIES, PRIORITY CONSIDERATION SHOULD BE GIVEN TO ECUADOR AS A TARGET COUNTRY FOR PIPOM ACTIVITIES.

3. RECENT POPULATION PROJECT DEVELOPMENT TEAM LED BY MAURA BRACKETT CONCLUDED THAT THE PRIVATE FAMILY PLANNING ORGANIZATION, CENTRO DE PATERNIDAD RESPONSABLE, CEPAR, WOULD BE LOGICAL CHOICE AS AGENCY TO PARTICIPATE IN PIPOM ACTIVITIES; I.E. POLICY STUDIES, SEMINARS AND POPULATION INFORMATION FOR POLICY MAKERS. INDEED, CEPAR HAS ALREADY SUBMITTED A PROPOSAL FOR CARRYING OUT SUCH ACTIVITIES, WITH THIS MISSION'S SUPPORT, BUT AS YET CEPAR HAS NOT RECEIVED FINANCIAL SUPPORT FROM AID/W. PIPOM PID APPEARS TO IMPLY THAT ONLY IPPF AFFILIATES WILL BE THE FOCUS OF COUNTERPART ACTIONS IN THE TARGET COUNTRIES (PID-SECION E.3). WE TRUST THIS IS NOT THE CASE, SINCE ECUADOR'S IPPF AFFILIATE, APROFE, HAS ALSO ENCOURAGED CEPAR TO PLAY A ROLE SIMILAR TO THAT ENVISAGED FOR THE LOCAL FP AGENCY IN THE PIPOM PROJECT. FURTHERMORE, CEPAR HAS ALREADY DEMONSTRATED AN INTEREST IN COLLABORATING WITH SUCCESSFUL FP INSTITUTIONS IN NEIGHBORING COLOMBIA, AS ENCOURAGED BY THIS PROJECT.

4. MISSION AGREES WITH THE PURPOSES AND ACTIVITIES OF THE PIPOM PROJECT. ALTHOUGH PROPOSED PROJECT MAY OVER-EMPHASIZE THE PURELY DEMOGRAPHIC IMPACTS OF POPULATION GROWTH IN TERMS OF ATTRACTING GOE SUPPORT, THE MULTISECTORAL IMPLICATIONS LISTED IN THE SUGGESTED MESSAGES ON PAGE 4 OF PID OFFERS A MORE BALANCED APPROACH SUITABLE TO ECUADOR'S CURRENT FOCUS, I.E. GREATER EMPHASIS ON HEALTH AND NUTRITIONAL IMPLICATIONS.

5. IN SUM, MISSION ENDORSES AND URGES SUPPORT FOR ECUADOR'S INCLUSION IN PIPOM PROJECT.
GONZALEZ

LA/DR Chron

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INCOMING TELEGRAM

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PAGE 01 GEORGE 04430 151800Z 061310 AID3191
ACTION AID-35

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INFO LADP-03 PPCE-01 PDPR-01 PPPB-02 PPEA-01 AADS-01 DSHE-01
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INFO OCT-01 ARA-16 /052 W
--------061738 151820Z /42

O 151715Z SEP 80
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TO SECSTATE WASHDC IMMEDIATE 3545

UNCLAS GEORGETOWN 4430

AIDAC

E.O. 12065: NA
SUBJ: POPULATION INFORMATION FOR POLICY MAKERS (PIPOM)

REF: A) STATE 229059
B) GEORGETOWN 4171
C) CRONO - L. LION TELCONS OF SPET 10 AND SEPT 12

1. WE HAVE CAREFULLY REVIEWED THE PID WHICH WAS RECEIVED ONLY A FEW DAYS AGO. EMBASSY AND USAID CONCUR THAT, GIVEN THE STRONG, EXPLICIT PRO-NATALIST VIEWS OF GUYANA'S CURRENT POLITICAL LEADERSHIP, THE PROPOSED PROJECT IS INAPPRORRIATE FOR GUYANA.

2. WE HOPE THAT CONDITIONS WOULD, IN THE FUTURE, PERMIT CONSIDERATION OF UNDERTAKING ONE OR MORE OF THE PROPOSED PROJECT'S ACTIVITIES. HOWEVER WE CANNOT PREDICT WHEN CONDITIONS WOULD ALLOW FOR SUCH INTITATIVES. BE ASSURED OF OUR DISAPPOINTMENT AT NOT BEING ABLE TO DO MORE THAN WE ARE NOW SEEKING TO ACCOMPLISH IN THIS AREA, AND OF THE ALACRITY WITH WHICH WE WILL INITIATE NEW ACTIVITIES IN THE POPULATION FIELD WHEN AN OPPORTUNITY PRESENTS ITSELF.
ROBERTS

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ACTION COPY

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INCOMING TELEGRAM

PAGE 01 MANAGU 04532 221202Z 066511 AID8435
ACTION AID-35

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PPPB-02 PPEA-01 STA-10 AADS-01 DSHE-01 POP-04 CH8-01
RELO-01 MAST-01 /038 A4 1

INFO OCT-01 /036 W
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FM AMEMBASSY MANAGUA
TO SECSTATE WASHDC 7025

UNCLAS MANAGUA 4532

AIDAC

FOR LAC/DR/POP

EO 12065 NA
SUBJ: POPULATION INFO FOR POLICY MAKERS

REF STATE 229059

1. MISSION CONCURS WITH PROPOSAL, CONSIDERS NICARAGUA TO BE PRIORITY COUNTRY, ESPECIALLY IN AREA OF MOTIVATION OF GOVT LEADERS, AND IS IN AGREEMENT WITH GENERAL FORMAT. HOWEVER, WE EMPHASIZE THE NECESSITY OF COORDINATION WITH LOCAL EXPERTS AND MISSION OFFICIALS TO MAXIMIZE THE EFFECTIVINESS OF THE PROGRAM. CERTAIN PROGRAM ELEMENTS, SUCH AS AGGRESSIVE FOLLOW UP LOBBYING MAY NOT BE APPROPRITE IN THE CURRENT SITUATION.

2. DR BANDES OF ADN ALSO AWARE OF PROJECT AND INTERESTED IN PARTICIPATING.
O'DONNELL

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INCOMING TELEGRAM

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PAGE 01 ASUNCI 03904 222123Z 066670 AID8503
ACTION AID-35

ACTION OFFICE LADP-03
INFO AALA-01 LAEM-02 LASA-03 LACO-02 LADP-03 PPCI-01 PDPR-01
PPPB-02 PPLA-01 STA-10 AADS-01 DSHE-01 POP-04 CH8-01
RELO-01 MAST-01 /038 A4 1

INFO OCT-01 /036 W
----------117683 222223Z /34

R 222041Z SEP 80
FM AMEMBASSY ASUNCION
TO SECSTATE WASHDC 9762

UNCLAS ASUNCION 3904

AIDAC

E.O. 12065: N/A
TAGS:
SUBJECT: POPULATION INFORMATION FOR POLICY MAKERS (PIPOM)

REF: STATE 229059

1. MISSION AND EMBASSY AGREES THAT IT WOULD BE INAPPROPRIATE AND PROBABLY DETRIMENTAL TO U.S. INTEREST TO ATTEMPT TO IMPLEMENT SUBJECT PROJECT IN PARAGUAY AT THIS TIME. THE MISSION'S VIEW IS THAT AID'S ROLE UNDER CURRENT CIRCUMSTANCES SHOULD BE LIMITED TO ASSISTING PARAGUAYANS WITH FAMILY PLANNING ACTIVITIES WHICH THEY INITIATE AND SUPPORT.

2. ALTHOUGH THIS MISSION DOES NOT CONCUR IN HAVING LOBBYING EFFORTS SUCH AS THOSE CONTEMPLATED IN THE SUBJECT PROJECT CARRIED OUT IN
PARAGUAY, THE USAID URGES CONTINUED AID SUPPORT FOR PARAGUAYAN FAMILY PLANNING ENTITIES SUCH AS THE CENTRO PARAGUAYA DE ESTUDIOS DE POBLACION (CEPEP). BY USING INTERMEDIARIES TO CHANNEL ASSISANCE TO THESE ORGANIZATIONS IN THE FORM OF TRAINING PROGRAMS AND OTHER "NONCONTROVERSIAL" ACTIVITIES, AID WILL MAINTAIN ITS SUPPORT FOR PARAGUAYANS PROVIDING FAMILY PLANNING SERVICES WITHOUT INCURRING THE RISK OF ANTAGONIZING THOSE IN THE GOVERNMENT OF PARAGUAY WHO BELIEVE THE PROBLEM IS ONE OF TOO FEW AND NOT TOO MANY PEOPLE. SHOULD THE GOP'S POLICY TOWARD FAMILY PLANNING CHANGE DURING THE LIFE OF THE SUBJECT PROJECT, THE MISSION WOULD BE WILLING TO RECONSIDER ITS POSITION ON THE ISSUE OF PARAGUAY'S PARTICIPATION.
LANE

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Department of State

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PAGE 01 TEGUCI 05321 292253Z 051418 AID1573
ACTION AID-35

ACTION OFFICE LADR-03
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AADS-01 DSHE-01 CH8-01 RELO-01 MAST-01 DO-01 0-00
/030 A2 6

INFO OCT-01 /036 W
----------084102 292257Z /34

R 291737Z AUG 80
FM AMEMBASSY TEGUCIGALPA
TO SECSTATE WASHDC 9879

UNCLAS TEGUCIGALPA 5321

AIDAC

E.O. 12065: N/A
SUBJ: PID, PROJECT 598-0612 POPULATION INFORMATION FOR POLICY MAKERS (PIPOM)

REF: STATE 229059

1. MISSION HAS REVIEWED THE SUBJECT PID AND FINDS IT TO BE CONSISTENT WITH, AND POTENTIALLY SUPPORTIVE OF, THE MYPS.

2. EXPANSION OF HFPA, THE IPPF AFFILIATE, CBD PROGRAM WITH PATHFINDER AND DIRECT OPG SUPPORT, A SECOND ROUND OF RAPID PRESENTATION, A CPS AND A POSSIBLE STUDY OF THE PREVALENCE AND COSTS OF ILICIT ABORTIONS OVER THE NEXT ONE TO TWO YEARS SHOULD SET THE STAGE FOR EFFECTIVE USE OF THE RESCURCES PROPOSED IN THE PID.

3. CONSIDERABLE EFFORT IS BEING EXPENDED TO ENVIGORATE HFPA'S MANAGEMENT AND PROMOTION CAPABILITY AS ITS CBD PROGRAM EXPANDS. FURTHER, IT IS EXPECTED THAT HFPA'S TIES TO LABOR AND CAMPESINO GROUPS WILL BE EXPANDED. IT WOULD SEEM AN APPROPRIATE STEP NEXT TO HELP HFPA DEVELOP ITS PRCMOTIONAL CAPACITY FURTHER, AS THE PID PROPOSES.

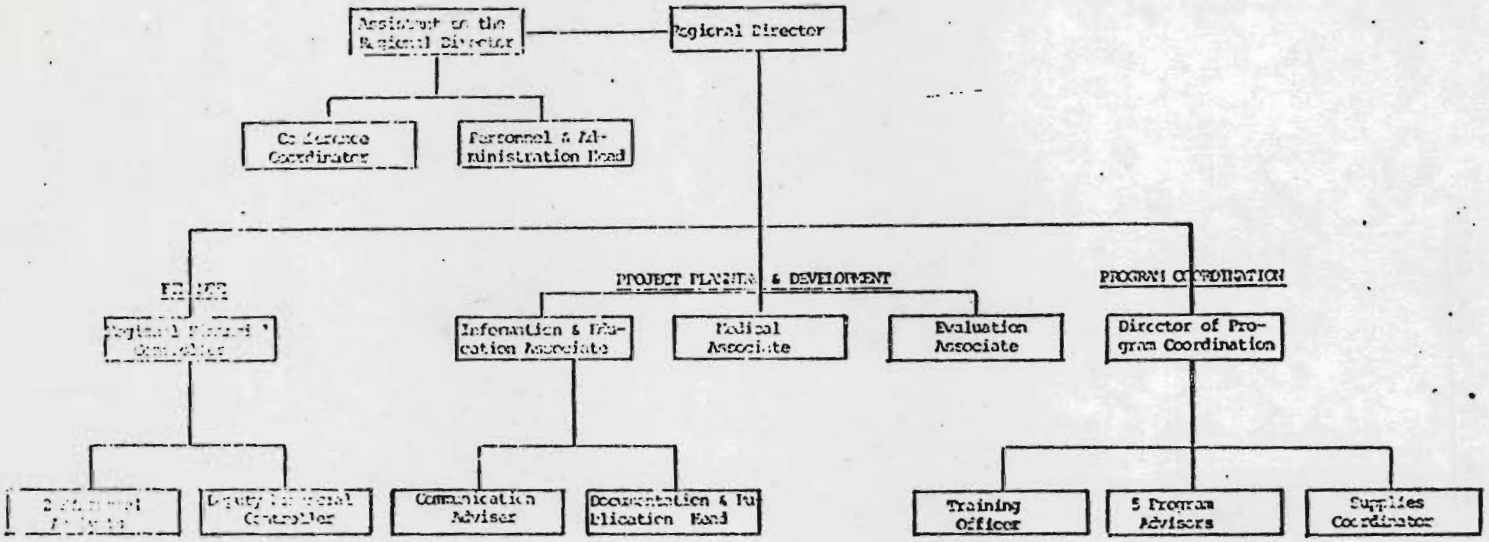
4. IN TERMS OF TIMING WE ESTIMATE THAT PIPOM ARCTIVITIES COULD BE INITIATED THROUGH AN INTERMEDIARY OR INTERMEDIARIES WITH HFPA BEGINNING IN CY 1982 AFTER THE CBD PROGRAM HAS COMPLETED ITS FIRST SUBSTANTIAL ROUND OF E
XPANSION AND THE PATTERN OF
GROWTH IS WELL ESTABLISHED. BY THAT TIME THE MISSION HOPES TO HAVE ARRANGED TRAINING FOR SELECTED HFPA STAFF IN MASS MEDIA AND POSSIBLY OTHER PROMOTIONAL TECHNIQUES AT THE UNIVERSITY OF CHICAGO. ALSO BY THEN WE PLAN TO HAVE INITIATED PLANNING FOR A COMMERCIAL RETAIL SALES PROGRAM MANAGED BY HFPA.

5. THE PIPOM CONCEPT HAS NOT BEEN DISCUSSED WITH HFPA; BUT, BASED ON RECENT CONTACTS, MISSION BELIVES IT WOULD BE ATTRACTIVE, IF THE TIMING WERE CORRECT.
JARAMILLO

ANNEX E

WHR/IPPF & SDC DATA

WHR ORGANOGRAM



WHR FINANCIAL AUDIT STATEMENT- 1979

Price Waterhouse & Co.

