

WORK PLAN--POPULATION COMMUNICATION SERVICES, Oct. 1982-Sept. 1983

Summary

Population Communication Services of the Population Information Program, Johns Hopkins University, was established on October 1, 1982 to provide a broad technical base for transferring knowledge, skills, professional assistance and funds to LDC public and private organizations. In the area of population/family planning communication, PCS will assess the needs of various LDC's, will develop, fund and monitor projects, will provide technical assistance, will collect and circulate prototype print and audio-visual materials, and will convene interregional meetings and professional workshops. PCS has the capability to assist in a broad range of communication activities encompassing such areas as mass media, advertising, materials development, interpersonal communication, use of folk and traditional media, and formal and nonformal education. Priority will be placed on the provision of family planning information to potential adopters and current users, although other topics and audiences may also be addressed, depending upon the needs of a particular country or region. Approximately 50 percent of the project funds are allocated to the Africa region, 20 percent to Latin America and the Caribbean, 15 percent to the Near East, and 15 percent to Asia.

Subcontracts will be negotiated with three highly qualified organizations in the communication field: the Academy for Educational Development (AED); PIACT; and Porter Novelli and Associates (PN&A). PCS staff will call on these and possibly other subcontractors to carry out assignments appropriate to their skills and available staff time.

Projected Country Activities

Based on initial contacts with AID Population Officers and on cables and other documents received by AID/Washington, subsequent to award of the Cooperative Agreement, the attached listing of tentative field support activities has been drawn up. It is anticipated that this listing will be substantially revised as responses to AID's announcement cable are received from AID Missions and as the PCS announcement brochures are disseminated abroad. An updated listing of the status of country activities will be maintained by PCS and can be requested by AID/W or AID Missions at any time.

PROJECTED COUNTRY ACTIVITIES BASED ON CONTACTS WITH AID MISSIONS AND
ON REQUESTS RECEIVED BY AID/W

<u>Region/Country</u>	<u>Nature of Request</u>	<u>Source</u>	<u>Date Needed (Duration)</u>	<u>Action Taken</u>
AFRICA				
Kenya (Regional activity)	Project Development Workshop--for IEC staff and leaders from East Africa region	AED (Middleton)--meeting with B. Kennedy in Nairobi, 10/82	mid-1983	PCS discussing idea with AID/W officials and awaiting request from REDS
Somalia	Needs Assessment and Project Development	REDSO Officer Kennedy--meeting in Nairobi, 10/82	early 1983	Awaiting cable from REDSO
Sudan	Needs Assessment and Project Development --2 people, to evaluate past IEC activities and to plan broad IEC strategy and program Country Project--possible funding of IEC unit in Sudan Fertility Control Association's Khartoum clinic	Health Officer Micka--meeting in Montreal, 11/82; cable to AID/W, 11/82	3/83 (1 month)	PCS identifying appropriate personnel for team and collecting information
Tanzania	Needs Assessment and Project Development	REDSO Officer Kennedy--meeting in Nairobi, 10/82	early 1983	Awaiting cable from REDSO
Zambia	Needs Assessment and Project Development Print Materials for Training and Outreach	REDSO Officer Kennedy--meeting in Nairobi, 10/82	early 1983	Awaiting cable from REDSO
Zimbabwe	Needs Assessment Technical Assistance--to assist in design and creation of an IEC unit in the Child Spacing and Fertility Association	REDSO Officer Kennedy--meeting in Nairobi, 10/82	5/83	Awaiting cable from REDSO

