

PD-ABP-559
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**FINAL PROJECT STATUS REPORT
WORLD LEARNING PVO/NIS PROJECT
RURAL OUTREACH TO RUSSIA GRANT
OCTOBER, 1994 - DECEMBER, 1996**

Grantee Name: Magee Womancare International
Grant No.: NIS-2022-00-38

Project Title: Rural Outreach to Russia
Name of NIS Partner: Woman & Family Foundation at Savior's Hospital
Country Site: Russia
Grant Amount: \$540,000
Grant Start/End Dates: October, 1994 - December 1996

Reporting officer: Tanya Kotys
Contact Address/Phone: 300 Halket St. Pittsburgh PA 15213
Telephone: 412-641-1189
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I. FINANCIAL STATUS

	Grant	Match	Total
Total Project:	\$540,000	\$193,366	\$733,366
Year 1:	\$262,926	\$103,532	\$366,458
Year 2:	\$277,074	\$89,834	\$366,908

II. PROJECT STATUS

	EOP Indicators	Cumulative Results
Project Goal:	Reduction of maternal and infant mortality rates	
Project Outcomes:	Training in professional and consumer health education to 24 rural communities outside Moscow Training 48 health professionals from these communities	
Project Outputs:	1. National certification program for health educators developed with ASPO/Lamaze 2. Produce a model policy & procedures manual for the operation of a women's health resource center including administration, operation, business planning & fundraising	1a. 48 Educators trained as primary trainers as part of the Rural Outreach to Russia program 2. Curriculum integrated in Russian national "Safe Motherhood" program

	<p>3. Produce quarterly newsletter 4. Support 24 regional centers 5. Consumer health education to thousands of Russian women throughout the country</p>	<p>3. 5 Quarterly newsletters produced. 4. 24 regional centers operating with guidance and consultation from the Moscow training site 5. Nearly 250,000 women and girls have been through the programs of ROR</p>

III. ACTIVITY STATUS FOR TWO YEAR PROJECT

Planned	Actual
<p>Selection of 24 sites for participation in 2-week training programs in Moscow</p>	<p>A total of 39 regional centers submitted applications to participate in the ROR training. Over the course of 12 months the applications were reviewed and participants were selected. Please see attachment 1 for complete listing of ROR sites and contact information</p>
<p>Six training seminars for 48 health professionals from 24 rural regions</p>	<p>Over an 18-month period, six 2-week training programs were conducted by Russian childbirth educators/trainers at Savior's Hospital. The Woman & Family Education Center at Savior's served as a living classroom for ROR participants. Each 2-week seminar featured 80 hours of classroom and practical training. Exams were given to each participant, testing medical knowledge and the information presented during the seminar. Lamaze classroom observation and "teach backs" were integral components of the training program. Fundraising, marketing and management were also integrated into the curriculum to assist the Education Centers with the NGO development portion of the program. As of January, 1997 20 of the 24 ROR sites are operating as complete or partial NGOs.</p> <p>The success of ROR leveraged funding for additional training programs including grants and support from the Academy for Education Development (AED) and the Moscow City Health Department. AED funded three training programs in women's health clinic center management and in Health Care NGO development. These contracts were awarded in large part because of the participation of the Woman & Family Russian trainers and their experienced gained during the ROR program.</p>
<p>Provision of training materials and equipment including computers, educational materials, training models, etc.</p>	<p>Each regional site received a complete training package including consumer brochures, policy & procedures manual, posters, educational training models, videos, TV/VCR, computer with email capabilities and printer.</p>