153 EAST 53RD STREET
NEW YORK, N.Y. 10022
212-371-2000

March 10, 1980

To the Executive Committee of

International Planned Parenthood
Federation - Western Hemisphere
Region, Inc.

In our opinion, the accompanying balance sheets and the related statements of income, expenses and changes in fund balances and of functional expenses present fairly the financial position of International Planned Parenthood Federation - Western Hemisphere Region, Inc. at December 31, 1979 and 1978, and the results of its operations for the years then ended, in conformity with generally accepted accounting principles consistently applied. Our examinations of these statements were made in accordance with generally accepted auditing standards and accordingly included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances, including confirmation of cash and securities owned at December 31, 1979 and 1978 by correspondence with the depositories and custodian.

Our examinations were made primarily for the purpose of forming an opinion on the financial statements taken as a whole. We also examined the additional information presented within Exhibit A by similar auditing procedures. In our opinion, this additional information is stated fairly in all material respects in relation to the financial statements taken as a whole. Although not necessary for a fair presentation of financial position and results of operations, this information is presented as additional data.

Price Waterhouse & Co.

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A) INTRODUCTION (the nature of the problem)

- relationships among the 3 key sectors for fp
- current sources and types of opposition
- leadership information gap has become major barrier in some WHR countries
- examples of leadership information gap
- FP/Vs face this problem daily, and are most [illegible]

POSAL

- [illegible] information to design [illegible] from other [illegible]
- to build a permanent FP/I capacity for [illegible] effective leadership information activities at national level
- to improve the capacity of WHR to provide rapid and effective regional support for national efforts
- to design and implement [illegible] programs in at least 6 of the following 12 priority countries: (list countries)

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C) PROPOSED ACTIVITIES AND SCHEDULE

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1) At Regional Level
   - Training Seminar
   - Regional Information Service

2) At Country level
   (see existing outline of activities)

3) 5-Year schedule

D) [illegible]

E) [illegible]

1) WHR, Inc. as Grantee, reporting to AID/LAC
2) Authority to contract international consultants or institutions
3) Authority to sub-grant to FPAs, after clearance from AID/LAC and local AID Mission

F) PROPOSED BUDGET

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MEMORANDUM September 24, 1980

TO : THE FILES

FROM : LAC/DR, Maura Brackett MB

SUBJECT: Implementation of PIPOM

The LAC Bureau held several discussions with WHR/IPPF and SDC concerning co-implementation of the PIPOM project. A proposed division of responsibilities was worked out. SDC submitted a revised proposal. Unfortunately, WHR/IPPF was ordered by its London headquarters not to submit its proposal based on conversations between the Secretary General of IPPF and AA/DSB of AID. Instead AA/DSB unilaterally negotiated with the IPPF Secretary General a proposed increase in the AID general support grant to IPPF which would be used worldwide to foster PIPOM's objectives. The two parties informally agreed that the lions share of this supplement to IPPF would go to WHR. DSB/Program, then, approached LAC/DR by telephone to provide $400,000 toward the $500,000 world-wide program in FY 80. LAC Bureau rejected the September 19 telephone offer on two grounds: First, project specificity and accountability would be lacking if a general support mechanism was. Only a gentlemen's agreement would bind the two parties to execute PIPOM in LAC. Second, Missions would not be as involved, as originally proposed by PIPOM, in project approval and implementation. Because of time pressures and lack of formal negotiations between the two bureaus, PIPOM could not be implemented in FY 80. Nor will it be possible to proceed with the SDC component which was only a small part of project.

The LAC Bureau remains disappointed in DSB's insistence on using the general support mechanism, especially given IPPF's de facto policy to accept specific support grants on a case-by-case basis.

social development center

1411 East 60th Street
Chicago, Illinois 60637 USA

Cable: SOCDEV
Telephone: (312) 753-2974

September 17/80

Mrs. Maura Brackett
Chief, Population Division
Office of Development Resources
Bureau for Latin America and the Caribbean
Washington, D.C. 20523

Dear Maura:

In order to promote the coordination between the IPPF/WHR and SDC components of the new Latin American region program, the SDC staff has written out a detailed Work Plan for what it perceives as its component. In doing this, we have tried to show how the work proposed fits into the total picture, and the activities we perceive the IPPF/WHR and its affiliates to be playing.

When this workplan had been written, we quickly made a rough budget, assuming the division of labor between SDC and IPPF would be as indicated in our work plan. We know we can do this job for less than our budget, and are anxious to discuss details. I am scheduled to go to Guatemala on Wednesday, September 24. Until then I am available for further discussions.

With best regards,

Donald J. Bogue

Donald J. Bogue

cc.: Robert McLaughlin
Hernan Sanhueza
Benjamin Viel

COMMUNICATING POPULATION PLANNING TO LATIN AMERICAN LEADERS

Proposed Work Plan for 1981-83

Submitted by
Social Development Center
1411 East 60th Street
Chicago, Illinois

September 16, 1980

. . .
. .
.

I

Introduction: Content of the Program

This Workplan for the Social Development Center (SDC) is the SDC component to a program being conducted jointly by the International Planned Parenthood Federation (Western Hemisphere) (IPPF/WHR) and the Social Development Center. The respective activities of these complementary programs are described briefly below:

A. Social Development Component

1. Produce research and documentation about the effect of size, rate of growth, composition, and distribution of population upon the social and economic development of nations in Latin America. These are to be released in the form of "Population White Papers" for individual nations, and other reports and releases.

2. Lend technical assistance to IPPF (Western Hemisphere) in the training of members of Population Policy Units to be established in each of selected countries (See item B-1, below).

3. Plan, organize, and co-sponsor (with assistance of in-country IPPF/WHR affiliate) one or more symposia in selected nations of Latin America. The "Population White Paper" for that country would be an important part of the documentation for the symposia. SDC would assemble, reproduce, and distribute other relevant documents (with the advice and co-sponsorship of IPPF/WHR) in the appropriate language. These symposia would be held for:

   (a) Government officials, academic and religious leaders

   (b) Representatives of the mass media

   (c) Agencies interested in social development--health, social welfare, employment, education, housing, nutrition, agriculture, women's status, and community development.

These symposia would discuss critically the materials presented by lectures, panels, and the documents.

4. Plan, write, publish, and distribute (with the collaboration of IPPF/WHR and country IPPF affiliate) popular digests of the symposia discussions and findings. These would take the form of brochures, leaflets, posters, radio programs, newspaper or magazine feature stories, and television programs.

5. Assist the in-country IPPF affiliate (and any other organization in the country interested in population to follow up on the momentum generated by the symposia and subsequent population publicity. This would be in the form of continued research support, continued communication support and consultation, or new cycles of symposia, presentations at conferences, or collaboration in preparation for

other policy discussions

B. The International Planned Parenthood Federation Component.

1. Organize a "Population Policy (and Advocacy) Unit" in national in-country affiliate organizations of IPPF/WHR. Conduct training workshops for members of these units, to prepare them to initiate dialogues on population matters with national, provincial, and local leaders in their nation.
2. Co-sponsor, with SDC, the population symposia, described in item item A-2, above. The in-country Population Policy Unit would have this co-sponsorship as one of its first major contributions to population policy discussions in the country.
3. Collaborate with SDC in the preparation, publication, and distribution of the materials described in item A-3, above. This would represent one of the first on-going dialogue activities of the newly-established Population Policy Units.
4. Plan, sponsor, and administer an ongoing program of population policy, dialogue, and advocacy for the in-country Population Policy Units. Lend sustained technical, financial, and professional support and coordination to these units in the respective countries.

Synthesis. The research capabilities, organizational initiatives, and personnel resources of the SDC will be used to do the "pioneering work" and to lay the foundation for an ongoing in-country advocacy program. The long-term organizational resources, in-country connections with public and private organizations of IPPF will turn this initial activity into a long-term and sustained policy-advocacy activity. Thus, in each nation there will be a cycle wherein the

locus of activity begins in the research-technical-dialogue-commuhication activities of the SDC and gradually shifts (as the in-country Population Policy Unit gains training, knowledge, experience, and feed-back) to the IPPF (Western Hemisphere) and its in-country affiliates. It is expected that in any one country the process will require about two years. At the end of this cycle, the SDC would have only routine technical-research-communication services to perform, with all major planning, administration, and financial expenditures being made through IPPF. In this way, the SDC would have played a vigorous but temporary role in establishing the pre-conditions and assembling technical and research resources for Population Policy Units which will gradually become ongoing institutions in the respective countries under the sponsorship and guidance of IPPF/WHR.

Nations. Although the program will in priniciple cover all of the Latin American region, eight nations will be emphasized: Brazil, Guatemala, Peru, Ecuador, Bolivia, Nicaragua, Honduras, and El Salvador. This list of emphasis countries may be modified as the program proceeds and conditions change.

II

Organization of the Program

The joint efforts of IPPF/WHR and SDC will be coordinated by a committee composed of the Executive Director of IPPF/WHR and the president of SDC, plus the top members of their respective organizations engaged in directing this program. For the SDC these persons will be:

Dr. Benjamin Viel, Program Director

Dr. Ami Tsui, Director of Research and Population Study

One or members of AID/Washington will be official or ex officio members of this committee. The committee will meet at least quarterly (more often if necessary) to plan work, establish priorities, exchange information, and discuss policies,

problems, and opportunities.

Because the work of the SDC must precede in time mostof the work of IPPF/WHR, the SDC msut conduct itself in such a way that it does not delay or impede progress in particular high priority countries. The decisions of this committee will therefore set priorities and timetables for SDC. The work of the SDC will therefore be guided by the Workplan presented here, as scheduled, ordered, and modified by the committee, with the approval of AID/ Washington.

Organization within SDC. As presently envisaged, this program is a major expansion of the more modest proposal submitted to AID/Washington. A larger body of professional workers will be required to perform the tasks outlined for SDC in Section I, above. The staff proposed for the SDC component and their organization into a team, is described below.

It is perceived that the SDC activities fall into three categories:

A. Research and documentation

B. In-country developmental work, holding of symposia, and symposia follow-up

C. Communication-Education-Publicity-Training activities in support of in-country activities.

Accordingly, a separate unit for each activity is being organized. Because the persons involved are few in number and already know each other well, it is anticipated that it will quickly become a smoothly operating machine. The following organization chart outlines the proposed team assignments:

Benjamin Viel, Program Director
Donald J. Bogue, co-director

RESEARCH AND DOCUMENTATION	IN-COUNTRY DEVELOPMENT	COMMUNICATION-EDUCATION SUPPORT
AMY ONG TSUI, Dir.	BENJAMIN VIEL, Dir.	DONALD J. BOGUE, Dir.
Ricardo Vernon	Donald Bogue, advisor	Benjamin Viel, advisor
Demographer (vacant)	Ricardo Vernon	Carlos Brambila
Special hire experts	Carlos Brambila	Ricardo Vernon
In-country consultants	Patrick Coleman	Delia Barcelona
Benjamin Viel, advisor	Special hire experts	Patrick Coleman

RESEARCH AND DOCUMENTATION	IN-COUNTRY DEVELOPMENT	COMMUNICATION-EDUCATION SUPPORT
Donald Bogue, advisor	In-country consultants	Special hire experts In-country consultants Benjamin Viel, advisor

The proposed work plan for each ofthese three units is described in separate sections below.

III

Work Plan for the Research-Documentation Unit

Under the direction of Dr. Amy Tsui, and assisted by Ricardo Vernon and with Benjamin Viel and Donald Bogue as advisors, this unit would embark upon the tasks described below. (An additional full-time Spanish-speaking demographer-researcher will be recruited and hired. This person will spend much of his time in Latin America, working in-country with local demographers and researchers.) In order to carry out these tasks quickly, well, and in a context where they will have acceptance by the country itself, much of this activity will be performed by short-term special-hire experts and in-country demographers and researchers.

1. Develop a Master Research Plan. The research unit will develop a research design which spells out an ideal analysis of the interrelationships between population and development. This ideal research plan will (a) list the hypotheses to be tested, (b) specify the data needed to test the hypotheses, and (c) indicate the statistical and analytical procedures to be used. Because this is a most difficult and technical field of study, the plan would call for a number of different tests and "models." All of the methodological work and theory done in this area will be again reviewed. The consultation of leading theorists and methodologists will be sought, both in formulating the master research design and in reviewing it after it is drawn up. This work will begin immediately upon the award of funds.

2. Information Assembly.

(a) Basic data. The Master Research Plan will specify the data needed to carry out the analyses. This will include not only demographic data, but also data for economic activities and a number of indicators of social conditions. The Research Unit will obtain these, or their nearest available equivalent, for as many different dates or periods as possible and from whatever sources they may be available.

(b) Completed research. Simultaneously, the Unit will review carefully all previous research done on the social and economic development of Latin America, with particular attention to the priority countries.

This assembly of data and completed research will canvass all of the major organizations which have been active in this area:

Statistics Division, United Nations
Office of Population, United Nations
Economic Commission for Latin America, United Nations
CELADE (Latin American Center for Demographic Studies)
United States Department of Agriculture, International Division, and other U.S. governmental departments
Colegio de Mexico Demographic Studies Center
Rand Corporation
RAPID research group
GETEMPO research group
National Academy of Science Population Study Group
Population Council, Inc.
POPINFORM, Johns Hopkins University
United States Bureau of Census, International Division
Regional Population Center, Bogotá
Pan American Health Organization
Organization of American States.
Other individual U.S. university-based research units easily accessible

Initial contact with all of these organizations will be made during the stage of constructing the Master Research Plan.

This work will begin immediately upon the award of funds.

3. Research Visit to Priority Countries. Armed with the documents and research already published and with the data already assembled from the activities described above, and with the Master Research Plan, a visit will be made to each of the priority countries. The purpose of this visit will be to:

(a) Make contact with the leading demographers, economists, planners, and social researchers in those countries to attempt to interest them in participation in the preparation of the Population White Paper for that country;

(b) Make contact with census offices, government ministries, universities, and other organizations which may have additional documents (completed research studies and reports) or published or unpublished data needed for the project;

(c) Review the proposed Master Research Plan and the available data already assembled with local experts and and discuss how best to apply them to the particular nation;

(d) Arrive at a specific program of joint research-analysis-study between local in-country experts and SDC Research Unit personnel. This will involve awarding of part-time research and study grants to selected persons and organizations;

(e) Contact all major mass media organizations (major newspapers, radio, television stations, and government ministries) to attempt to inform them that the White Paper is being prepared and to arouse their interest in reporting future events to be used as documentation at the symposia.