<u>Region/Country</u>	<u>Nature of Request</u>	<u>Source</u>	<u>Date Needed (Duration)</u>	<u>Action Taken</u>
ASIA				
Nepal	Needs Assessment Print Materials Development, Production and Dissemination	Health Officer Van der Vlugt--meeting in Montreal, 11/82	early 1983	<i>proposed</i> Awaiting cable from AID/Nepal reflecting host country approval
LATIN AMERICA				
Brazil	Country Projects--BEMFAM production of educational materials; independent media relations agency	Population Officer Taylor--letter to AID/W, 8/82; telcon to PCS (Green) 10/82	(3 years)	Aarnes, AID/W letter of 10/82 indicated funding level of request too high for PCS; Green stated idea of independent media relations agency needed more detailed planning; PC awaiting a specific request for assistance
Haiti	Workshop--Ministry of Health workshop on content and production of radio programs	Min. Health and Pop. Bordes--meeting in Montreal, 11/82; Pop. Officer Gibson--telcon to PCS (Piotrow), 11/82	mid-1983	PCS, with AED's help, sending resumes of possible workshop leaders to AID Pop. Officer Gibson
Honduras	Needs Assessment and Project Planning	Health Officer Massey-- cables to AID/W and PCS, 11/82	1/83	PCS has proposed a two- person team to AID Mission and is awaiting a response
Mexico	Country Project--to support printed and broadcast materials to be used with promotoras program of Federation of Private Family Planning Programs	Pop. Officer Donnelly-- meetings in Washington, D.C. and Ciudad Juarez, 10/82	early 1983	PCS reviewing proposal; copy sent to AID/W
Panama	Needs Assessment and Project Planning	Pop. Advisor Coury-- cable to AID/W, 11/82	1/83	PCS has proposed a two-person team to AID Mission and is awaiting a response

completed 3/83

<u>Region/Country</u>	<u>Nature of Request</u>	<u>Source</u>	<u>Date Needed (Duration)</u>	<u>Action Taken</u>
NEAR EAST				
Egypt	Technical Assistance--materials development and institutional support	Pop. Officer Reese--cable to AID/W, 11/82	early 1983	PCS awaiting results of visits by Kantner (11/82), Baugh (12/82), and Echols (1-2/83) and report of PRAGMA team (1-2/83)
Jordan	Country Project--to support the design and implementation of a multi-faceted information and education campaign by the Jordan Family Planning and Protection Association	Health Officer Thomas--proposal hand-carried to AID/W, 9/82	early 1983 (3 years)	PCS reviewing proposal and consulting IPPF officials

PC's included

Jordan review

Needs Assessments

Needs assessment and planning will be carried out either as a first step in setting specific strategies for an IEC action program or as a discrete activity with no direct project-funded follow-on support. At a minimum, needs assessments will include: assessment of prior IEC activities; identification and assessment of current or planned IEC activities in both the public and private sectors; assessment of current and probable IEC needs; identification of IEC resources that could be utilized in local programs, recommendations for strategies to improve the country's IEC capability; and development of an appropriate plan of action. Pertinent existing data will be used to the maximum extent possible in needs assessment activities. The magnitude and scope of a needs assessment will necessarily vary from one country to another, depending upon such factors as the physical size and stage of development of the country, the size and composition of its population, the duration and scope of its involvement in family planning service and communication activities, and the amount of accurate information already available.

PCS will conduct needs assessments upon the request of the AID Mission and/or the host country government. Four needs assessment missions have been budgeted for the project's first year, but a larger number might take place if needs assessment missions for several countries are combined in one trip. It is anticipated that needs assessment missions will be combined with project development activities in many instances.

Following are the steps that PCS will take in the first year to ensure that accurate and comprehensive needs assessments will take place:

<u>Task</u>	<u>Projected Completion Date</u>
1. Review and revision of "Guidelines for Needs Assessments"	12/82
2. Liaison with other organizations which have performed needs assessments to ensure use of uniform needs assessment formats	12/82

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| 3. | POPLINE literature search on country IEC issues | Completed for 25 countries as of 11/5/82 |
| 4. | Establishment and collection of relevant material for country files | Ongoing |
| 5. | Identification of appropriate countries for needs assessments | Ongoing |
| 6. | Response to requests for needs assessments | Ongoing |
| 7. | Completion of at least four needs assessment missions, with reports submitted to AID/W within 45 days | 9/83 |

Country Projects

About 37 percent of total project funds for FY 1982-FY 1987 are allocated to direct funding of public and private agencies in LDCs working in population/family planning communication. Project administration and fiscal management will be handled directly by PCS. PCS will also oversee project development, review, monitoring and evaluation, with assistance from cooperating agencies and consultants as needed. In the first year of the project, \$250,000 (or 22 percent of total first-year funds) has been budgeted for support of country projects.