Planned	Actual
Evaluation of training seminars	Written evaluation of the trainees, trainers, and curriculum were produced for each seminar. Daily evaluations were submitted by the trainees to assist the instructors understand the level of knowledge of the participants. The last two seminars differed slightly from the first two because of suggestions and comments from previous trainees.
Coordination and implementation of two ASPO/Lamaze certification conferences	Two 4-day symposiums were held for ROR participants. Regional government officials were also invited to attend. Government officials were invited to introduce them the philosophy of ROR with the goal that they would have a better understanding of childbirth and consumer education and support the regional ROR sites publicly and financially. The first Conference was held in Suzdal in September, 1995 with 12 ROR sites represented. The second Conference was in Smolensk in September, 1996 with all 24 sites represented. In October, 1997 the ROR sites will again join for the Third Annual International Childbirth Educator conference in Budapest, Hungary. The conference will be sponsored by Magee Womancare International and several other private foundations and companies. Invited to this year's conference will be health professionals from eastern Europe and the former Soviet Union, who are just beginning childbirth educator programs.
Production of quarterly professional newsletter	It was anticipated that 8 quarterly 4-page newsletters would be produced but the Russian trainers decided to expand some of the newsletters to 5 and 6 pages. Therefore, a total of 5 newsletters were produced under the World Learning grant. The newsletter continues to be produced with funding from Save the Children and other private funders.
Design and set-up of information systems network	Each ROR site is equipped with a computer, modem and printer to produce training and consumer materials and communicate with other ROR participants. The development of the network was slow in the beginning because most of the ROR participants had little or no computer experience. MWI has since integrated a computer training program to help the ROR participants with the development of a ROR computer network. Another barrier to the development of an effective ROR network was the fact that many regional sites do not have email/internet link-ups or carriers. Phone lines also are old and are not stable enough to carry a reliable email signal. With time these barriers are breaking down and now the Smolensk ROR site communicates on a regular basis with the Barnaul ROR site. This component of the ROR project will take more time to develop because of the many internal country barriers that exist.

Planned	Actual
Administration of preliminary ASPO/Lamaze exam	The preliminary ASPO/Lamaze exam was administered to all ROR participants but because the exam is based on American norms and protocols, the ROR network has decided to develop their own Russian ASPO/Lamaze exam which will be administered to future health professionals seeking to work in consumer/childbirth education.
Site visits to 24 regional centers	Site visits were conducted to 20 ROR sites for evaluation and consultation. Each site has its own set of successes and barriers largely depending on the level of support from the local government officials. The remaining 4 ROR sites not visited during the period of the ROR grant will be visited in collaboration with the WON, Save the Children program.
Registration of health care NGOs	Of the 24 regional sites participation in ROR, 20 are operating as complete or partial NGOs. At the beginning of the program only 4 of the regional sites chosen had some sort of non-governmental status.
Development of consumer educational printed materials for Russian women	The Woman & Family Foundation with Savior's had begun to produce several brochures for Russian consumers before the World Learning grant began in 1994. But with the inception of ROR, the Woman & Family staff increased the materials available for Russian women with the production of several new brochures for women and girls. Several videos have been dubbed into Russian and Magee and the Woman & Family Foundation have secured funding from HJ Heinz and Johnson & Johnson for three Russian consumer education videos all of which were produced and filmed in Russia. They are 1) Partnership in Birth 2) A Time to Grow: Babycare from Infancy to One Year 3) It's Up To You: Adolescent Health Sexuality. These videos are available to women through the network of ROR sites throughout Russia.
Community outreach van project	The community outreach van project will not begin before the end of the Rural Outreach to Russia project ends but the funding has been secured from the Rotary Club of Pittsburgh and the International Rotary Club. The project will be a joint effort between Magee, the Woman & Family Foundation, the Vladimir City Rotary Club and the Vladimir ROR education site. The van will be used for community outreach both in Moscow and in Vladimir bringing health education information and training out into rural communities with little access to health care and preventative health information. Rotary has donated \$20,000 for the project and the Vladimir ROR site and the Woman & Family Foundation have agreed to absorb any additional costs for operating the van. Anticipated start date is July 1, 1997

Planned	Actual
Develop Russian National Childbirth Educator Association	<p>In July, 1996 several key trainers from the ROR network met at the Woman & Family Foundation headquarters in Moscow to discuss the possibility of forming a nationwide association to support and continue the programs begun through the Rural Outreach to Russia effort and to work to ensure long-term sustainability for the regional sites. The Russian Association of Childbirth Educators (RASPA - Russian acronym) has formed a board of directors and will meet on a regular basis to begin soliciting funding for the development of RASPA (see attachment 2). Already with the assistance of Magee Womancare International, RASPA will work with MWI and Avon Cosmetics on a \$100,000 grant to continue the work of ROR. The grant includes the production and distribution of educational materials throughout the ROR network and the development of health education info-mercials. The info-mercials will be produced in Russia and distributed to each site for airing on the local television stations. A conference will be held in September, 1997 showcasing the info-mercials and discussing the issues of media in the health care arena. Currently negotiations are underway with several private foundations in Moscow to continue the support of RASPA.</p> <p>RASPA will also work with the Russian Ministry of Health to continue to train health care professionals in childbirth education and open additional consumer education sites throughout Russia.</p>