IV

WORK PLAN FOR THE IN-COUNTRY DEVELOPMENT UNIT

1. Draw up a Symposium Development Plan. The immediate goal of this activity is to stimulate greater interest in population matters and willingness to participate in a symposium. It is expected that out of this will develop a Population Policy Unit, an on-going activity of the local IPPF affiliate. This phase of work must be particularly well coordinated between SDC and IPPF/WHR. The fact that Dr. Benjamin Viel is well-known and well-respected in both organizations and is well-known and welcome in the Latin American countries places him in an ideal situation to carry out this phase of the SDC component. The coordinating committee (see Section III, above) will establish a general priority and program plan for the entire project. This will guide the work of SDC. Using this as a framework, the SDC (Dr. Viel and Dr. Bogue) will draw up a proposed plan for developing the symposium. This will take full account of

   (a) Social, economic, and political conditions in the country
   (b) Previous efforts to arouse population awareness in the country
   (c) Existing resources in the country--organizations and persons
   (d) The strength and resources ofthe local IPPF affiliate
   (e) The prospects for IPPF/WHR to establish a Population Policy Unit in the country, and the personnel to be active in this unit.

2. Symposia-Organization Visit. Simultaneously with the Research Visit (see Section III-3, above), Dr. Benjamin Viel will make a symposium-organization visit to the same country. (It is not mandatory that these two trips coincide, but much mutual reinforcement can take place if they do.) He will attempt to interest social development and other adminis-

trative organizations in participating in a symposium on population. He will be armed with preliminary information from the data collection and documentation activities of the Research Unit. He will visit:

(a) Government ministries

(b) University medical schools

(c) Government and private medical centers

(d) Social science and liberal arts departments of universities (in company with Research Unit personnel)

(e) Religious organizations

(f) International organizations (United Nations, etc.).

all of these visits will be under the local sponsorship, and the the advice and counsel of the local AID Health and Population Office and the local IPPF affiliate. Wherever possible, potential or actual members of the newly-established Population Policy Unit will accompany Dr. Viel on these visits. It is anticipated that at least two weeks must be spent in one country to make preparations for the symposium.

2. Compile Lists of Organizations and Persons to be Involved in Population Work in the Future. While in the country on this first visit a comprehensive list of organizations and persons to be contacted over the first years of the program will be started. This will be initiated in Chicago by the Research Unit, which will have already searched the mailing lists of the Community and Family Study Center, Population Reports (Johns Hopkins), IPPF/WHR (on file at CFSC), UNFPA, FPIA, AID/Washington, and other sources. This preliminary list will be reviewed with local advisors. Additions or deletions will be made until it becomes a good working document.

The Research Unit Representative will be responsible for getting or developing supplementary lists--physicians, medical centers, pharmacies,

schools and school teachers, and state and local administrative units.

3. Develop the Agenda, Program, Speakers, Site, Date for the Symposium and Invite the Participants. This step may be completed during the visit described above or may emerge out of it over several weeks or months following it. It may require an additional visit by Dr. Viel. Meanwhile, the local IPPF affiliate and the local AID Health/Population Office can be of help in moving arrangements forward. There may be one symposium or several, depending upon the plans made jointly by the local advisors and Dr. Viel.

4. Hold the In-Country Symposium or Symposia. The Population White Paper will be released, the symposium dialogues planned by Dr. Viel will be held, and discussion in the public mass media will be stimulated. IPPF/WHR will be centrally involved as a co-sponsor ofthese activities. Dr. Viel, representatives of IPPF/WHR, and citizens of the country will be the visible patrons of the symposium.. The remaining units of SDC will be in a secondary technical-logistic role. The local IPPF affiliate will be very active at this time. The new Population Policy Unit should have been created, its members trained, and the holding of the symposium one of its major projects.

In preparation for the symposium the Communication Unit of SDC (see next section) will have worked intensively with Dr. Viel, IPPF/WHR, and the local affiliates to help produce the documentation and public information activities connected to the conference.

5. Post-Symposium Activities. Immediately after thesymposium there will be one or two mailings of materials to the roster of agencies and persons identified in Step IV-2, above. This will be organized and paid for by SDC, but with the guidance, co-sponsorship, and participation of the local IPPF affiliate.

At the completion of this step, the formally scheduled activities of SDC in that country will have been completed. Dr. Viel and other SDC personnel will turn over copies of all records, documents, and other materials to IPPF/WHR and the local affiliate. During the weeks of organizing the symposium, conducting it, and the follow-up there should have been a steady growth in strength of the IPPF affiliate. Future ongoing work for population advocacy would be the responsibility of IPPF/WHR and the affiliate. SDC would be in a stand-by role, to lend supplementary help as requested.

V

WORK PLAN FOR THE COMMUNICATION-EDUCATION-SUPPORT UNIT

The "Population White Paper" must not only be of high technical and scientific quality, but must also be highly readable, interesting, and presented in excellent Spanish. From it (and from thesymposium discussions) there should emerge other publications--leaflets, pamphlets, posters, newspaper items, radio programming, and television programming. This unit of SDC will be organized to accomplish all of these things, working in cooperation and collaboration with the IPPF/WHR task force for this program, with the I-E Department of the local IPPF affiliate, and with local mass media organizations. Because some of its members are also in the Research Unit, it will have participated in the in-country visits and will have established working ties with local I-E groups and local media.

The work of this unit, like that of Dr. Viel's Program Unit, will be closely coordinated by the IPPF/SDC/AID committee. One of the major accomplishments of this unit will be to equip journalists, scriptwriters, program producers, and other local educators and communicators with a well-selected "library" of materials from which to draw ideas and themes for production for many months

to come.

Even after other aspects of SDC activity in a particular country have subsided, the Communication Unit will continue to "feed" the local IPPF affiliate and other communication-education organizations with fresh ideas, fresh examples, and fresh materials derived from works of the Research Unit and works in other Latin American countries.

E

Budget for One Seminar and for First Year

	First Year
I. Salaries and stipends (paid from Chicago)	
Principal Investigator/demographer, D.J. Bogue (3.0 months)	10,000.00
Project Coordinator, Benjamin Viel (6 months)	21,000.00
Director of Research, Amy Ong Tsui (3 months)	24,000.00
Demographer (vacant), (Spanish speaker) (12 months)	20,000.00
Research Study Director--Ricardo Vernon (3 months)	5,000.00
Research Study Director--Carlos Brambila (3 months)	5,000.00
Communication Director--Delia Barcelona (3 months)	5,000.00
Administrative assistant (12 months)	15,000.00
Communication producer--Patrick Coleman (6 months)	9,000.00
Translator/editor (Spanish/English) (16 months)	20,000.00
Bilingual typist/secretary (12 months)	9,500.00
Research advisor (Michael White) (2 months)	3,500.00
Computer programmer (6 months)	7,500.00
Research assistants (students-three, one-third time)	12,000.00
Total salaries and stipends	$167,000.00
II. Research expenses	
Purchase of census reports, monographs, data tapes	2,000.00
Computer processing	6,000.00
Machine rental, tapes, cards, discs	750.00
Consultant fees, in-country demographers, economists, planners, etc., for preparation of "white paper"	7,500.00
Total research expenses	$16,280.00
III. Seminar expenses (assumes three seminars per year)	
Stipends for guest lecturers, other contributors	8,000.00
External experts (co-presenters with Dr. Viel--four weeks)	15,000.00
Fees for in-country experts	5,000.00
Office space for seminar headquarters (four weeks)	2,000.00
Rental of seminar meeting rooms	3,500.00
Secretary/typists, in country	2,000.00
Receptions	3,000.00
Meals, participants (150 persons, 6 days, at $4)	12,000.00
Hotel rooms (out-of-town participants)	9,000.00
Coffee service	1,500.00
Banquet meal, last night, before panel discussion (150 persons at $10)	1,500.00
Media publicity, general	3,000.00
Total seminar expense	$68,500.00

IV. Publication expenses

White papers (1,000 copies at 2.00/copy)	6,000.00
Seminar summary, other materials for mass mailing. .	6,000.00
Postage	3,500.00
Document reproduction for seminars	5,000.00
Total publication expense	$20,000.00

V. Office expenses

Typewriter rental, duplicator rental	1,500.00
Postage, cables, telephone	750.00
Consumable office supplies, manuscript and graphic .	900.00
Total	$3,150.00

SUMMARY

I.	Salaries and stipends	$167,000.00
II.	Research expenses	16,250.00
III.	Seminar expenses	68,500.00
IV.	Publications	20,000.00
V.	Office expenses	3,100.00
VI.	Travel and living expenses	29,000.00
VII.	Fringe benefits and overhead	76,820.00
	TOTAL FIRST YEAR	$380,750.00

Three-year estimate:

First year	380,750.00
Second year (%10 increase)	418,825.00
Third year(one-half the previous year)*	209,412.50
TOTAL	$1,008,987.50

*It is assumed that research and Chicago-based personnel will have completed their work and that total expenses will be primarily for symposia and other field expenses.

E

social development center

1411 East 60th Street
Chicago, Illinois 60637 USA

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Telephone: (312) 753-2974

SEPTEMBER 12, 1980

MAURA BRACKETT
CHIEF, POPULATION DIVISION
OFFICE OF DEVELOPMENT RESOURCES
BUREAU OF LATIN AMERICA AND THE CARIBBEAN
U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT
WASHINGTON, D.C. 20523

DEAR MRS. BRACKETT:

THANK YOU FOR YOUR LETTER OF SEPTEMBER 8 RESPONDING TO QUESTIONS THAT WE HAD CONCERNING THE EXPANSION OF THE PROGRAM "COMMUNICATING POPULATION PLANNING TO LATIN AMERICAN ELITE LEADERS," WHICH WE SUBMITTED TO THE LATIN AMERICA AND CARIBBEAN BUREAU. YOUR LETTER DISCUSSES OUR QUESTIONS MOST COGENTLY, AND WE CONCUR FULLY IN YOUR COMMENTS. IN ADDITION, YOUR LETTER ASKS FOR ASSURANCES THAT WE ARE GLAD TO PROVIDE.

1. VALUE OF THE PROGRAM. WE BELIEVE THIS PROJECT IS OF IMMENSE IMPORTANCE, NOT ONLY FOR LATIN AMERICA, BUT ALSO AS A PRINCIPLE FOR WORK IN OTHER REGIONS. WE ARE PLEASED AND PROUD TO BE A CO-PARTICIPANT WITH IPPF/NEW YORK IN THIS PIONEERING EFFORT, AND WILL EXERT OUR BEST EFFORTS TO ASSURE ITS SUCCESS.

2. DIVISION OF LABOR. WE BELIEVE THE TOTAL PROGRAM FALLS NEATLY INTO THREE SETS OF ACTIVITIES: (A) PREPARATION OF BACKGROUND REPORTS AND MATERIALS, (B) HOLDING OF THE FIRST ROUND OF IN-COUNTRY SYMPOSIA AND RELATED EDUCATIONAL ACTIVITIES, AND (C) CONDUCTING LONG-TERM FOLLOW-UP BY AN ORGANIZATION WITHIN THE COUNTRY. THE FIRST TWO OF THESE ACTIVITIES ARE HIGHLY STRUCTURED AND VERY SPECIFIC, AND CONSTITUTE THE ESSENCE OF THE ORIGINAL PROPOSAL. THE THIRD ELEMENT IS NEW, AND WE PERCEIVE IT AS BEING THE PRINCIPAL RESPONSIBILITY OF IPPF AND ITS AFFILIATES.

3. COORDINATION. AID MUST BE ASSURED THAT THE SDC AND IPPF WILL COORDINATE THEIR ACTIVITIES IN SUCH A WAY THAT THE OVERALL OBJECTIVES OF THE PROGRAM WILL BE ACHIEVED. WE INTERPRET THIS CONCERN AS BEING ALMOST ENTIRELY A NEED TO GUARANTEE THAT THE SDC WILL DELIVER ITS PARTS OF THE PROGRAM WITH THE QUANTITY, QUALITY, AND TIMING REQUIRED. WE BELIEVE THAT THERE WILL NEVER BE AN OCCASION WHERE IPPF CAN DELAY THE WORK OF THE SDC THROUGH POOR COORDINATION. THIS ONE-WAY NEED FOR COORDINATION ARISES BECAUSE OUR WORK MUST PRECEDE THE WORK OF IPPF. WE PROPOSE THAT A JOINT "WORKING COMMITTEE" COMPRISED OF THE FOLLOWING PERSONS BE ESTABLISHED IN ORDER TO SCHEDULE THE WORK OF THE PROGRAM:

HERNAN SANHUEZA, IPPF/NEW YORK (CHAIRMAN)
BENJAMIN VIEL, SDC (CO-CHAIRMAN)
ROBERT MCLAUGHLIN, IPPF/NEW YORK
DONALD BOGUE, SDC (CO-CHAIRMAN IN THE ABSENCE OF DR. VIEL)
REPRESENTATIVES OF AID/WASHINGTON, LATIN AMERICA AND CARIBBEAN BUREAU
OTHER PERSONS TO BE ADDED AS DESIRED.

THIS GROUP WOULD MEET AT PERIODIC INTERVALS (AT LEAST ONCE EVERY THREE MONTHS) TO DISCUSS PROGRESS AND TO PLAN FUTURE ACTIVITIES. THE PRIORITIES THEY ESTABLISH

E

MAURA BRACKETT
CHIEF, POPULATION DIVISION
OFFICE OF DEVELOPMENT RESOURCES
BUREAU FOR LATIN AMERICA AND THE CARIBBEAN
U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT
WASHINGTON, D.C. 20523

WOULD AUTOMATICALLY BECOME THE DIRECTIVES FOR SDC. BECAUSE MINUTES WOULD BE KEPT OF THESE MEETINGS, THERE WOULD ALWAYS BE A WRITTEN RECORD OF WHAT IS EXPECTED OF THE SDC DURING EACH MONTH OF THE PROGRAM.

4. CONVERSATIONS WITH MR. MCLAUGHLIN HAVE GIVEN US A MUCH CLEARER IDEA OF HOW THE TWO AGENCIES CAN ESTABLISH AN AMIABLE AND WORKABLE DIVISION OF LABOR. WE ARE TRANSFERRING OUR THOUGHTS ON THIS SUBJECT TO WRITING, AND WILL SUBMIT A DRAFT OF OUR PROPOSED WORK PROCEDURE AND BUDGET TO YOU FOR CONSIDERATION.

REALIZING THE NEED FOR PROMPT ACTION, I AM AVAILABLE FOR FURTHER DISCUSSIONS AT ANY TIME DURING THE COMING DAYS, EITHER BY TELEPHONE OR BY VISITS TO WASHINGTON.

