

PROJECT APPRAISAL REPORT (PAR)

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1. PROJECT NO. 931-11-560-993	2. PERIOD FOR PERIOD: 6/1/74 TO 5/20/76	3. COUNTRY Worldwide	4. PAR SERIAL NO.
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5. PROJECT TITLE
New Approaches - Mass Media

6. PROJECT DURATION: Began FY 73 Ends FY 77	7. DATE LATEST PRCP 9/13/73	8. DATE LATEST PIP N/A	9. DATE PRIOR PAR 5/20/75
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10. U.S. FUNDING	a. Cumulative Obligation Thru Prior FY: \$	b. Current FY Estimated Budget: \$	c. Estimated Budget to completion After Current FY: \$64,000
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11. KEY ACTION AGENTS (Contractor, Participating Agency or Voluntary Agency)	
a. NAME	b. CONTRACT, PASA OR VOL. AG. NO.
Manoff International Inc.	AID 518-345-T (Ecuador)
Manoff International Inc.	AID/ta-c-1133
Synectics Corporation	AID/ta-c-1198

I. NEW ACTIONS PROPOSED AND REQUESTED AS A RESULT OF THIS EVALUATION

A. ACTION (X)			B. LIST OF ACTIONS	C. PROPOSED ACTION COMPLETION DATE
USAID	AID. W	HOST		
			The project is concerned with <u>two</u> Mass Media approaches --the Advertising/Industry approach and the Non-Formal Education approach for which, as of this date, there are <u>3</u> contracts.	
			A. Advertising/Industry Mass Media Approach	
X	X	X	(1) Contract AID-518-345-T (Ecuador) PAR developed by USAID/Quito dated 12/14/74 (attached) Completion field work Review of Final Report	June 75 January 76
	X		(2) Contract AID/ta-c-1133 Avoidance of further project slippage Incorporation of technical panel recommendations into communication models and research design	
X	X	X	before field application for Philippines and Nicaragua. Use of expertise required by contractor.	Sept 75/Mar 76 June 75 June 75
			B. Non-Formal Education Approach	
X	X	X	(1) Contract AID/ta-c-1198 Site visits to 3 LDCs selected for survey. Honduras, Colombia and Tunisia. Tunisia selected as test site. Demonstration Plan and Communication Model reviewed by panel and proceed with field implementation.	June 2, 1975
X	X	X		June 1976

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D. REPLANNING REQUIRES	E. DATE OF MISSION REVIEW
REVISED OR NEW <input type="checkbox"/> PROP <input type="checkbox"/> PIP <input type="checkbox"/> PRO AG <input type="checkbox"/> PIO/T <input type="checkbox"/> PIO/C <input type="checkbox"/> PIO/P	

PROJECT MANAGER: TYPED NAME, SIGNED INITIALS AND DATE Deria F. Moore <i>Deria F. Moore</i> 5/26/76	MISSION DIRECTOR: TYPED NAME, SIGNED INITIALS AND DATE TA/N, Martin J. Forman
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II. PERFORMANCE OF KEY INPUTS AND ACTION AGENTS

VTU

A. INPUT OR ACTION AGENT CONTRACTOR, PARTICIPATING AGENCY OR VOLUNTARY AGENCY	B. PERFORMANCE AGAINST PLAN							C. IMPORTANCE FOR ACHIEVING PROJECT PURPOSE (X)					
	UNSATISFACTORY		SATISFACTORY					LOW		MEDIUM		HIGH	
	1	2	3	4	5	6	7	1	2	3	4	5	
1. See Item 11				X									X
2.				X									X
3.				X									X

Comment on key factors determining rating
 Contractors understand and are proceeding with accomplishing project purpose which is somewhat difficult but achievable.

 Each contractor is technically qualified to perform.

4. PARTICIPANT TRAINING n/a	1	2	3	4	5	6	7	1	2	3	4	5
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Comment on key factors determining rating
 Whereas this factor is not presently applicable, it shall become increasingly applicable in the life of this project.

5. COMMODITIES	1	2	3	4	5	6	7	1	2	3	4	5
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Comment on key factors determining rating
 Where applicable commodities have been used as planned.

6. COOPERATING COUNTRY	a. PERSONNEL	1	2	3	4	5	6	7	1	2	3	4	5
	b. OTHER												

Comment on key factors determining rating
 Cooperating country inputs have been managed and are continuing to be managed without difficulty.

7. OTHER DONORS N/A	1	2	3	4	5	6	7	1	2	3	4	5
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(See Next Page for Comments on Other Donors)

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II. 7. Continued: Comment on key factors determining rating of Other Donors

N/A

III. KEY OUTPUT INDICATORS AND TARGETS

A. QUANTITATIVE INDICATORS FOR MAJOR OUTPUTS	PLANNED	TARGETS (Percentage/Rate/Amount)					END OF PROJECT
		CUMULATIVE PRIOR FY	CURRENT FY		FY 77	FY78	
			TO DATE	TO END			
Field demonstration in 3 countries testing advertising industry approach adapted to nutr. educ.	PLANNED	3	1	2	2	2	3
	ACTUAL PERFORMANCE	1	1				
	REPLANNED						
Field demonstration in 3 countries testing the non-formal education approach.	PLANNED	0	1	1	2	2	3
	ACTUAL PERFORMANCE	0	1				
	REPLANNED						
	PLANNED						
	ACTUAL PERFORMANCE						
	REPLANNED						
	PLANNED						
	ACTUAL PERFORMANCE						
	REPLANNED						
B. QUALITATIVE INDICATORS FOR MAJOR OUTPUTS	COMMENT:						
1. Increased awareness of use of mass media approaches to nutrition education.*	Inquiries regarding these approaches are mounting						
2. Increased use of mass media approaches to nutrition education. *	COMMENT: Requests for completed activities regarding use of the advertising/industry approach are increasing. <i>BEST AVAILABLE COPY</i>						
3. Increased use of technical assistance in use of Mass Media approach. *	COMMENT: The demand for assistance in the use of the advertising/industry approach is beginning.						

*among other donors, agencies, and host governments.

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IV. PROJECT PURPOSE

A. 1. Statement of purpose as currently envisaged.

2. Same as in PROP? YES NO

To determine the feasibility of using mass media to motivate large numbers of individuals (particularly mothers of pre-school children) in urban and rural areas to improve their food behavior ; to determine specific areas of applicability of mass media to compare cost effectiveness of different mass media approaches.

B. 1. Conditions which will exist when above purpose is achieved.

2. Evidence to date of progress toward these conditions.

1. Evidence of measurable improvement in dietary practices due to mass media information will be obtained.
2. Program areas for which mass media approaches are most effective will have been determined.
3. Data will be made available for use in national or regional nutrition strategies.

1. The Ecuador field test has indicated that the advertising industry approach can affect changes dietary practices. (Other tests are still in progress).
2. This will be determined from the 6 field tests being conducted.
3. A seminar for a beginning of an exchange is planned. A need for workshops to provide guidance in the use of these approaches is being manifested.

V. PROGRAMMING GOAL

A. Statement of Programming Goal

To reduce malnutrition in selected LDCs, particularly among the most vulnerable groups (pre-school children and pregnant and nursing women).

B. Will the achievement of the project purpose make a significant contribution to the programming goal, given the magnitude of the national problem? Cite evidence.

The use of the mass media approaches will provide for greater reach into formerly "hard-to-reach" populations thereby affecting significant changes among larger groups and reducing the incidence and degree of malnutrition.