Priority will be given to country projects designed to provide information regarding the availability of family planning services, the contraceptive methods offered, and their advantages and disadvantages. Other types of projects, including the provision of information on population problems to opinion leaders and policymakers, family life education for adolescents, and awareness campaigns for selected groups such as union members and women's organizations, may also be supported. In general, PCS will seek to support a variety of projects, including IEC activities of family planning associations and other private groups, comprehensive government IEC programs, mass media campaigns, and projects to produce simple print materials for users, radio spots, posters, exhibits, and other materials.

In addition to project funding, PCS will provide technical assistance in a broad range of communication activities, including: 1) message design and materials pretesting, testing and production; 2) development of strategies to reach target audiences and overcome communication barriers; 3) advice regarding appropriate media mix and timing of campaigns; 4) evaluation of IEC strategies, programs and materials; and 5) short, in-country training of IEC and other family planning program personnel. The PCS will give high priority to the promotion of population/family planning communication as a recognized discipline within the population and development field and to the development of a corps of population communication professionals in selected LDCs.

Based on an analysis of cables from AID Missions regarding the proposed project, on meetings with AID/W personnel and on requests already received from Population Officers, the following countries are considered to be the most likely prospects for project assistance during the first year: in the Africa Region--Kenya, Liberia, Nigeria, Senegal, Somalia, Sudan, Zaire and Zimbabwe; in the Asia Region--Nepal, Pakistan, Philippines and Sri Lanka; in the Latin America and Caribbean Region--Brazil, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Mexico and Peru; and in the Near East--Egypt, Jordan, Morocco, Turkey, and Yemen. A number of other countries also have needs in the IEC field and are expected to request assistance from PCS. Therefore, this list is not intended to be comprehensive or definitive. A clearer picture of the need for technical and financial assistance is expected to emerge as replies to AID/W's announcement cable are received from the field. Priority attention will be given to projects receiving strong support from AID field staff, either in Missions or regional field offices.

The following tasks will be undertaken in the project's first year to develop and support country projects:

<u>Task</u>	<u>Projected Completion Date</u>
1. Meetings with AID/W Office of Population Area Coordinators and Regional Bureau Population Advisors	11/82; ongoing
2. Analysis of responses of AID Population Officers to project description sent prior to completion of RFA	Completed 11/82
3. Meetings and contact by telephone or mail with major AID-funded intermediaries and other international organizations working in related areas	Ongoing; contacts initiated with IPPF, INTRAH, FPIA, AVS, DA, Futures Group, and World Bank
4. Distribution of announcement brochure to AID Population Officers and other appropriate AID personnel overseas and in Washington, D.C., LDC private organizations known to be active or interested in family planning IEC activities, selected LDC government ministries, and U.S. and international agencies active in related work to encourage project formulation	
5. Review of responses of AID Population Officers to announcement cable	Ongoing
6. Establishment of "Guidelines for Project Proposal Submission"	1/83
7. Contacts with AID/W, AID Missions, public and private LDC agencies, and international population and development agencies to identify and develop projects	Ongoing
8. Review of country project proposals	Ongoing
9. Monitoring of country projects and provision of technical assistance and training	Ongoing
10. Review of existing evaluation methodology and establishment of general guidelines regarding project evaluation	4/83
11. Maintenance of calendar of international meetings in order to coordinate project-related travel and maximize opportunities for project development, monitoring, and technical assistance	Ongoing

Technical Assistance

PCS will provide technical assistance, as requested or needed, to a range of organizations, including private-sector agencies, government departments, advertising agencies, educational institutions, and broadcast and print media. This short-term assistance will generally be problem-oriented and is intended to provide skills not otherwise available to the project or agency being helped. Requests may come from an AID Mission, AID/W, or an LDC organization. PCS will maintain a computerized roster of consultants with recognized expertise in some facet of communication work and will seek to expand this roster to encompass a wide range of language skills, international work experience and communication expertise.