SINCERELY,

Donald J. Bogue

DONALD J. BOGUE

CC: G. DAVIS
H. SANHUEZA
W. BAIR
B. VIEL
R. CORNO
R. MCLAUGHLIN

DJB:GWR

E

BEST AVAILABLE COPY

September 8, 1980

Dr. Donald J. Bogue
Social Development Center
1411 East 60th Street
Chicago, Illinois 60637

Dear Dr. Bogue:

I am responding to your letter of August 27, 1980, to Bob Corno concerning the proposed population information for policy makers program that the Latin America and Caribbean Bureau has under consideration.

Clearly there must be a communications problem because I misunderstand the issues raised in your letter never surfaced during the August 23rd meeting in Washington.

For this reason I called you last Friday to clarify the meaning of the letter. I appreciate your verbal clarification, but as I indicated, we will require something in writing. Until we receive your response, we can only interpret your letter of August 27th as containing conditions which you attach to your unsolicited grant proposal dated April 28, 1980.

After our conversation, my understanding is the following on the three points you raised in your letter. First, with respect to the dual nature of the proposal, you sought to clarify the non-profit charitable character of SDC which forbids involvement in direct "lobbying" efforts. You did not seem to question the merits of the proposed AID project, and, in fact agreed by the time has come to pursue such an idea in the LAC region. Secondly, with respect to separate financing for SDC and AID, the LAC Bureau is a direct grant arrangement with AID rather than a sub-contract relationship with SDC. You assured me a coordination mechanism could be worked out so that the two other organizations can be optimally responsive to the needs identified in the overall information strategy developed by the Latin Northern Lamprecht Region of USAID. Certainly we will want to have more about your views in this regard. Thirdly, with respect to consensus within AID, we agree that the success of any project depends on strong support from all of those who are involved in it. The LAC Bureau has the authority to approve grant proposals, and does so in a collaborative way after consultation with other Bureaus. We welcome and indeed encourage their participation in our reviews, but the authority to make the final decision rests with us. The precedent for project approval is an AID internal management process which we reserve for ourselves. Therefore we cannot accept any conditions imposed by outside organizations.

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In summary, your letter raises many questions which need immediate attention so that we can have the time in which to make a decision concerning your unsolicited proposal. Until we hear otherwise, we can only interpret your letter to mean you are adding these three conditions to your unsolicited proposal.

I will be in the office this week if you have any questions.

Sincerely yours,

Thomas H. Tremont, Chief
Legislation Division

LAC/DR: A. Cauterucci Clearance draft

MBrackett, LAC/DR 8/9/80

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E

social development center

1411 East 60th Street
Chicago, Illinois 60637 USA

Cable: SOCDEV
Telephone: (312) 753-2974

August 27, 1980

Dr. Robert Corno
Social Science Analyst
AID
State Department
New State Building
Washington, D.C. 20523

Dear Dr. Corno:

The meeting in Washington on August 23 concerning the proposed funding of a joint undertaking between the Social Development Center and the International Planned Parenthood Federation (Western Hemisphere) raised several organizational aspects about which SDC would like to express a policy, with the request that this policy be recognized in preparing the draft of the project for further consideration within AID.

(1) Dual nature of the proposal. This project began as a carefully planned program to assemble an impeccable statistical and research report on the population situation in selected countries, pointing out the implication of the current growth rate and composition for economic and social development. This was then to be brought to the attention of one of the countries' six recognized "audiences" for population communication--the decision makers, for their education and rational consideration. We envisaged the process as one of technical research, fact-reporting, and public dialogue.

In the proposal as now arranged, a new element--that of "lobbying" or "advocacy" to pressure for a change of government policy in those countries has been added. This advocacy is stated in a diffuse way, although it is implied that most of it will be done by committees and groups associated with the national Planned Parenthood affiliate in the country.

The Social Development Center, because of its non-profit charitable organization status, can serve only in research, educational, and technical advisory capacities. It therefore cannot and will not become involved in direct advocacy efforts to change governmental policy in other nations. It believes this to be an inappropriate role for a U.S. organization, and one which could produce serious negative consequences in the future. Therefore, the SDC wishes that its role in the proposed project be confined solely to the functions stipulated in its original application, and not to be linked with the advocacy and lobbying activities of the larger proposal. This element has been added to the SDC proposal by AID/Washington and should be assigned solely to IPPF/New York.

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(2) Separate financing for SDC and IPPF. The basic proposal of the SDC Corporation is highly specific, with a comparatively small budget. It calls for activities which the SDC is uniquely prepared to do, and which it believes could not be performed adequately by any other organization. In other words, the SDC considers itself to be the "sole source supplier" for the components of its proposal. The requested budget ($125,000) is quite small, in comparison with the budget proposed for the IPPF portion of the program. The SDC therefore does not desire to serve as a subcontractor to IPPF on a project which the SDC has designed and submitted for consideration and which is the basis for the current proposal. The SDC requests separate financing for the segment which is uniquely its product, in terms of proposal and work assignment.

(3) Consensus within AID. For nearly ten years the people who now form the Social Development Center have maintained close and cordial working ties with the Office of Population within AID, and particularly with the Latin American Division of that office. It is dismaying to find that at the present moment they do not necessarily agree that the proposed project (in its expanded form) is a wise expenditure of funds.

If the SDC undertakes this work in Latin America, its success will depend upon strong support from all of AID--the missions in the countries, the Latin American Bureau, and the Office of Population. The SDC therefore requests that the Office of Population review carefully the SDC portion of this program. It does not wish to accept funding and responsibility for this project until the Office of Population

(a) is in agreement that the work proposed by SDC is essential, and that it is consistent with their program;

(b) is in agreement that the SDC group is the best qualified group to undertake the work, and approves of our being funded;

(c) understands that it would be SDC's intention to work closely with all divisions of the Office of Population in this undertaking, as well as with the Latin American Bureau. In particular, the SDC views this as a fundamental part of I-E-C for decision-makers, with relevance for policy, and would want the support of both of these divisions within the Office of Population.

Please excuse the slight delay in making the above comments. I have spent some days pondering the issues and discussing them with my colleagues in the SDC. The three points raised above are submitted as the basic conditions which we would wish to impose before taking the steps toward implementing the project.

Sincerely,

Gerald J Boyle

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UNITED STATES INTERNATIONAL DEVELOPMENT COOPERATION AGENCY
AGENCY FOR INTERNATIONAL DEVELOPMENT,
WASHINGTON D.C. 20523

ASSISTANT
ADMINISTRATOR

LAC/DR-IEE-80-39

ENVIRONMENTAL THRESHOLD DECISION

Location : LAC Regional

Project Title : Population Information for Policy Makers, 598-0612

Funding : $1,270,000

Life of Project: 3 years

Mission Recommendation:

Based on the Initial Environmental Examination, the Population Division has concluded that the project will not have a significant effect on the human environment and therefore recommends a Negative Determination.

The Development Assistance Executive Committee of the Bureau for Latin America and the Caribbean has reviewed the Initial Environmental Examination for this project and concurs in the Population Division's recommendation for a Negative Determination.

AA/LAC Decision:

Pursuant to the authority vested in the Assistant Administrator for Latin America and the Caribbean under Title 22, Part 216.4a, Environmental Procedures, and based upon the above recommendation, I hereby determine that the proposed project is not an action which will have a significant effect on the human environment, and, therefore, is not an action for which an Environmental Impact Statement or an Environmental Assessment will be required.

Edward W Coy
Acting Assistant Administrator
for Latin America and the Caribbean

Sept 15, 1980
Date

Clearances:
LAC/DR:Environmental Advisor:ROtto
DAEC Chairman:MBrown

G

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AID/LAC/DR:MDBROWN:MB
08/17/80 EXT:29148
AID/LAC/DR:MDBROWN

ADM AID

MDB
MB

E.O. 12065: N/A

TAGS:

SUBJECT: IPPF/WHR

ON SEPTEMBER 16, 1980, LAC BUREAU REVIEW COMMITTEE RECOMMENDED APPROVAL OF PROJECT WITH IPPF/WHR IN FOUR COUNTRIES AT REDUCED BUDGET LEVEL TO DEMONSTRATE EFFECTIVENESS OF COMPREHENSIVE LEADERSHIP INFORMATION STRATEGY. FURTHER ACTION DEPENDENT ON OUTCOME OF IPPF DELIBERATIONS CONCERNING ACCEPTANCE OF EARMARKED GRANTS.

-- MARSHALL D. BROWN
-- ASSOCIATE ASSISTANT ADMINISTRATOR
-- OFFICE OF DEVELOPMENT RESOURCES
-- BUREAU FOR LATIN AMERICA AND THE CARIBBEAN
-- AGENCY FOR INTERNATIONAL DEVELOPMENT. YY

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ACTION ADDRESSEE FOR COMMERCIAL CABLE

WHIPPFE 620661

NEW YORK

WESTERN HEMISPHERE REGION
INTERNATIONAL PLANNED PARENTHOOD FEDERATION
105 MADISON AVENUE
NEW YORK, NEW YORK 10016
TELEPHONE: 212 - 679-2230

UNCLASSIFIED

MEMORANDUM TO THE FILE

SUBJECT: DAEC Review of LAC Regional Population Information for Policy Makers (PIPOM) PP

The purpose of this memorandum is to summarize the points of agreement and clarification that arose during the subject DAEC Review and Issues Meeting. This summary provides guidance for drafting the Action Memorandum and revising the subject PP. The following changes were made as a result of the PIPOM PP review:

- The Project is to develop more gradually than as presented in the PP. Rather than plan for an all out blitz in the 10 countries proposed the Project should be viewed as a pilot effort which will initially concentrate on four countries to test a new methodology to overcoming constraints to national family planning programs.

- As mentioned above, the scope of the project has been reduced to a concentration on four countries rather than the initially proposed ten. The four priority countries are: Brazil, Ecuador, Peru and Honduras. Alternatives should be listed as well.

- In order to avoid suplication of efforts of related centrally funded projects and to encourage coordination between DSB/POP and LAC/POP, the PIPOM project is to tie in with these other projects, particularly with the second Population and Development Policy Program with the Batelle Memorial Institute. The Batelle Project will produce the "policy briefs" for those countries both projects are working in which will reduce the number of "white papers" to be written under the PIPOM project. The national family planning affiliates are to link up with Batelle and other AID projects (BAPID, IRT) as much as possible

- As a result of the last two guidelines the budget will be reduced appropriately.

- It has yet to be determined whether AID's contribution will be channelled into a specific or general support grant to IPPF/London, or directly to IPPF's regional affiliate WHR. Subject to the creation of a restricted budget amounting to 10% of IPPF total funding (to be determined), an acceptable compromise could be reached between DSB/POP and LAC/POP to have AID support channelled into this newly established fund. Related to this concern is the issue of the mode of contraceptive for the services of the University of Chicago Social Development Center (SDC). The relative desirability of a 3-way contract, a sub-contract to SDC through IPPF, or a direct contract between SDC and AID is being explored.

In addition to these major guidelines, the PP is presently being amended to respond to various points of clarification discussed at the Issues Meeting,

Friday, September 12, 1980. These revisions are:

(1) Inclusion of support budget tables;

(2) Consistency in statement of Project goal and purpose throughout the PP;

(3) Description of technical assistance to be provided;

(4) Attachment of Mission's responses to Project;

(5) Discussion of selection criteria for the seminar participants;

(6) Description of the type of new communication techniques to be used in the Project; and

(7) Clarification of organizational fit of the Public Relations Units (PRUs).

cc: Bob Corno

LAC/DR:KPeake:alh:10/01/80

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UNITED STATES INTERNATIONAL DEVELOPMENT COOPERATION AGENCY
AGENCY FOR INTERNATIONAL DEVELOPMENT
WASHINGTON, D. C. 20523

LAC/DR-DAEC/A-80- 78

Meeting of the
DEVELOPMENT ASSISTANCE EXECTIVE COMMITTEE (DAEC)
Tuesday September 16, 1980 -- 2:30 p.m.
Room 2248 NS

LAC REGIONAL Population Information for Policy Makers PP Grant

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LAC/DR:9/12/80

SEP 15 1980

ACTION MEMORANDUM FOR THE ACTING ASSISTANT ADMINISTRATOR (LAC)

FROM : LAC/DR, Marshall D. Brown /s/ Irwin A. Levy

SUBJECT: Issues Paper -- LAC Regional: Population Information for Policy Makers PP (592-0612)

A DAEC review of the FY 1980 Population Information for Policy Makers Project Paper has been scheduled for Tuesday, September 16, 1980 at 2:30 p.m. in the LAC/DR Conference Room.

The Project will finance a variety of policy studies and seminars concerned with the developmental impact of population growth and migration. Its purpose is to assist public and private sector leadership in the LAC Region to better understand the impact of demographic processes on national development.

The total cost of the project is $10.9 million, of which $2.5 million will come from an AID grant, $6.9 million from local family planning affiliates (FPAs), and $1.47 million from the International Planned Parenthood Foundation, Western Hemisphere Region, Inc. (IPPF/WHR). The AID grant will finance WHR key personnel ($500,000), regional seminars ($100,000) and information program and advocacy training ($1.4 million). The counterpart contribution will finance on-going personnel costs, office support costs, and the costs of various IPPF/WHR and local affiliates' leadership projects.

The project will be concentrated in 10 possible Latin American countries where deprivation of services is acute and the family planning environment is "difficult". These countries are: Bolivia, Brazil, Costa Rica, Ecuador, Guatemala, Guyana, Honduras. Nicaragua, Paraguay, and Peru. It is estimated that the proposed project will enable the regional offices and local IPPF affiliates to expand their efforts by approximately 33% over the next 5 years.

An Initial Environmental Examination recommending a negative determination is currently being reviewed by the LAC Environmental Advisor. The project was not included in the FY 1980 Congressional Presentation; therefore, an Advice of Program Change will be required.

The following issues will be discussed at the DAEC:

1. Project Rationale: Two basic issues relating to the justification for this project are:

-- The Project demonstrates a great deal of redundancy and overlap with existing policy programs which are centrally funded including the RAPID project, the Population Policy Research project and the Population Policy Analysis program. In light of this, what are the reasons for proposing a special LAC Regional Project? How

is the Project something other than more of the same? How will the Project relate to these centrally funded activities? What unique characteristics are likely to make this effort more successful than past projects? Given this duplication concern, is $2.5 million justified?

-- Given the limited availability of population funds for the Region and the existence of already centrally funded policy projects, should bilateral funds be allocated to alternative uses, such as more adequate support of service-oriented activities in Latin America?

