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*Internal Assessment of the
ANE OR/TA Project Dissemination
Activities in Egypt 1994 - 1996*

Final Report



**Internal Assessment of the ANE OR/TA Project
Dissemination Activities in Egypt
1994 - 1996**

Final Report

The Population Council
Asia & Near East Operations Research and Technical
Assistance Project

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Executive Summary

The 1995 ANE OR/TA Project dissemination strategy main objective is to maximize the utilization of research. The activities undertaken to achieve this objective has been the development of local institutional capacity in dissemination of research findings; diversifying the range of communication channels to maximize the reach of the ANE OR/TA Project target groups; strengthening the mechanisms for ensuring the utilization of findings and developing inter-regional dissemination activities.

This report reviews the ANE OR/TA Project dissemination activities implemented in Egypt between 1994 and 1996. The objectives of this assessment are to fine the tune of the on-going dissemination activities for the remainder of the extension phase. In conducting this assessment the indicators outlined in the internal evaluation plan of the ANE OR/TA Project were applied and multiple sources of data were used.

Findings show that the ANE OR/TA Project activities are based on a conceptual model that focuses on the audiences and it is supported by distinct communication formats. The process of dissemination is also shown to be addressing the various communication needs of the diverse target groups of the ANE OR/TA Project.

Audience segments and sub-segments are periodically reviewed in number of ways to increase the reach of the OR message. Responding to the different communication needs by selecting the suitable channels was also evident. The study of the communication needs assessment in Egypt, for example, was one of the tools to create a matrix of preferences of channel mix by different audience groups.

A high frequency and large number of the print materials and interpersonal communication activities has been produced in Egypt. For example, about 2280 copies of final reports of 8 research studies were produced in Egypt between 1994 and 1996 and about 1000 copies of Arabic summaries for the same studies were distributed. In addition, more than 55 interpersonal activities were conducted during the same period. These activities only utilized the conceptual model for the dissemination of ANE OR/TA Project but also served to document the implementation of the communication activities in a timely manner which maintained a high awareness of the OR research activities in Egypt.

This accumulation of dissemination activities have had a positive impact on the ANE OR/TA Project target groups. One way to mark this impact was by examining the number of requests for one more copy of any of the ANE OR/TA Project publications. It was found that one fifth of the ANE OR/TA Project final reports distributed in Egypt and the Near East were to respond to a direct request of individuals and organizations. This high demand was also shown in the number of reprints made for each research final report.

Examples of effective research utilization were also reviewed. One of these cases is the scaling up of the postabortion pilot research in Egypt. The Ministry of Health and Population has approved for example a strategy for scaling up postabortion care in Egypt to include

several studies that will produce important findings for policy making and service improvement.

In conclusion, the findings of this assessment indicate the need to increase the number and frequency of interpersonal dissemination activities especially to specific audience groups, to produce more Arabic translated materials of the ANE OR/TA Project publications, to enhance media advocacy in a manner that contributes to a higher public awareness of important issues, and lastly initiate new publications for wider distributions (e.g. Policy Briefs) and repackage other materials to optimize utilization. This model for the evaluation of dissemination activities is not only limited for application to Egypt but could be replicated in other ANE countries. To reach this end, attention should be given to recording the number of produced publications and their distribution especially where responding to requests is concerned. It is also important to document the number, reason and frequency of interpersonal activities and to track their types.

I. Introduction

In 1994, the Asia and Near East Operations Research and Technical Assistance (ANE OR/TA) Project formulated its first dissemination strategy and recruited two communications officers for Cairo and Delhi offices. The first work plan for the dissemination activities in Egypt was drafted, around the same time. When the five year evaluation was conducted, the following recommendations addressed the ANE OR/TA Project dissemination activities:

- Identify the right modalities, format, message and audiences to successfully transmit information,
- Diversify the range of communications channels used,
- The ANE OR/TA Project newsletter **Alternatives** should be widely disseminated using an updated mailing list. The **Alternatives** should focus on the "how to" topics using the OR findings,
- Communications technical assistance should support the ANE OR/TA Project subcontractors to implement their dissemination activities.