Tasks associated with the provision of technical assistance include:

<u>Task</u>	<u>Projected Completion Date</u>
1. Establishment of "Communication Consultants Roster"	2/83
2. Review of requests for technical assistance	Ongoing
3. Provision of technical assistance and follow-up to technical assistance missions	Ongoing

Media Collection

PCS will maintain a reference collection of print and audio-visual materials used in LDC population/family planning programs and will provide recommendations regarding appropriate prototype materials upon request. The transfer of films and other audio-visual materials from George Washington University was accomplished on October 15, and the PCS staff is now in the process of reviewing and evaluating these materials. PCS has taken over the film distribution work of GWU and has filled all orders received to date. Upon the receipt of the prototype collection previously maintained by the University of Chicago and the East-West Communication Institute, PCS will conduct an inventory and assessment of these materials. PCS will then distribute a selection of

outstanding prototype materials to a select list of interested LDC family planning organizations, AID Missions, and AID/W.

Following is a listing of the tasks associated with establishment and maintenance of the Media Collection:

<u>Task</u>	<u>Projected Completion Date</u>
1. Development of plan for administration of Media Collection. Determination of scope of collection including both subject and physical make-up of materials	12/82
2. Visit to University of Chicago to obtain preliminary inventory of materials	11/82
3. Development of space layout for both storage and viewing	12/82
4a. Consultations with A/V specialists of subrecipients of C/A to evaluate collections and work out arrangements for use as adjunct resource facilities	2/83
4b. Provision of instructions to subrecipients to collect prototypes and relevant A/V materials on all C/A travel	2/83
5. Selection of equipment to fit characteristics of collection	1/83
6. Arrangements for transfer of University of Chicago material	As directed by AID/W
a) Review of collection for relevance, currency, and physical condition	One month after receipt
b) Discarding of valueless items and replacement of damaged material	Two months after receipt
c) Coordination with material collected for and used in <u>Population Reports</u>	Three months after receipt
7. Inventory and cataloging of all material (print and audiovisual)	Three months after receipt of University of Chicago collection
8. Development of guidelines and standards for distribution of all materials	1/83
9. Development of standards for entry of descriptive A/V information into POPLINE and to integrate the collection received from the University of Chicago with the IEC material presently in POPLINE	1/83

<u>Task</u>	<u>Projected Completion Date</u>
10. Analysis of methods for reproduction of prototype materials to respond to requests	3/83
11. Broad survey of existing A/V material, collection of copies, noting of sources, and planning for expansion of collection	6/83
12. Maintenance and updating on a regular basis of information resulting from Task 11 survey	Ongoing
13. Distribution of up to 5 relevant prototypes to selected LDC, AID Mission, AID/W, and other interested persons and agencies	6/83 and 9/83
14. Compilation and distribution of an annual update of collection of prototypes and nonfilm materials	9/83

The following tasks are associated with the distribution and maintenance of George Washington University developed components of the Media Collection:

<u>Task</u>	<u>Projected Completion Date</u>
1. Acquisition of film and audio-visual materials from George Washington University	Completed 10/15/82
2. a. Arranging for review of GWU out-takes and stock footage for permanent retention by National Archives	Completed 10/82
b. Obtaining AID approval for disposition of out-takes and stock footage not accepted by National Archives	One month after review completed
3. Development of procedures:	12/82
a) To insure prompt servicing of requests for material, accurate record keeping, and prompt follow-up.	
b) For mailing film slide shows including how and when to use Pouch, Air Mail; packaging; customs notification, etc.	12/82
c) For handling fees and revision of cost schedule	12/82
4. a. Review of GWU collection to determine degree of usefulness	1/83
b. Disposition of materials with minimal value including offering material to National Archives for permanent retention	2/83
5. Formal agreement (if needed) with JHU A/V to inspect, clean and repair film	12/82
6. Review of past experience and establishment of standards for stocking films and slide shows	1/83
7. Evaluation of present labs holding films and determination of future method of handling storage and reproduction	2/83
8. Development of procedures and identification of contractor to maintain masters and reproduce slide/sound shows	2/83
9. a. Production and distribution of new or revised film catalog	4/83