**B. Summary Listing of Consultant Use; Staff and Other Travel
(July 1, 1996 to December 31, 1996)**

Person/Title	Sites Visited	Dates	Purpose
Rachel Mays, Field Administrator	Penza, Smolensk, Barnaul, Nizhny Novgorod, Krasnodar, Riazan, Samara, Yaroslavl, Tula, Saratov, Voronezh	various	Site visits and evaluation of ROR sites
Michelle Ondeck	Moscow, Smolensk	Sept. 15- 28	Conduct ASPO/Lamaze seminar in Smolensk
Debra Wooley	Moscow, Smolensk	Sept. 15- 28	Conduct ASPO/Lamaze seminar in Smolensk
Penny Simkin	Moscow, Smolensk	Sept. 15- 28	Conduct ASPO/Lamaze seminar in Smolensk
Mary Lou Moore	Moscow, Smolensk	Sept. 15- 28	Conduct ASPO/Lamaze seminar in Smolensk
Susan Snyder	Moscow, Smolensk	Sept. 15- 28	Conduct ASPO/Lamaze seminar in Smolensk

Tanya Kotys	Moscow, Smolensk, Izhevsk	Various	Evaluation and visits to ROR sites for observation and consultation; participation in ASPO/Lamaze conference
Melissa Zahniser	Moscow, Penza, Smolensk	Various	Evaluation and visits to ROR sites for observation and consultation; participation in ASPO/Lamaze conference
Elvira Kashaeva	Moscow, Smolensk, Vladimir	Various	Logistics planning for ASPO/Lamaze conference; training seminar for ngo development
Alynoa Bryazgina	Moscow, Smolensk, Vladimir	Various	Logistics planning for ASPO/Lamaze conference; training seminar for ngo development
Larisa Gavrilova	Smolensk, Pittsburgh, Dallas	Sept 23- Oct 6	Participation in the ASPO/Lamaze conference; observation of Magee model of care; participation in the American ASPO/Lamaze conference
Natalya Sereda	Smolensk, Pittsburgh, Dallas	Sept 23- Oct 6	Participation in the ASPO/Lamaze conference; observation of Magee model of care; participation in the American ASPO/Lamaze conference
Galya Shaldyonkova	Smolensk, Pittsburgh, Dallas	Sept 23- Oct 6	Participation in the ASPO/Lamaze conference; observation of Magee model of care; participation in the American ASPO/Lamaze conference
Marina Lonskaya	Smolensk, Pittsburgh, Dallas	Sept 23- Oct 6	Participation in the ASPO/Lamaze conference; observation of Magee model of care;

			participation in the American ASPO/Lamaze conference
Anna Annokhina	Smolensk, Pittsburgh, Dallas	Sept 23- Oct 6	Participation in the ASPO/Lamaze conference; observation of Magee model of care; participation in the American ASPO/Lamaze conference
Irina Bystrova	Smolensk, Pittsburgh, Dallas	Sept 23- Oct 6	Participation in the ASPO/Lamaze conference; observation of Magee model of care; participation in the American ASPO/Lamaze conference
Irina Kotelevitz	Smolensk, Pittsburgh, Dallas	Sept 23- Oct 6	Participation in the ASPO/Lamaze conference; observation of Magee model of care; participation in the American ASPO/Lamaze conference
Olga Ozharenkova	Smolensk	Sept 23 - 27	Coordination and participation in ASPO/Lamaze conference
Tanya Povalishcheva	Smolensk	Sept 23 - 27	Coordination and participation in ASPO/Lamaze conference
Pamela Deligiannis	Vladimir	Nov 13-15	Vladimir NGO training

C. Summary Listing of Training Provided (July 1, 1996 - December 31, 1997)

Title	# Participants	# Days	Location	Objective
Train the Trainer	250	10	Nursing School #12	To train nurses in childbirth education and integrate a childbirth education component to the curriculum

Train the Trainer	70	4	Smolensk, Russia	Second Annual ASPO/Lamaze conference
NGO Training	30	3	Vladimir, Russia	NGO development training for emerging health care ngos.

IV. OVERALL NARRATIVE

A. Constraints

1. The development of the NGO sector was a significant struggle in the beginning of the grant because many of the Rural Outreach to Russia participants were skeptical of the need for an NGO sector and didn't understand its role in the development of health care. But after training and a significant amount of information dissemination, this barrier has broken down. But another one has appeared. Russian laws regulating non-governmental organizations are confusing and constantly change. Information from the Russian law system is limited so organizations are unclear about their status and legal protocols. The development of NGOs is made even more confusing when integrated into a highly regulated, rigid health care system.