The modified contract for the extension phase of the ANE OR/TA Project adopted many of these recommendations especially regarding the following activities:

- Update a dissemination and utilization strategy which outlines the activities over the 30 months of the ANE OR/TA Project extension (July 1995 - January 1998).
- Identify numerous target audiences for research findings, approaches to reach those groups and methods of evaluating the activities.
- Outline communications technical assistance to be provided to host countries agencies.
- Provide the dissemination activities as a continuous stream of support throughout each sub-project.

The Egypt country strategy included as priority areas for the dissemination activities: developing NGO capacity for effective communication of findings; promoting the utilization of research and finally provide communication technical assistance to host country staff to ensure the quality, timeliness and effectiveness of the ANE OR/TA Project dissemination activities in Egypt. These priority areas reflect the strategic tools for

-
1. Assist in developing local institutional capacity in dissemination of research findings.
 2. Diversify the range of communication channels to maximize the reach of the dissemination activities.
 3. Strengthen the mechanisms for ensuring the utilization of findings and to document the impact of OR
 4. Develop inter-regional dissemination activities
-

Box 1: Strategic tools for achieving the dissemination objectives of the ANE OR/TA Project dissemination strategy

achieving the overall ANE OR/TA Project's dissemination strategy (Box 1).

Today, the ANE OR/TA Project has completed almost one half of its extension phase. It is, therefore, important to review the achievements of the dissemination program, and assess the work yet to be accomplished.

II. Objectives of the Internal Assessment of Dissemination Activities of the ANE OR/TA Project

The long term objective of this assessment is to assist in optimizing the utilization of operations research findings.

The short term objectives are:

- Fine tune the on-going dissemination activities
- Strategically position new activities for the remainder of the extension phase.

III. Indicators for the Internal Assessment of the Dissemination Activities

The ANE OR/TA Project internal evaluation plan has set indicators for assisting the Project staff in monitoring the implementation of activities. The plan utilized the list of indicators for evaluating operations research and technical assistance produced by the EVALUATION Project and the ANE OR/TA Project contract. Relevant indicators of the dissemination program are listed in text box (2) and will be used in evaluating the dissemination activities conducted in Egypt. The analysis presented in this report covers the dissemination activities between 1994 to mid 1996.

I. Input

- Is there a conceptual model for dissemination ?
- Is there clear overall communication format for the ANE OR/TA Project dissemination activities ?

II. Process

- Has the communications strategy been followed in conducting the dissemination activities ?
- Were communications needs assessments conducted ?
- Have the communications activities been timely ?

III. Output

- How diversified are the ANE OR/TA Project dissemination channels ?
- What quantities, frequency of print and other interpersonal activities have been undertaken ?
- How many mailings were disseminated and to how large an audience ?

IV. Outcome

- How often and to what extent were OR constituency reached for every activity ?
- Were project resources efficiently utilized regionally and globally?

V. Impact

- What evidence exists that OR staff worked with local program managers and other CAs to utilize information for program management ?
 - How frequently and to what extent the project received request for more information about an issue presented through a dissemination seminar ?
-

Box 2. Internal Indicators for evaluating the dissemination activities of the ANE OR/TA Project

IV. Sources of Data for the Internal Assessment

The following sources of data were utilized for this review:

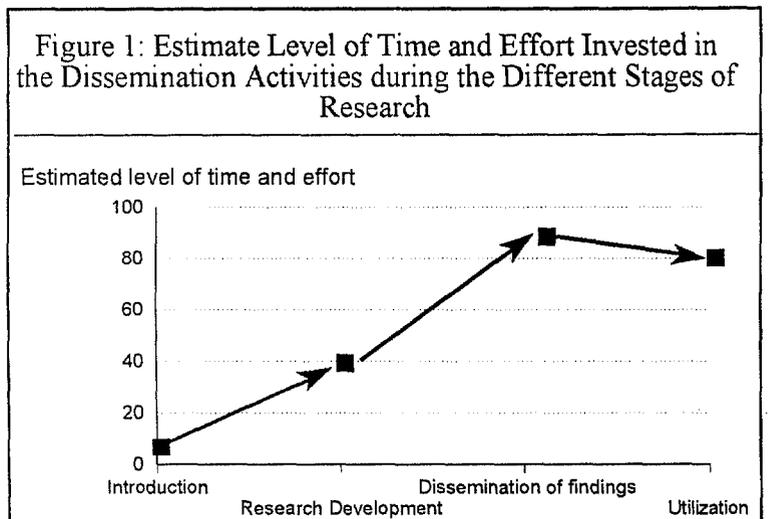
- External evaluation report for the ANE OR/TA Project
- Modified Contract of extension phase of the ANE OR/TA Project
- ANE OR/TA Project internal evaluation plan
- ANE OR/TA Project dissemination strategy
- Egypt Country Strategy
- Final reports of the communication needs assessment studies in Egypt and India
- Distribution plan of dissemination materials in Egypt
- Inventory list of interpersonal communication activities of the ANE OR/TA Project staff in Egypt
- Near East data base of the ANE OR/TA Project
- File of communication technical assistance in Egypt
- The Ministry of Health and Population strategy for implementing population policy in Egypt

V. Review of Dissemination Activities of the ANE OR/TA Project and their Impact

A. INPUTS

1. Conceptual Model

The ANE OR/TA Project dissemination strategy is based on the *Audience-Program Situation Model* developed from the Diffusion of Innovation theory¹. This theoretical model focuses on the audiences, and reflects the primary purpose of operations research in terms of addressing the problems of policy makers and managers. Figure 1 articulates a dissemination process that is implemented over the entire research process. Though the figure presents an arbitrary estimation of time and effort invested based on previous experiences, it clarifies that dissemination starts from the introduction phase of the research and carries on till after its completion. Each phase leads to the other until a maximum



¹Everett M. Rogers. 1983. *Diffusion of Innovations*. New York: The Free Press.

point of activities is reached at the release of the research findings. Though the scale used in this graph is subjective, it is illustrative of the time and effort needed at each stage.

2. Communications Format

During the first phase of the ANE OR/TA Project the dissemination activities were directed towards achieving two objectives: building the communications infra-structure (e.g. establishing a computerized mailing list, photo bank and creating a network of local professionals) and developing concise definitions and models of different reporting formats. Now the ANE OR/TA Project materials have a distinct look and format geared to different target groups served. The current activities continue to reflect the progress made on these two levels while stressing the role of dissemination at all stages of research.

B.PROCESS

1. Following the Dissemination Strategy

The current ANE OR/TA Project dissemination strategy specifies a list of activities to be completed by the end of January 1998. For the purpose of this review, the dissemination activities will be classified into three categories based on their frequency of production over the 30 months of the extension phase. These categories are: *I. One shot activities* conducted only once during the ANE OR/TA Project extension, where one of the three activities has been already completed namely, the communication needs assessment survey. The other two are being prepared for. *II. Periodic activities* that are implemented at different points of time, for example, communication technical assistance. *III. On-going activities* that continue throughout the project life for example, monthly reports to AID/W. All the activities belonging to the last two categories are being developed and/or executed. The following text box (3) lists the different activities falling under each of these described categories.

I. One Shot Activities

1. Audiences needs Assessment
2. Lessons Learned Booklet
3. End of Project Conference

II. Periodic Activities

1. Success stories
2. Communication TA
3. Alternatives
4. Research Summaries
5. Presentations

III. On-Going Activities

1. Monthly reports
 2. Publications list update
 3. Mailing list update
 4. Photo bank
 5. OR home page
 6. Media Advocacy
-

Text box 3: Categories of the ANE OR/TA Project Dissemination Activities by their frequency

2. Refining the Audience Segments of the ANE OR/TA Project

The dissemination strategy of the ANE OR/TA Project outlined the three major target groups of the project as:

1. Decision and Policy Makers
2. Service Institutions
3. Donors and International Organizations

Two approaches are being used to segment each category of these target groups. The first is a continuous assessment of the ANE OR/TA Project database and the second is the conduct of the communications needs assessment in Egypt.