2. Scope of Project: The rationale for selecting the number and choice of countries to participate in the Project is not clearly presented in the PP. Although the PID guidance memorandum states that the Bureau is willing to consider a regional project which covers up to six countries, the PP proposes ten countries to participate in the Project. With respect to achieving a maximum impact in the selected countries, shouldn't these numbers be decreased as suggested in the PID guidance memo? Furthermore, given the tightness of funds, should countries such as Colombia, Brazil, and Mexico be included in the Project? Their inclusion decreases the amount of funds available to the so-called "difficult" countries for which we may not have sufficient resources to improve the situation. Along these same lines, what is the basis for excluding the majority of countries in the Caribbean basin area?

3. General vs. Specific Support to IPPF: AID's explicit funding of local family planning associations to carry out advocacy and lobbying activities is likely to be a politically sensitive activity in a number of the selected countries. Existing IPPF plans and policies provide a mechanism for domestic lobbying by member associations which receive IPPF support. Such assistance is provided from the comingled funds of many donors through a general support grant. This approach obviates arguments of a single-donor intervention. What is the impact of AID's direct funding to IPPF on the latter's relationship with its own affiliates in participating countries? Would AID comingling with other donors be more appropriate politically?

4. Contract vs. Grant Funding: Discussion during the Issues Meeting raised the question of the desirability of contract vs. grant funding of the Project. What are the pros and cons of each of these approaches? Why are two grants/contracts proposed rather than using only one major grantor/contractor who could in turn sub-contract with SDC or other firms/individuals?

If a contracting process is chosen, the following questions need to be addressed: (1) The PP proposes two contracts: one in response to an unsolicited proposal from the Social Development Center (SDC) at the University of Chicago and one with the Western Hemisphere Regional Office (WHR) of the IPPF. What is the justification for non-negotiated proposals?

(2) DSB has expressed its concern that due to the non-profit charitable organizational status of the SDC the Center cannot become involved in direct advocacy efforts thereby weakening its ability to support a major component of this program. Therefore, are there other contractors who can and should be considered? (3) Concern has been raised by DSB that the proposed funding of the IPPF activity channels through regional (WHR) or national affiliates (FPAS) could lead to the splintering and ultimate destruction of IPPF as an effective international organization. Given the magnitude of this question, what can be done to ensure that the proposed funding mechanism addresses the concerns raised by DSB?

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MEMORANDUM

TO : AA/DS, Mr. Sander Levin

FROM : AA/LAC, Edward W. Coy (Acting) /s/ EC

SUBJECT: LAC Regional Project - Population Information for Policy Makers (PIPOM)

Thank you for expressing your point of view regarding PIPOM in your memorandum of August 18, 1980. We appreciate your comments, and want to share with you some of our thoughts.

1. Relations with IPPF

As I understand it the issue under discussion contends that an LAC Bureau grant to the Western Hemisphere Region, Inc., could cause a splintering and perhaps the ultimate destruction of the International Planned Parenthood Federation. After a thorough investigation of the matter, the following information about the IPPF "system" has led us to conclude otherwise:

(a) Precedent

Independent grants are made to IPPF at each of its three administrative levels: central office, regional offices, and national affiliates. The central office receives donations from A.I.D., other governments, private institutions including Planned Parenthood of the United States and the Population Crisis Committee. These funds are combined with other income from interest, membership fees, etc., and allocated to Regions and National Associations for core administrative support and some program activities. The Regions in turn also receive direct grants from many sources. The Western Hemisphere, for example, receives donations from the Hewlett and Pellows Foundations, the UNFPA, and even local AID Missions. For example, the RDO/C in Barbados recently authorized a $1 million O.P.G. for the Western Hemisphere Headquarters over the next three years. Finally, national affiliates also receive direct donations through AID intermediaries such as Pathfinder and FPIA; AID Missions provide bilateral support to national affiliates in: Guatemala, El Salvador, Panama, Honduras, Nicaragua, and the Caribbean, and simultaneously, national affiliates receive grants from UNFPA (Grenada, Barbados, Colombia), the British ODA, the Japanese Government, and their own governments. In sum, the IPPF system accepts a variety of moneys, including AID funds, at all administrative levels with few deleterious effects.

(b) Performance

Depending on the nature of the program to be implemented, experience has shown that donor support for specific activities at the appropriate level of IPPF enhances the probability of success — if you will, a mix-and-match strategy.

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Needless to say, general support is also necessary and I urge you to move forward with your plans to increase our general support to IPPF so that specific projects financed by any donor and implemented by the appropriate level of the IPPF, can benefit from core infrastructure made possible by AID general support.

The relations between IPPF's regional and central offices are not unlike those between AID's regional and central bureaus where the perspective of each must be considered vis-a-vis their relative advantage with regard to implementation of a particular project. In the particular case of PIPOM, it is our view that the LAC Bureau's consideration of support to the Western Hemisphere Region is appropriate, will not lead to the destruction of IPPF and will be of benefit to all concerned.

2. Role of IAC Contractor

There is obviously some confusion with respect to the issue. The LAC Bureau is not suggesting that the Social Development Center has predominant capability. As you stated, numerous agencies are available to carry out the communication and demographic tasks proposed by the SDC. The problem here is the proprietary interest of the SDC/UC given its submission of an unsolicited proposal to the Bureau and we are looking into this matter.

3. Interplay with Ongoing DSB Mechanisms and the Contents of the Proposal

As I understand it, numerous contacts were made between our staffs on this project prior to and during our PID review. Meaningful information was exchanged and some differences of opinion emerged. As you know, PID documents generally lack specificity and detail. I expect that the PP will contain sufficient details to resolve those differences. We have also asked that the concerned Missions play an active role in the process and we have requested they formally cable their interest in participating in the project. We welcome the continuing cooperation of DSB on this project and on similar matters in the future.

Clearances:
LAC/DR:MDBrown
AJCauterucci

LAC/DR:RBrackett:yk:9/4/80

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August 18, 1980

MEMORANDUM

TO: DAA/LAC, Mr. Edward W. Coy

FROM: AA/DS, Sander Levin

SUBJECT: Proposed LAC Project - Population Information for Policy Makers

Recently, in the absence of Steve Joseph, I received a report directly from Joe Speidel and Pat Baldi on the recent review of the PID for this proposed project.

After considerable discussion with Joe and Pat, I was very concerned about several factors relating to this project. I have conveyed them by telephone to Buster and thought that I should transmit them more formally to you. I am doing so as early as possible during the period of the drafting of the Project Paper since I understand that a 1980 obligation is being contemplated and, therefore, time is very short. I do not mean to affect the holding of any review meeting normally scheduled by LAC for review of Project Papers nor participation by DSB in such a session pursuant to agreement between the two Bureaus on the handling of LAC Bureau population projects.

The points are as follows:

1. Relations With IPPF

In the last year at several of the meetings among representatives of all of the Bureaus where we have discussed relationships between A.I.D. and various intermediaries, IPPF and UNFPA, a question has arisen whether or not A.I.D. should maintain its long-standing practice of funding IPPF through IPPF's Central Office or whether there should be some funding directly with pieces of IPPF, whether regional or national affiliates. A.I.D.'s present practice was evolved after careful consideration and, as I understand it, after experimentation with a different approach. As the person who has represented the Agency at IPPF Donor Sessions beginning in 1977, I have had the opportunity to examine firsthand and discuss various aspects bearing on this issue. During the above-mentioned internal discussions, I have made it clear that I felt there were strong reasons favoring the present policy, that there was a danger that a contrary approach could lead to the splintering and ultimate destruction of IPPF as an effective international organization, and that there must be careful Agendy-wide consideration before any steps were taken that altered Agency practice.

(1)

6.

As I understand the LAC PID, the large bulk of money under this proposed project would go to the Western Hemisphere region of IPPF. With these monies, it would work with local affiliates, carrying out a type of function that is already part of the traditional functions of IPPF and varying units thereof. It is true that there is not always unanimity, either within IPPF itself or among donors, about how IPPF allocates its monies. The question of country and regional allocations is considered by various mechanisms of IPPF, including to some extent the donors including A.I.D. at annual sessions. Before any donor begins the practice of changing the distribution of IPPF proceeds by direct grants to any segment of IPPF, there must be, as I have said, the most careful consideration. I urge that we do so at the earliest possible date.

2. The Role of an IEC Contractor

As I understand the proposal, a smaller proportion of funds would go to a contractor to provide technical assistance in IEC to the Western Hemisphers region of IPPF and to local affiliates. As you know, the population field is blessed with many interested entities who have developed various kinds of expertise upon which agencies like A.I.D. can call. As a result, I have felt it especially important that DS/POP follow competitive bid processes unless there is a clear showing of predominant capability. Issues of timing have not been allowed to distort this operating principle. Assuming that this is a project that should be approved on a substantive basis, I simply do not see the case for predominant capability. This is no reflection on the University of Chicago with whom this Bureau has long standing relationships. There appears to be no proprietary interest in this instance which would prevent the Agency from tapping on a competitive basis all of the possible resources.

3. Relationships with Ongoing DSB Mechanisms

I wonder if in this instance there has been a sufficient effort between the staffs of LAC and DSB to review possible alternatives, including use of existing Agency mechanisms funded by DSB? It seems to me in the interest of both Bureaus that, if such discussions have not sufficiently ensued, they should be undertaken.

4. Contents of Project

Since 1977, as this Agency has attempted to broaden bases for reducing excessive population growth rates, one of the key points which we have emphasized is the need to stimulate a

favorable atmosphere within a country toward fertility reduction. This proposed project is certainly consistent with that general objective. Perhaps it does break new ground, but this really is unclear because of the highly general nature of project design as I have seen it. A wide variety of activities is mentioned but not analyzed--from gathering of materials, articulation of materials in various written forms, a broad range of meetings with a wide variety of categories of personnel (from government administrators to physicians, Cardinals, media personnel, labor leaders, leaders particularly of "communistic" and "socialistic" opposition parties, various kinds of "lobbying" efforts, use of 3-4 person multidisciplinary teams, etc.). If clearer delineation of project content is difficult because each effort must be country specific, has there been contact specifically about this proposed project with Missions and what has been Mission reaction to the PID? There are many priority needs in population which remain unfunded in '80, including commodity needs in several Latin American countries; hopefully, there can be sufficient certainty about project design to ascertain whether this proposed project, if otherwise sound, should be funded over other unfunded needs.

I will be on leave from August 19 until August 29. Steve Joseph will be back beginning August 25, and I will leave a copy of this memorandum for him so that he is up to date and can participate as fully as needed. My office will know where to reach me as necessary.

cc: DAA/DS/HRD:SJoseph

6.

September 11, 1980

MEMORANDUM

TO : LAC/DR, Maura Brackett

FROM : DS/POP, J. Joseph Speidel

SUBJECT: DS/Office of Population Issues Relating to PIPOM Project

The memorandum transmitting the project paper for the project "Population Information for Policy Makers" (PIPOM) requested an advance listing of issues prior to the issues meeting. We wish to raise the following issues:

1. The proposed project demonstrates a great deal of redundancy and overlap with existing policy programs which are centrally funded including the RAPID project, the IPDP (RTI) project, and the Population Policy Analysis program (Battelle). These existing programs should be fully exploited by the Latin American region prior to creating any new policy project.

2. No convincing rationale is suggested as to why this particular action would be more successful than previous efforts along these lines in the LA region.

3. Given the existence of already funded policy projects, initiation of this program would appear to be a lower priority use of population funds in the Latin American region compared to some alternative uses, such as more adequate support of service programs in that area.

4. For AID to explicitly and publicly fund local family planning associations to carry out advocacy and lobbying activities is likely to be an extremely politically sensitive activity in a number of the countries proposed. Existing IPPF plans and policies provide a mechanism for domestic lobbying by member associations which receive IPPF support. Such assistance is from the commingled funds of many donors, obviating arguments of single-donor intervention.

5. AID/W central funding of a kind of activity normally undertaken by constituent units at IPPF raises a series of questions about funding relationships between AID and IPPF, as well as the role of IPPF/London, including its coordinative and technical assistance functions. We understand that it is now contemplated that if this project were to proceed, the funds would be obligated to WHR acting on behalf of IPPF/London. It is important that IPPF/London have an opportunity to review the project and discuss with AID/W questions of relationships and of project content, if any.

6. It has been AID's policy that contracts of this nature are funded centrally and made available to each of the regional bureaus. It is not practical to initiate four separate regional projects in areas such as demography, policy, research, training, etc. Given their small staffs and limited Agency resources, this is an impractical and wasteful pattern to initiate. Further, it will detract from the ability of limited LAC staff to coordinate these central activities.

7. The level of innovation and originality in this proposal is not adequate to justify a sole source procurement, particularly since much of the proposal is being written in Washington, rather than in response to an unsolicited proposal.

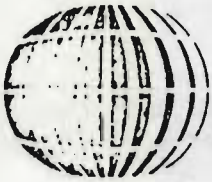
8. One of the proposed contractors, Dr. Bogue's Social Development Center, because of its non-profit, charitable organizational status, cannot become involved in direct advocacy efforts. Thereby its ability to support this program, particularly in rendering technical assistance to the advocacy efforts of the PP/WH local affiliates, is considerably weakened.

9. Given the condition noted in #8 above and the nature of the staff at the Social Development Center, the strength of this Center in supporting the program is now questionable.

H

INTERNATIONAL
Planned
Parenthood
FEDERATION

Western Hemisphere Region



FEDERACIÓN
INTERNACIONAL DE
Planificación
de la Familia

Región del Hemisferio Occidental

December 19, 1980

Mrs. Maura Brackett
Chief, Population Division
Room 2253A
New State Building
Latin American and Caribbean Bureau
Agency for International Development
Washington, D.C. 20523

Dear Maura:

On behalf of the International Planned Parenthood Federation/Western Hemisphere Region, Incorporated I am pleased to submit for consideration by the Latin American and Caribbean Bureau of AID the attached proposal, entitled, "Leadership Information for Population and Family Planning". As you know, the IPPF/WHR, Inc. had hoped to submit this proposal to you in September, before the end of AID's FY 1980. As the last moment, however, we deferred to the wishes of the Secretary General of the IPPF, who feared that our proposal might negatively influence IPPF negotiations for continued support from the Development Services Bureau of AID. Based on the statements of DSB representatives at the recent IPPF Donors Meeting in London, it has been confirmed that such fears are unfounded. Furthermore, our own board of directors, the WHR Executive Committee, met last week in Miami and approved the following resolution:

> "Reaffirming support for the IPPF policy of Shift of Emphasis and recognizing therefore the need for greatly increased resources to satisfy the needs of Family Planning Associations throughout the world;
>
> Emphasizing the importance of utilizing all capabilities to increase the resources available to the Federation, its Regions and Family Planning Associations;
>
> Expressing deep concern at the decrease in the growth of funding available to the Federation over the last three years, BE IT
>
> RESOLVED, that the Chairman be and she hereby is authorized to undertake all actions reasonable and necessary to solicit grants, contributions, and other funds for the corporation, in such manner, from such sources, for such purposes, and subject to such terms and conditions, as are within the objectives and policies of the corporation, and the best interests of IPPF; and for this purpose, to use such facilities, other volunteers and employees of the corporation as she may determine".