<u>Task</u>	<u>Projected Completion Date</u>
9. b. Preparation of annual film catalog addendum	Ongoing
10. Relocation of a complete set of retained films and slide shows to Media Collection	4/83

Meetings and Workshops

Prior to determining the dates, places and content of regional meetings and national workshops, staff will seek to learn as much as possible about IEC meetings and workshops previously held, especially those conducted by the University of Chicago. PCS will also consult other AID-funded intermediaries and international organizations to determine if other meetings are scheduled on communication-related topics such as social marketing. If appropriate, PCS will seek to schedule one or both of the regional meetings to be held during the first year of the project in conjunction with a related international meeting, in order to minimize travel costs and encourage good attendance.

In general, PCS does not favor large, expensive, conventional style meetings where papers are presented by experts describing their own projects in a show-and-tell manner. The most useful format for a meeting of experts is to use peer workshop strategy sessions in which experts discuss together specific problem areas, experience in finding solutions, pitfalls to avoid, on-going evaluation plans and results, and specific future activities. Both regional meetings and workshops will be planned to maximize such discussion and exchange of views.

Following are the tasks associated with the scheduling and convening of meetings and workshops during the first year of the project:

<u>Task</u>	<u>Projected Completion Date</u>
1. Analysis of results of University of Chicago workshops	1/31/83
2. Review of plans of AID intermediaries and others for meetings and activities to determine merit of joint meetings or participation in scheduled meetings. (e.g. AVS, FPIA, Futures, INTRAH, D.A., IPPF, Population Council, Westinghouse, World Bank, UNFPA, other universities, UN bodies)	11/82-1/83

General Administration

The PCS is administered through PIP. Since October 1, PIP has made substantial staff time and space available to allow a quick project start. The following administrative measures are scheduled for the first year:

<u>Task</u>	<u>Projected Completion Date</u>
Submit subcontracts for AED, PIACT, PN&A	12/1/82
Designate Advisory Group	12/82
Print brochure	1/83
Complete staff hiring for Year 1	1/83
Develop computerized consultant roster	2/83
Complete move to permanent offices	3/83
Hold Advisory Group Meeting	4-6/83
Review and renew subrecipient contracts	8-9/83

<u>Task</u>	<u>Projected Completion Date</u>
3. Scheduling of LA meeting (workshop stressing social marketing, in cooperation with Futures Group) (AED/PN&A to implement)	1/83
4. When date and venue selected, identification and invitation of participants; AID approvals, local arrangements, preparation of materials as per workshop schedule in proposal (4-6 months lead time required) (LA meeting tentatively scheduled April-June 1983)	Ongoing
5. Scheduling of Near East social marketing session for English-speaking African countries to follow or precede Futures Group Egypt meeting (PN&A/AED to implement) (Egypt meeting tentatively scheduled July-September 1983)	Ongoing
6. Scheduling of materials preparation workshop in Sudan, Kenya, or Zimbabwe May-July 1983 (PIACT to implement)	Ongoing
7. Start of planning for media workshop in Africa (Sweeney & IIC will develop preliminary plans)	2/83; Ongoing
<u>Miniworkshops with JHPIEGO trainees</u>	
8. Distribution brochures to applicants	1/83; Ongoing
9. Brief presentation in 1982-83 courses	10/82; Ongoing
10. Coordination of financial arrangements and space with JHPIEGO	3/83; Ongoing
11. Preparation of 2-day curriculum	6/83; Ongoing
12. 1st miniworkshop	9/83 or as scheduled by JHPIEGO