2. Inter-ROR network communication continues to be difficult because of old Russian phone lines but it is improving.

3. A few of the sites chosen as part of the ROR network had great potential in the beginning but are not as strong as expected particularly, in Chita and Penza. The Woman & Family Foundation is working closely with the Russian Ministry of Health and traveling to the sites to speak with the regional representatives to identify the barriers and improve their work process.

B. Adjustments/Innovations/Highlights

1. The official creation of the National Association of Childbirth Educators (RASPA). In July, 1996 the first meeting of the Russian Association of Childbirth Educators took place in Moscow, Russia. The participants represented 10 ROR sites and came together to develop an officially registered ngo which represents the work of ROR and will continue the successes begun through this program. The formation of RASPA as an officially registered Russian NGO ensures the sustainability and continuation of the Rural Outreach to Russia program after the end of the grant. Irina Bystrova, secretary, RASPA, expressed her enthusiasm about the creation of RASPA and commented that "RASPA is exactly what we Russian childbirth educators needed. Rural Outreach to Russia is a great initiative and we want to carry on this tradition and make it our own - a Russian tradition, a Russian association."

2. Development of Health Care NGO sector. Over the course of two years the ROR project has helped to train and support the development of ngos in its network. As a result of the ROR programs and the interactive ROR network, 20 of the 24 ROR sites are officially

registered NGOs. The potential for growth and development in these regions in the area of health care is tremendous. These 20 health care institutions will have more options and be less restricted, enhancing their ability to find alternative funding; something other government institutions can not do. Because of the ROR's training in NGO development, several ROR sites have submitted proposals to foundations and most recently the A-Vest center in Barnaul, a ROR site, received a \$17,000 grant from the Eurasia foundation to fund its childbirth education and teen outreach programs.

3. Successful coordination of second annual International Childbirth Educator Conference in Smolensk, Russia. The second conference brought together ROR participants from all 24 sites along with renowned, expert American childbirth educators. Nearly 70 participants attend the conference. The conference also provided a forum the Russian Association of Childbirth Educators (RASPA) to meet again. During the Smolensk conference, they elected board members and designed a timeline for RASPA activities over the next year.

4. Participation in American ASPO/Lamaze conference. Russian childbirth educators for the first time were part of the American ASPO/Lamaze conference. Six Russians from various ROR sites traveled to Dallas, Texas in October, 1996 to participate, share and learn at the 39th ASPO/Lamaze conference. Natalya Sereda from Barnaul expressed "that actually seeing all these educators together is so inspiring. We have learned so much from our American "sisters" and it is exciting to be a part of a global movement." Larisa Gavrilova commented that " this conference has helped me better understand what we need to do in Russia and what we can become."

5. HJ Heinz Support of the Foundation. This past September, HJ Heinz Moscow designated the Woman & Family Foundation as a company charity. HJ Heinz will donate a portion of its quarterly profits to the Foundation which could add up to nearly \$5000 per quarter.

6. Grant from Avon. The Avon Foundation recently awarded a grant in the amount of \$112,000 to Magee Womancare International. The grant fund the continued production and distribution of educational materials throughout the ROR network and the initiation of a new program parameter with the production of consumer education info-mercials. The grant will begin this Spring and continue throughout the year culminating in a media conference focusing on the role of media in the health care arena.

7. The creation of 2 new Russian videos sponsored by Heinz and J&J. After the overwhelming success of the first Russian video "Partners in Birth", MWI and the Foundation decided to seek funding for two additional videos; baby care and adolescent health sexuality. Complete funding was awarded from two private sources, HJ Heinz Moscow and Johnson & Johnson. A total of nearly \$70,000 was raised for these production efforts. The Babycare video is complete and set for distribution March 1, 1997. The adolescent health sexuality video will be completed in April, 1997 and distribution will begin on May 1, 1997.

8. The Rotary Club Commitment. The Pittsburgh Rotary and the International Rotary have committed \$20,000 for a community van project with the city of Vladimir and Moscow. Both cities will use the van to bring health education to various rural communities.

9. The Vladimir ROR site organization of NGO training seminar. The Foundation and MWI continue to disseminate information and training on NGO development in the field of health care. This past November, the Vladimir City Government invited the Foundation and MWI to present a two day workshop on ngo development with a focus on fundraising, marketing and public relations. Representatives from over 15 different organizations attended the workshop. Over 30 people attended. The Foundation and MWI plan to continue these trainings for other cities working to develop an ngo sector.