57

105 Madison Avenue, New York, N.Y. 10016, USA Telephone: 212-679-2230 Cable Address: WHIPPFE / Telex: 620660

While it is true that IPPF/WHR, Inc. has already received a sub-regional OPG from your Barbados Mission, for work in the Caribbean, the scope of the attached proposal is regional in every sense. It addresses one of the major challenges faced by family planning throughout the Western Hemisphere, and will eventually concentrate its efforts in six Latin American nations which present unusual opportunities.

Should our proposal meet with AID/LAC approval, the WHR Executive Committee will undoubtedly establish a special sub-committee to supervise the implementation of the resulting grant. Day to day implementation of the project will of course be delegated to Dr. Hernán Sanhueza and the excellent IPPF/WHR staff which he has assembled in New York.

Needless to say, I stand ready to supply any supplementary information you may require. Indeed, Dr. Sanhueza and I would welcome an opportunity to meet with you and your AID/LAC colleagues to facilitate the kind of detailed exchange of views which no written proposal can provide.

With best personal regards I am,

Sincerely yours,

Jill H. Sheffield

Jill Sheffield, Chairman
WHR Executive Committee

cc: WHR ExCo
H.Sanhueza
C. Wahren

INTERNATIONAL
Planned
Parenthood
FEDERATION

Western Hemisphere Region

FEDERACIÓN
INTERNACIONAL DE
Planificación
de la Familia

Región del Hemisferio Occidental

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PROJECT PROPOSAL

SUBMITTED TO THE

UNITED STATES AGENCY FOR INTERNATIONAL DEVELOPMENT

BY THE

INTERNATIONAL PLANNED PARENTHOOD FEDERATION/WHR, INC.

LEADERSHIP INFORMATION
FOR
POPULATION AND FAMILY PLANNING

DECEMBER 1, 1980

89

105 Madison Avenue, New York, N.Y. 10016, USA. Telephone: 212 679-2230. Cable Address: WHIPPEF / Telex: 620661

A. INTRODUCTION

The recent evolution of family planning in the Western Hemisphere Region (WHR) confirms our belief that there is a natural division of labor among the three major providers of family planning information and services: the commercial sector, the private non-profit sector, and the public sector. In the usual sequence of events, these three sectors have different degrees of importance at different stages, and normally, the information, for example, and even the challenge provided by the first two, are key factors in the subsequent gradual involvement of the public sector. The formal or informal relationship which develops among the three sectors, heavily influenced by key individuals and institutions, conditions the way in which family planning is eventually integrated into the social, economic and political fabric of the nation.

While each country finds its own path toward the integration of family planning, the path is seldom smooth. Throughout the Region there are small groups that sincerely oppose family planning, usually on religious or ideological grounds. There are larger groups that oppose family planning due to inadequate or inaccurate information about the health, development, or even the national security implications of family planning. Finally, there are still larger groups that can be described as indifferent to the issue, or at least unwilling to support any involvement of the public sector.

It is evident that opposition to family planning has existed from the very beginning of the movement, but in recent years opposition has gained

momentum in various countries of the Region. This problem has been a matter of discussion at all levels of the Federation during the past year.

The growing concerns of the IPPF are summarized in the following excerpts from our draft 1982-84 Three-Year Plan;

> "While most governments have signed international instruments recognising family planning as a basic human right, a number still do not facilitate or even allow the exercise of this right. Restriction of family planning for demographic, political or religious reasons continues. In many societies, the exercise of family planning as a human right is inhibited by discriminatory attitudes. At the same time, organised opposition to family planning is increasing, jeopardising the availability of family planning to those who need it most and leaving illegal abortion as the only means by which women can control their fertility."

> "The links between population, development, the continued availability of resources and the preservation of the environment have long been recognised. International documents, such as the World Population Plan of Action adopted at the World Population Conference in Bucharest, express the consensus of governments as to the importance of these links. Yet, population factors are still not sufficiently reflected in development plans and strategies at international or national levels. Moreover, there is evidence of waning concern for the population aspects of development."

The Federation has sought to respond to this challenge in many different ways. The IPPF Central Council meeting of November 1979 recommended that Family Planning Associations (FPAs) be given technical and material assistance to help them deal with opposition to family planning. The WHR Regional Council meeting of April 1980 spent considerable time discussing the opposition to family planning, and the need for reaching the political leadership within our Region. Following the instructions of IPPF policy-making bodies, the WHR Regional Office (WHRO) has stepped up its efforts to establish an effective dialogue with the Catholic Church, and to involve key groups of parliamentarians in Regional activities.

There are only a few countries in the Region where the various opponents of family planning are organized into a coherent "anti-family planning movement", but in many countries opposition or indifference within key leadership groups is sufficient to constitute a real barrier to family planning. In some such countries further direct support of family planning information and services would constitute an inefficient use of scarce financial resources, because the national organizations involved (usually private Family Planning Associations) would be severely inhibited by the lack of national leadership support for program expansion or innovation. In other countries, some program expansion or innovation remains possible, but the unfavorable national environment would exact a heavy price in financial and other terms. In short, there are WHR countries where the major barriers to family planning are no longer (if they ever were) largely technical, financial, or logistical. The lack of leadership, understanding and support in these countries sharply limits the family planning activities of the three key sectors, and restricts practical access to family planning information and services.

Among the most important categories of inadequate or inaccurate leadership information, in a region-wide basis, the following deserve mention:

1. Demographic Inertia.

   There is still widespread misunderstanding of the demographic momentum which results from the age structure of populations, and there is consequently, a tendency to exaggerate the potential short-term effects of family planning programs on national fertility rates and growth rates.

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2. Unwanted Fertility.

There is still a tendency to believe that actual fertility is largely desired fertility. This is often linked to the idea that fertility can only drop to the extent that other development parameteres (income, education, health, etc.) are substantially improved.

3. Population Growth/Development.

There is, of course, genuine scholarly debate about the nature of the relationship between population growth and development, especially at moderate rates of population growth. Leadership opinion within the WHR has not always kept up with this debate, however, and thus beliefs that have been largely discredited persist.

4. Population Growth/National Security.

Within military and even civilian leadership, fears about the national security implications of family planning remain strong. Sometimes these fears reflect tense relations with neighboring countries. Other times, they arise from concern about the potential "vulnerability" of zones with low population density. Usually they are linked to misconceptions about demographic inertia and about the development implications of continued high rates of population growth.

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5. Family Planning/External Affairs.

International support for family planning is an undeniable fact, but leadership perceptions in the WHR often go well beyond the facts. Suspicion persists, in some quarters, about the sources of support for family planning, the purposes and policies of the international organizations that provide such support, and the degree to which national family planning programs are truly responding to national interests.

6. Family Planning/Moral and Religious Aspects.

Aside from strictly religious beliefs, which are clearly unrelated to the issue of inadequate or inaccurate information, some religious leaders in the WHR hold highly debatable opinions about the potential impact of family planning on social and sexual behavior. There is also widespread misinformation about the way in which certain contraceptives function, and about the relative effectiveness of different contraceptive methods.

7. Contraception/Medical Risks.

There is hardly a family planning program in the Region that has not felt the effects of misinformation or sensationalism about the medical risks of contraception. National medical leaders and health authorities are not immune to such misinformation, which often constitutes a serious barrier to family planning services.

94

8. Family Planning/Health.

There is not so much misinformation as there is inadequate understanding of the health benefits of family planning, in terms of reduced maternal morbidity and mortality, and improved child health.

If the existing opposition and indifference to family planning reflected a conscious, well-informed national judgment of the pros and cons, there would be nothing we could or should do. It is our contention, however, that the lack of leadership support is overwhelmingly the result of inadequate or inaccurate information, and that few if any national leaders in this Region are genuinely and permanently opposed to family planning.

Throughout the Region it is the private FPAs which confront the leadership information problem most directly, and have a permanent interest in informing national leaders about the individual, family, and societal benefits which wider access to family planning would generate. The FPAs, as authentically autonomous national organizations working in a controversial field, are forced to know their national environments very well. They know which leadership groups support family planning, and which oppose it, and why. They know all the policies, laws and government regulations which currently limit access to family planning. They know that there are many national and international sources of financial support for family planning, but that in practice none of these can be tapped unless certain minimum levels of leadership support are obtained. Often the FPAs define, by their own activities, the boundaries of what is possible and what is not in a given environment. This, after all, is the raison d'etre of an FPA.

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That being the case, almost all FPAs in the WHR dedicate considerable time and energy to the leadership information problem that was described above. All of them have a volunteer board of directors with close personal and professional links to the national leadership. Many FPAs supplement these informal channels with publications, seminars or other activites specifically designed to fill existing gaps in leadership information.

In trying to deal with this problem, however, the FPAs are faced with two very practical limitations:

1. In the WHR, the real purchasing power of IPPF grants declined 30% from 1975 to 1979. In these circumstances the FPAs have tended to restrict themselves to ongoing activities, or to supplement IPPF income with project grants from other donors. Unfortunately, few donors active in the WHR have displayed an interest in helping FPAs to overcome the leadership information problem.

2. Even if funding had been available for this type of activity, only a few FPAs in the Region already have the necessary technical skills in the information field. Most would have to hire new staff or consultants in order to design and implement effective information programs aimed at the national leadership.

B. GENERAL OBJECTIVE

To enable selected FPAs in the WHR to improve their capacity to develop and implement appropriate leadership information programs so as to contribute to the advancement of family planning in their respective countries.

SPECIFIC OBJECTIVES

(1) To train selected staff and volunteers of WHR FPAs and colaborating national institutions in the methodology of leadership information, in order to strengthen their capacity to conduct such information activities.

(2) To design, implement and evaluate leadership information programs on matters related to population and family planning in at least 6 of the following 10 priority countries: Bolivia, Brazil, Costa Rica, Ecuador, Guatemala, Guyana, Honduras, Nicaragua, Paraguay, and Peru.

(3) To develop a regional information service for the timely retrieval and dissemination of new and existing information related to population and family planning, in response to country-specific leadership information needs.

(4) To provide follow-up support through FPAs for national leaders developing in-country activities for the benefit of family planning.

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C. PROPOSED ACTIVITIES AND IMPLEMENTATION SCHEDULE

1. Regional Activities.

The operational center of this program is the local FPA, with its intimate knowledge of the national environment. The success or failure of this enterprise will be measured by the impact it has on changing the local climate of opinion, and, eventually, facilitating the progress of family planning. Although the FPAs have the appropriate basic structure and network of relations in their countries, they need regional support to strengthen their efforts and achieve the objectives of this program.

The actions proposed at the Regional level are as follows:

(a) Regional Training Seminar on Leadership Information Methodology and Follow-Up Seminar.

The purpose of the initial seminar will be twofold: to identify the gaps in current leadership information activities already performed by participating FPAs and to expose them to appropriate new leadership information techniques.

The participants in the seminar will be representatives from the ten FPAs participating in the program, and chosen from among senior volunteers, Executive Directors, IEC Directors and other members of the staff specifically appointed to this project. Other participants will include WHRO staff involved in the project and representatives from collaborating agencies. The total number of participants will not exceed 30.

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The five-day seminar will take place in Río de Janeiro, in order to allow participants to observe BEMFAM's extensive information monitoring and dissemination system.

The content of the seminar will be a balanced mixture of theoretical discussion and practical exposure to techniques and experiences. The agenda will include:

(i) identification of most relevant leadership groups (i.e., those who significantly affect the course of family planning) in each country;

(ii) identification of information resources available at regional and country levels;

(iii) identification of main gaps in leadership information;

(iv) analysis of issues commonly raised in opposition to family planning, of sectors involved in leadership misinformation, and of channels used to disseminate such misinformation;

(v) study of techniques for designing an information program to fill the gaps, and counteract the misinformation;

(vi) discussion of techniques for monitoring and evaluating the impact of the program.

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As case studies, the seminar will examine the experience of several FPAs that have apparently been successful in reaching leadership groups, and review the materials and techniques used. The experience of organizations outside the family planning field will also be examined.

After a two-year period, a follow-up seminar will be conducted in order to examine the progress made and review the total strategy in order to identify possible weaknesses and appropriate responses.

(b.) Regional Information Service (RIS)

While each FPA will need to create or improve its own information resources and conduct searches of country-oriented literature, there will also be a need for international information support. For this purpose, WHR intends to establish a Regional Information Service (RIS) in New York.

The WHRO already operates a modest information and documentation service that produces regular and occasional publications, and maintains a library with a reasonable collection of books, documents and audio-visuals on family planning. The current information/documentation staff includes a full-time Librarian/Archivist and a Publications Officer. These resources are suitable for responding to FPA needs, but will have to be strengthened and modernized in order to meet the demands of the program. Timely responses will be a key factor in many information dissemination activities.

The WHRO also has access to other information services in the Region, such as: CELADE/DOCPAL, Columbia University, MEDLINE, POPINFORM, Population Institute, etc. These resources will continue to be tapped for the benefit of the project.

The main function of the RIS will be to supply the FPAs with regional and international information that can be used to supplement and improve national material. The RIS will consist of a dynamic, issue-oriented information retrieval and dissemination system, able to respond quickly to FPA needs for international information. For this purpose the WHRO will upgrade its existing equipment for information retrieval, storage and transmission, and will hire a full-time Information Officer to manage the RIS.

The Regional Training Seminar and the in-country activities will provide WHRO with an initial list of issues of common concern to the countries involved. A literature search will then be conducted on each one of the issues (arguments, barriers, misconceptions, etc). FPAs will be made aware of the information available through a regular fully-annotated bulletin to be issued on a bi-monthly basis. In turn, FPAs will be feeding in information on their own needs and new issues, as well as locally-produced materials which will be added to the system.

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The RIS will also facilitate the exchange of information and experience among countries participating in the project and will enable linkages with other information services both within and outside the region.

(c,) Technical Assistance to Particpating FPAs.

The WHRO will need to provide intensified technical assistance to the FPAs participating in the program, as follows:

(i) collaboration with the FPA in analysis of information needs and design of new program;

(ii) organization of in-country information monitoring and dissemination systems;

(iii) in-service training of staff responsible for the program at the FPA level;

(iv) organization and execution of in-country seminars for leaders;

(v) monitoring and evaluation .

These technical assistance functions will be performed through quarterly visit, and by frequent mail, telex and telephone contact. In addition, a number of consultants for specific functions will be contracted.

2. Country-Specific Activities.

A fundamental premise of our proposal is that leadership information problems differ widely within the WHR, and that efforts to solve such problems must consequently be designed and implemented on a country-specific basis. In one country the major problem may be military concern about the national security aspects of "low" population density. In another it may be concern within the medical profession about the medical risks of contraception. In a third, it may be religious concern about the "abortifacient" properties of the IUD, or the conviction of social scientists that improved income distribution would quickly eliminate unwanted fertility. A leadership information program at the country level should deal with the existing mix of information gaps, and should employ information media that are appropriate to the key topics and audiences. University-based seminars may be the appropriate medium in one circumstance, press releases in another, and a TV "soap opera" in a third.

Given these important country-specific differences, we are not yet in a position to propose a specific set of leadership information activiites in each of the ten countries which would have priority in this program. Rather, we are proposing a sequence of steps by which country-specific proposals will be produced and then submitted to AID for final approval. The steps are as follows:

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3 MONTHS (a) Analysis of the Current Situation.

(i) Identify relevant national elites, and document their current attitudes about issues related to family planning.

(ii) Identify major misconceptions or barriers that are delaying understanding and resolution of population problems.

(iii) Summarize available data about national demographic situation and trends.

(iv) Analyze impact of demographic situation on key development variables.

(v) Compile inventory of existing population/family planning information activities and materials.

(vi) Analyze available information about contraceptive prevalence, access to family planning information and services, desired family size, etc.

3 MONTHS (b) Design and Approval of Information Program.

(i) Help the FPA to evaluate existing leadership information activities and design a one to two-year supplementary information program with specific, measurable outputs.

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APPROXIMATELY
4 YEARS

(c) Implementation of Information Program.

Since the composition of the programs and their timing will probably differ signficantly depending upon national needs, a standard implementation schedule cannot be proposed at this time.

The sequence described above is the last stage of a selection process which has three discrete steps:

- Selection of the ten high-priority countries: this step has already been taken by the WHR, in consultation with Regional Volunteers and with FPAs. The ten countries mentioned in this proposal are characterized by unusual leadership information problems or opportunities.

- Selection of the six countries in which the program will be concentrated: we are assuming that the Regional Training Seminar and other initial steps will help to identify those six countries (out of the original ten) in which program efforts should be concentrated, or, on the other hand, several countries in which a new leadership information program does not seem currently feasible.

- Selection of specific leadership information activities to be implemented in the six chosen countries: these activities, whose implementation will be coordinated by the FPA, must combine key topics, key leadership groups, and the right media. A full six months is set aside for developing the proposed information strategy in each of the countries.

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Although the WHRO recognizes the potential sensitivity of the proposed activities, it is worth noting that the procedures outlined above offer several different safeguards against the initiation of any activity which might prove counter-productive at the country level. The principal safeguard resides in the nature of the FPAs, and in their own long experience of having to judge what is acceptable and what is not in their national environments. While the FPAs may receive much of their financial support from overseas, their program strategy must evolve from within the national evironment if it is to succeed. It is for this reason that FPAs have shown an admirable capacity to survive in countries where other institutions (including governments) rise and fall with depressing regularity.

None of the FPAs potentially involved in this program would risk its own survival, or the progress of family planning, just to be able to carry out some new leadership information activities. All ten FPAs have been consulted about the basic idea of the program, and about the possible source of funding, and have all responded enthusiastically.* Since we in the Region have learned to trust the political and program judgment of our FPAs, we are already convinced that the program will be fully acceptable. If doubts remain, however, there are four other safeguards between now and any program implementation at the country level:

- The six-month study and design phase, during which any sensitive areas will be identified;
- AID Mission approval required prior to program implementation;

* One FPA (Guyana) added the caveat that activities could begin in 1981, but not 198

3.) AID/LAC approval required prior to program implementation.

4.) The fact that the program will probably take place in six out of the ten countries, meaning that four of the ten will eventually be left aside.

5-YEAR SCHEDULE OF ACTIVITIES

(On quarterly basis)

	YEAR I				YEAR II				YEAR III				YEAR IV				YEAR V			
	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th
Regional Activities																				
Training Seminar																				
Information Service																				
Technical Assistance																				
Evaluation																				
Team Visit																				
Country Activities																				
Country 1																				
Country 2																				
Country 3																				
Country 4																				
Country 5																				
Country 6																				

YEAR 1 IMPLEMENTATION PLAN

Assuming that YEAR 1 begins on October 1, 1980 and ends on September 30, 1981, the following is the schedule of activities that WHR intends to carry out during the first year of the Grant:

October - November, 1980

1) Hiring of complementary regional staff.
2) Identification of researchers, professional writers, journalists, translators, etc. for the Regional Information Service.
3) Upgrading of equipment for retrieval of information and communication with WHR FPAs.
4) Establishment of Regional Information Service (RIS).
5) Preparation for regional training seminar on leadership information methodology.

December, 1980

1) Regional training seminar on leadership information methodoloy.
2) Identification of international and national counsultants for technical assistance tasks.
3) Final selection of countries 1 and 2.

January, 1981

1) Start of 6-month study and design phase in countries 1 and 2.
2) Provision of technical assistance in countries 1 and 2 as deemed necessary.

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February, 1981

Evaluation of Training Seminar.

March, 1981

Final selection of countries 3 and 4.

April, 1981

1) Start of 6-month study and design phase in countries 3 and 4.

2) Provision of technical assistance in countries 3 and 4 as deemed necessary.

June, 1981

Final selection of countries 5 and 6.

July, 1981

1) Start of 6-month study and design phase in countries 5 and 6.

2) Provision of technical assistance in countries 5 and 6.

3) Start of program implementation in countries 1 and 2.

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D. INSTITUTIONAL CAPACITIES AND NEEDS

The project will draw on the resources of the IPPF system, including its worldwide network, the Western Hemisphere Regional Office and selected FPAs within the WHR, as described below:

1. IPPF

The IPPF is an international non-governmental organization, created and led by volunteer representatives of autonomous national Family Planning Associations. These FPAs contribute their own ideas and principles in formulating IPPF's policies. The depth and quality of such experience, which is grounded in the local environment, enables the IPPF to make a unique contribution to family planning and development.

IPPF encourages the formation of national associations to pioneer family planning services in each country of the world and to bring about a favorable climate of public opinion in which governments can be persuaded to accept responsibility for the provision of family planning.

A central aspect of IPPF's activities is to increase the availability of family planning services and the understanding of the relationship between population dynamics and development. IPPF's broad approach to information, education and training reflects the IPPF's concern with all aspects of planned parenthood, including its global implications and its role as a vehicle for

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social development.

In recognition of this role, IPPF has been granted consultative status with all major UN bodies: with ILO and UNICEF in 1965, with WHO in 1966 and with UNESCO and FAO in 1968. In 1969, the IPPF achieved Category II consultative status with ECOSOC, which was later re-classified in 1973 to Category I status, suggesting that its work was particularly relevant to the socio-economic issues concerning ECOSOC.

IPPF is divided into six regions; Africa, East and Sourth East Asia and Oceania, Europe, Indian Ocean, Middle East and North Africa, and Western Hemisphere. Its policies are determined by volunteers representing every region and FPA. Every three years, there is a Members Assembly to review the role and perspectives of the IPPF, approve its Three Year Plan, elect the President and review the opportunities and means available to the Federation. The main policy-making body of the IPPF is the Central Council, composed of representatives from all regions, the Honorary Officers of the Federation, and the Chairmen of Specialist Committees. Beteen its annual meetings, the work of the Central Council is carried out by a small Executive Committee of Honorary Officers which meets at least twice a year.

Specialist advice is given to these policy-making bodies by the Budget and Finance Committe, the Programme Committee, and an

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international Medical Advisory Panel. Each region also has its own system of volunteer committees adapted to its own requirements

The FPAs and the Volunteers of the IPPF are served by a Secretariat, which consists of a Central Office in London and six Regional Offices.

2. IPPF/WHR, Inc.

The International Planned Parenthood Federation, Western Hemisphere Region, Inc. (WHR) is incorporated in the State of New York pursuant to the Not-forProfit Corporation Law. The membership of the Corporation consists of Family Planning Associations of the International Planned Parenthood Federation in the Western Hemisphere Region, which embraces North, South and Central America, and the Caribbean (see Attachment A for a listing of member Associations).

The central purpose of the Corporation is to advance the acceptance of family planning and responsible parenthood in the interest of family welfare, community well-being and international good will.

A Regional Council of the Corporation sets general policy and consists primarily of representatives of each member organization, as specified in the By-Laws of the Corporation. The Council's primary functions are to encourage the spread of family planning throughout the Region, and to aid and assist family planning

organizations which already exist in the Region. The Regional Council meets at least once per year.

Management of the business, funds, property, and affairs of the Corporation is directed by the Executive Committee of the Corporation which is elected by the Regional Council, and which is deemed the Board of Directors as the term is used in the Not-for-Profit Corporation Laws of the State of New York. The By-Laws of the Corporation detail the powers and responsibilities of the Executive Committee and the officers of the Corporation.

The Executive committee meets at least four (4) times per year.

Staff operations in the Corporation are performed through the Regional Office (RO) located in New York. The Chief Operating Officer of the RO is the Regional Director. The organogram of the Regional Office is shown in Attachment B.

There are three main sections: Program Coordination, Finance & Administration, and Project Planning and Development.

The Program Coordination Section includes the Director, five Program Advisors, a Training Officer, a Special Projects Officer, Supplies Coordinator, and Support Staff. The Program Coordination Section coordinates gathering of program information, identification of resources within and outside the Federation to provide technical

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assistance, collaboration with the Associations in program planning and development, monitoring of programs and projects, institution building and provision of advice about resource allocation within the Region. A key function of the Program Coordination section is ensuring programmatic accountability.

The Finance Section is in charge of providing technical assistance to Associations on financial systems and procedures, and in monitoring Associations' compliance with Terms & Conditions of Grants. The staff in this section examine, analyze and interpret the financial aspects of Work Program/Budgets, Annual Reports, Audited Accounts, Special Project requests, and other documents submitted by Associations. They review program and special project implementation by comparing actual expenditures with approved budgets. They analyze Associations' expenditure forecasts and ensure financial accountability.

The Project Planning and Development Section is composed of professionals in the Information & Education, Medical and Evaluation fields. These senior staff members, called Associates, concentrate on the planning and development of projects and activities, as per the program priority areas expressed in the Three Year Plan and Annual Work Program/Budget. They work in close collaboration among themselves and with the staff of the other two sections.

The functions of personnel management, office administration, and

relations with volunteers are coordinated by the Office of the Regional Director.

3. FPAs in Priority Countries.

While resources of many FPAs in the WHR will be used in support of this project, the specific capacities of the FPAs in the ten priority countries will be critical to the project operations. The priority FPAs and countries are:

(a) BOLIVIA: Centro de Orientación Familiar (COF)

(b) BRAZIL: Sociedade Civil de Bem Estar Familiar No Brasil (BEMFAM)

(c) COSTA RICA: Asociación Demográfica Costarricense (ADC)

(d) ECUADOR: Asociación Pro-bienestar de la Familia Ecuatoriana (APROFE)

(e) GUATEMALA: Asociación Pro-Bienestar de la Familia de Guatemala (APROFAM)

(f) GUYANA: Guyana Responsible Parenthood Association (GRPA)

(g) HONDURAS: Asociación Hondureña de Planifiación de la Familia (ASHONPLAFA)

(h) NICARAGUA: Asociación Demográfica Nicaraguense (ADN)

(i) PARAGUAY: Centro Paraguayo de Estudios de Población (CEPEP)

(j) PERU: Instituto Peruano de Paternidad Responsable (INPPARES)

These ten FPAs are well-established, many of them in existence for over 15 years. They have functioned and survived in environments subjected to many changes during the past decade and in the face of varying levels of hostility. Their linkage to the community is sustained by volunteer Boards of Directors, representing a wide variety of national leadership groups and professional disciplines. The Associations have implemented substantial programs in service delivery and information/education. The staffs of the Associations

possess considerable expertise and competence in service delivery, communication and education, evaluation and management. Attachment C provides further details on the capacities and program activities of the FPAs.

4. Other FPAs.

Beyond the ten priority FPAs, the project will use the considerable expertise and experience of other FPAs which have successfully implemented leadership information programs. The Planned Parenthood Federation of America, PROFAMILIA of Colombia and ADS of El Salvador are examples of such Associations.

5. Outside Resources.

In addition to resources within the IPPF, the project will also draw on other AID-funded programs (such as RAPID and Battelle/PDP) working in areas closely related to the concerns of this project.

Furthermore, the project will draw on an international and national consultants with experience relevant to the needs of the project.

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E. PROPOSED INSTITUTIONAL RELATIONSHIPS

The Grantee will be IPPF Western Hemisphere Region, Incorporated, (WHR). The WHR, represented by the Chairman of its Executive Committee and by its Regional Director, would formally accept the grant on behalf of the IPPF, and would execute the grant.

In order to fully and effectively execute the grant, the WHR will have authority to make contracts and sub-grants, as follows:

(1) For Regional Activities

WHR will have authority to contract with individuals and/or institutions as necessary to help carry out the 4 major Regional activities: (Training Seminar, Regional Information Service, Technical Assistance, and Evaluation).

(2) For Country-Specific Activities

WHR will have authority to make payments to FPAs and other collaborating national agencies, after approval of the country-specific program by AID/LAC and by the local AID Mission.

The WHR proposes to report to AID/LAC about the progress of the grant through quarterly financial reports, and semi-annual narrative reports.

4.

F. EVALUATION PLAN

1. Process Evaluation

(a) A mid-term evaluation at 3 years and a final evaluation at the end of 5 years are proposed. Both evaluations are to be conducted by a team appointed by the WHR, with due notification to AID/LAC and AID Missions. The team will consist of one representative of the WHR, one from an FPA, and two outside experts. The cost of the two outside experts will be met by Program funds. The participation of other members of the team will be at the expense of their respective organizations.

(b) The team will be asked to relate program implementation to the stated goals of the Program. Each program component will be qualitatively evaluated to determine the degree of efficiency in implementation and likely impact on national opinion.

(c) The team will visit and meet with FPA staff and volunteers involved in the Program and will interview a sample of leaders exposed to the program.

(d) The team will examine all financial and progress reports and may wish to send a standardized questionnaire to all participating FPAs to elicit comments on the relationship and contribution of the Program to local FPA performance.

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(e) The team will also conduct an assessment of the quality of the information materials collected and produced by the FPAs and of the channels and techniques utilized for their dissemination.

(f) The team will be briefed by WHR prior to the start of the evaluation mission. Following the mission, a de-briefing meeting will also be held. Evaluation reports will be required of the team within four (4) weeks of de-briefing.

2. Impact Evaluation

An assesment of an information program such as this would not be complete without measuring the extent to which a more favorable climate of opinion towards family planning has contributed to concrete steps taken by leaders to facilitate the progress of family planning. Towards this end an impact evaluation component will be devised to:

(a) measure attitude change based on opinion polls, of content of press articles and statements of political leaders.

(b) analyze new developments such as: initiatives for establishment of population policies; introduction of favorable modifications to legislation; implementation by the public sector of family planning programs or activities; allocation of national resources to public or private programs; etc.

G. BUDGET SUMMARY (In. U.S.$000s)

		YEAR I	YEAR II	YEAR III	YEAR IV	YEAR V	TOTAL
1.	AID	464.6	447.7	534.8	519.2	587.4	2,553.7
1.1	REGIONAL ACTIVITIES (see detail)	126.6	72.7	146.8	88.2	111.4	545.7
1.2	COUNTRY SPECIFIC ACTIVITIES (specific strategies and activities will be detailed at a later stage - see narrative)	185.0	210.0	230.0	260.0	285.0	1.170.0
1.3	OTHER DIRECT COSTS (see detail)	93.0	105.0	91.0	103.0	116.0	508.0
1.4	IPPF/WHR, INC. OVERHEAD EXPENSES	60.0	60.0	67.0	68.0	75.0	330.0
2.	IPPF/WHR FPAS (see detail)	1,654.0	2,093.0	2,302.0	2,532.0	2,785.0	11,366.0
2.1	10 PRIORITY COUNTRIES	950.0	1,293.0	1,422.0	1,564.0	1,720.0	6,949.0
2.2	OTHER COUNTRIES	704.0	800.0	880.0	968.0	1,065.0	4,417.0
	GRAND TOTAL	2,118.6	2,540.7	2,836.8	3,051.2	3,372.4	13,919.7

Notes: #1.3 Salaries and benefits are budgeted in accordance with the IPPF/WHR Regional Office's Salary Scale and Personnel Policies.

#2 as IPPF operates in calendar year budgets, YEAR I refers to 1980 Approved Budgets
YEAR II refers to 1981 as recommended by the Secretary General
YEARS III-IV-V are based on a 10% increase/year.

12

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	YEAR I	YEAR II	YEAR III	YEAR IV	YEAR V	TOTAL
1.1 REGIONAL ACTIVITIES	126.6	72.7	146.8	88.2	111.4	545.7
1.1.1 Regional Seminars	45.0	-	55.0	-	-	100.0
6 days (inclusive of Travel Time) for 25 foreign and 5 local participants:						
Airfare	20.0	-	24.5	-	-	44.5
Per Diem	18.0	-	22.0	-	-	40.0
Fees, production of materials, translation, etc.	4.5	-	5.5	-	-	10.0
Miscellaneous	2.5	-	3.0	-	-	5.5
1.1.2 Regional Information Service	55.0	43.5	47.5	52.7	58.0	256.7
- Fees for researchers, professional writers, journalists, etc.	30.0	33.0	36.0	40.0	44.0	183.0
- Production, translation and distribution of papers	5.0	5.5	6.0	6.7	7.3	30.5
- Hardware for retrieval of information and improve communications with FPAs	20.0	5.0	5.5	6.0	6.7	43.2
1.1.3 Technical Assistance	21.6	23.7	26.2	28.8	31.6	131.9
12 visits (5 days each)						
Fees	9.0	9.9	10.9	12.0	13.2	55.0
Travel	8.4	9.2	10.2	11.2	12.3	51.3
Per Diem	4.2	4.6	5.1	5.6	6.1	25.6
1.1.4 Evaluation	5.0	5.5	18.1	6.7	21.8	57.1
Includes clerical work for data collection, compilation and analyses and forms	5.0	5.5	6.1	6.7	7.3	30.6
Team visits for overall project evaluation	-	-	12.0	-	14.5	26.5

	YEAR I	YEAR II	YEAR III	YEAR IV	YEAR V	T O T A L
1.? Other Direct Costs	93.0	105.0	91.0	103.0	116.0	508.0
Personnel Cost (including benefits):						
-Project Coordinator, 100% of time	35.7	40.3	45.5	51.4	58.0	230.9
-Information Officer - 1980-81, 100%	26.5	29.9				115.1
- 1982-84, 50%			17.2	19.5	22.0	
-Secretary, 1980-81, 100%	17.3	19.5				74.4
1982-84, 50%			11.0	12.6	14.0	
-Administrative & Finance Officer, 50%	13.5	15.3	17.3	19.5	22.0	87.6

In the 1980 and the 1981 Work Programs and Budgets of the WHR FPAs, the following expenses could be identified as directly related to leadership information:

(In 000's U.S. Dollars)

FPA	1980 YEAR I	1981 YEAR II
Brazil	475.9	630.0
Ecuador	68.2	98.2
Bolivia	18.3	14.5
Guatemala	113.8	127.2
Honduras	56.4	76.3
Nicaragua	134.0	166.2
Paraguay	30.4	70.3
Guyana	2.0	4.2
Peru	23.9	21.6
Costa Rica	27.8	31.1
Sub-Total	950.7	1,292.6
Antigua	7.3	7.3
Argentina	52.5	80.4
Barbados	3.5	2.6
Chile	183.5	204.8
Colombia	224.0	241.0
Curacao	12.1	13.5
Dominican Republic	117.6	125.9
Grenada	2.1	-
Mexico	35.1	38.1
Panama	21.8	33.2
Surinam	44.6	53.4
Sub-Total	704.1	800.2
GRAND TOTAL	1,654.8	2,092.8

N.B. Countries not included: Aruba, Dominica, El Salvador, Jamaica, Puerto Rico, St. Kitts, St. St. Lucia, St. Vincent, Trinidad, Uruguay, and the CFPA.

These countries were not included because it is difficult to identify specific projects aimed at influencing leadership in the budget of the FPAs. However, these FPAs have activities aimed at influencing government and non-government leadership.

The details of these expenses on individual WHR FPAs are the following:

BRASIL

BEMFAM has built a coalition of committed states (to family planning) which is helping to overcome the remaining sources of resistance in Brasilia. To achieve the above the FPA has developed a series of activities such as: production of materials, materials for radio, for the press and conducts seminars.

Projects	1980 Year I	1981 Year II
1. Materials for leadership groups	39.3	64.0
2. Materials for radio	67.1	76.5
3. Radio Broadcasts	165.6	207.0
4. Materials for the press	33.9	36.5
5. Seminars	-0-	200.0
	305.9	583.0
Non-attributable (40%)	120.0	100.0
I&E	475.9	683.0

ECUADOR

The FPA has promoted seminars on family life education and sex education for members of special groups (trade unionists, students, etc.) and national youth leaders. It has also produced motivational materials on population, direct radio and newspapers campaigns. Some training activities for doctors have been carried out by the FPA.

Projects	1980 Year I	1981 Year II
1. Seminars on population	10.7	26.5
2. Promotion of family planning	4.6	5.1
3. Production of materials	14.6	12.6
4. Public Relations	3.3	3.9
5. I&E Radio & newspapers	7.0	7.0
6. Training of doctors	.5	.5
7. Trainining of leaders	-0-	1.8
Non-attributable (78%)	27.5	40.8
I&E	68.2	98.2

BOLIVIA

The FPA has established dialogues with Members of Congress on population and socio-economic development. Labor leaders have also been contacted.

Projects	1980 Year I	1981 Year II
1. Dialogues on population	9.0	
2. Lectures on family planning & population	6.8	
3. I&E activities	2.5	14.5*
	18.3	14.5

* During 1981 activites from projects 1 & 2 will be carried out together with this project.

GUATEMALA

This FPA is constantly being attacked by government officials. As a way to counteract the FPA has been organizing seminars, workshops and lectures to involve and inform influential people within the country and the government in particular.

Project	1980 Year I	1981 Year II
1. Training Unit	113.8	127.2

HONDURAS

The strategy to influence national leadership involved the use of radio, courses, publicity, public relations and printing and distribution of materials on population and family planning issues.

Projects	1980 Year I	1981 Year II
1. Communications and distribution	18.5	21.5
2. Courses	2.6	2.6
3. Printing & distribution of materials	18.8	15.8
4. Motivation of leaders		13.4
Non-attributable (32%)	16.5	23.0
I&E	56.4	76.3

NICARAGUA

Courses on family life education and sex education for the Defense Committees and the Sandinista Police have been given by the FPA.

Projects	1980 Year I	1981 Year II
1. Sex education - Defense Committees *	72.8	90.0
2. FLE for Sandinista Plice	49.5	61.2
Non-attributable ** I&E	11.7	15.0
	134.0	166.2

* Projects 1 & 2 are funded by USAID/Nicaragua.

** IPPF supports the non-attributable costs which includes personnel.

PARAGUAY

The projects on I&E reflect the Association's interest in counter-balancing erroneous and misleading information from opponents of family planning.

Projects	1980 Year I	1981 Year II
1. Motivation	14.9	14.3
2. Radio program	-0-	14.4
3. T.V. program	-0-	23.5
Non-attributable (57%)	15.5	18.1
I&E	30.4	70.3

GUYANA

The FPA through the provision of information and motivation on family planning hopes to persuade the leadership to change its values and attitudes towards family planning.

Project	1980 Year I	1981 Year II
1. Responsible Parenthood on the move	1.4	3.3
Non-attributable (14%)	0.6	0.9
I&E	2.8	4.2

PERU

The FPA has focused its attention on the dissemination of materials on family planning and population to opinion leaders and community volunteers.

Projects	1980 Year I	1981 Year II
1. Motivational meetings	1.5	1.8
2. Brochures and publications	4.0	8.6
3. Seminars & workshops and population	11.1	
Non-attributable (42%)	23.9	11.2
I&E	23.9	21.6

COSTA RICA

One of the aims of the FPA is to interest and involve the new administration and government institutions in the development of the National Program for sex education and responsible parenthood. The FPA played a very important role as member of the CONAPO.

Project	1980 Year I	1981 Year II
Radio education	20.5	25.5
Non-attributable (15%)	7.3	5.6 +
I&E	27.8	31.1

ANTIGUA

Politically, family planning remains a sensitive issue. Therefore, the FPA remains the primary agency for family planning. The FPA has tried to influence the leadership collaborating with a Youth Education Project.

Project	1980 Year I	1981 Year II	Total
Mass media activities	7.3	7.3	14.6

ARGENTINA

The FPA has developed some information and diffusion activities aimed at reaching public officials, professionals, and community leaders. It has also promoted better relations with the mass media, radio, T.V. and the printed media.. Attention has also been focused on community and labor leaders.

Projects	1980 Year I	1981 Year II	Total
1. Integrated Projects with local local government	6.5	12.0	18.5
2. Intergrated projects with organizations	6.5	5.0	11.5
3. Information	12.5	15.0	27.5
Non-attributable (100%)	27.0	48.4	75.4
I&E	52.5	80.4	132.9

BARBADOS

Although there has been a constant government support, the FPA remains committed to sensitive national leaders on the population issues.

Project	1980 Year I	1981 Year II
Non-formal FLE	3.5	2.6

CHILE

Family planning is not a priority for the Chilean government. This has resulted in permanent attacks on IPPF and the Association. The FPA, has prepared all sorts of materials, including a video-tape to show the honorability of its goals. Several activities have been carried out in order to influence the Chilean leadership.

Projects	1980 Year I	1981 Year II
1. Family Life Education	51.2	57.1
2. Resources and Image	8.0	23.8
3. Training of doctors & other professionals	44.6	23.9
	103.8	104.8
Non-attributable (80%)	80.0	100
I&E	183.8	204.8

COLOMBIA

The Colombian FPA has established very good relationships with the leadership. Nevertheless, PROFAMILIA remains committed to influencing political and economic leaders of the country.

Project	1980 Year I	1981 Year II	Total
1. Institutional motivation	188.0	207.0	395.0
Non-attributable (75%)	36.0	34.0	70.0
I&E	224.0	241.0	465.0

CURACAO

Some motivational talks and radio slogans are supported by the FPA as reminders to the leaders of family planning.

Projects	1980 Year I	1981 Year II	Total
1. Motivation by radio	12.1	13.0	25.0
2. T.V. announcements	-0-	0.5	0.5
	12.1	13.5	25.6

DOMINICAN REPUBLIC

The motivational strategy to influence leadership involved the use of radio, printed materials, group talks, film showings, lectures, seminars and training workshops.

Projects	1980 Year I	1981 Year II
1. Radio	31.0	25.9
2. Publications	35.0	55.7
3. FLE on T.V.	16.5	11.2
4. Training for volunteers Non-attributable (70%)	18.8	16.8
I&E	117.6	125.9

EL SALVADOR

AID is funding several projects aimed at influencing leadership and the community leaders.

AID funds allocated for this purpose exceed $1,000,000.

GRENADA

The new leaders that came to power in 1979 appear to be more positive toward family planning. Although this FPA is certainly implementing different leadership information activities, it is difficult to identify them in budgetary terms.

Project	1980 Year I	1981 Year II
Training for medical personnel	2.1	-0-
Non-attributable	-0-	-0-
I&E	2.1	-0-

MEXICO

The government favors and supports family planning, nevertheless, given the fact that Mexico is a vast and diverse country, motivation of authorities is always needed. The FPA has focused its attention on organized community groups and volunteers.

Projects	1980 Year I	1981 Year II
1. Information to organized groups	23.3	25.0
2. Training volunteer groups	2.5	2.0
Non-attributable (30%)	9.7	11.1
I&E	35.5	38.1

PANAMA

The Panamanian president has publictly recognized the FPA for its efforts. The strategy used by the FPA to motivate leadership has been through seminars and papers to the media.

Projects	1980 Year I	1981 Year II
1. Seminars	7.0	16.5
2. Information		.7
Non-attributable (20%)	14.8	16.0
I&E	2.8	33.2

SURINAM

One of the stated roles of the FPA is to persuade the government to institutionalize family planning and to influence non-governmental agencies to integrate family planning and sex education into the overall framework of community development.

Projects	1980 Year I	1981 Year II
1. Public Information	5.1	6.0
2. Public relations	7.6	9.0
3. Training of professionals	.7	.9
4. Training of volunteers	-0-	1.5
Non-attributable (90%)	31.2	36.0
I&E	44.6	53.4