The periodic review of the ANE OR/TA Project database takes place in two ways. One is by mailing readers' surveys with selected dissemination materials. Every reader is requested to update his/her information and send back a data sheet to the ANE OR/TA Project communications officer. The overall response rate for the mailed surveys was about 22%². For example, out of 750 data sheet mailed with the two issues of the **Alternatives** newsletter during the year 1994 - 1995, 170 sheet were returned.

The second manner of updating the mailing list is done by phone surveys with major organizations representing the OR target groups. Contact persons in each organization are requested to report any move or change of their staff. Contacts of the ANE OR/TA staff during conferences, workshops, or other events locally, regionally, or internationally also help to enrich the data base. In addition, the attendance lists of major national events are always consulted for the same purpose.

Currently the ANE OR/TA Project has about 2,500 names on its data base kept in Delhi office. A regional mailing list is available in Egypt covering the ANE OR/TA Project constituencies in Egypt and the Near East. This sub-list, which initially started with less than 250 names, has now a total of 700 names, 330 of which are representing major sectors of the target groups in Egypt and another 280 names representing regional organizations and 100 name for targeted international mailing of ANE OR/TA Project materials.

The second technique for refining the audience segments of the ANE OR\TA Project was achieved by conducting a communication needs assessment survey in Egypt. This survey showed that there is a need to expand ANE OR/TA Project target groups to include additional audiences. For example, more government officials of the MOHP in relevant departments to family planning need to be approached particularly those in the governorates. Also new groups were identified such as local women's groups and the medical syndicates.

²Response rate for mail surveys are known to range between 20% to 40%.

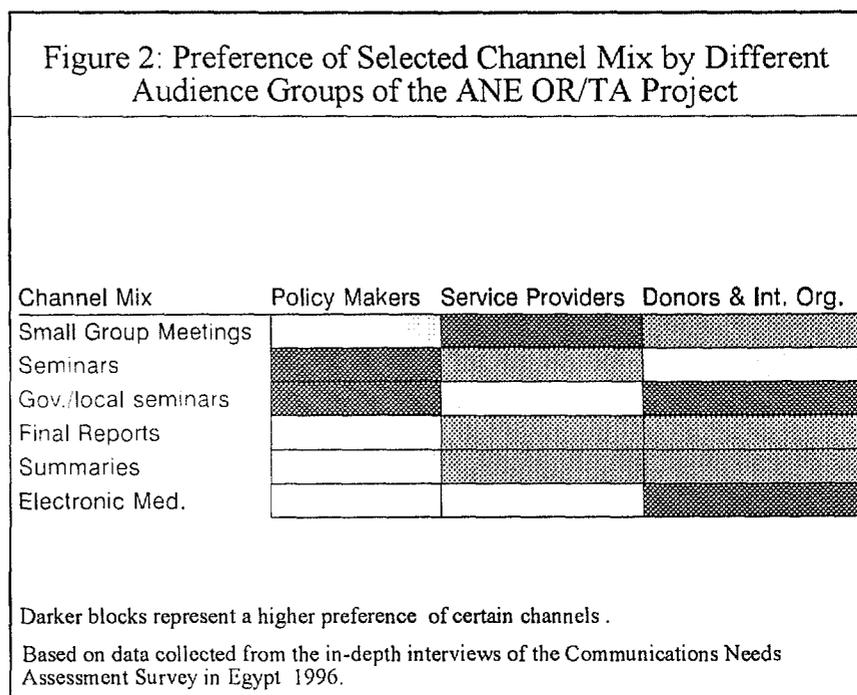
3. Tuning the Message and the Channel to the Right Audience

Achieving a better understanding of the ANE OR/TA Project target and their information needs is another objective of the dissemination strategy of the Project. The needs assessment in Egypt clarified the type of information that each target group is looking for and the most appropriate channel for delivering these messages. For example, policy makers mentioned that the OR messages should describe the major outcomes while drawing conclusions on how the research can contribute to the improvement of the overall program.

Figure 2 explains the preference of channels for the three major target groups of the ANE OR/TA Project. It shows that service providers, for example, prefer small group meetings than electronic media. On the other hand, officials of international organizations and donors see that electronic media is very effective. Policy makers are more appreciative of local seminars and end of project dissemination meetings.

In the meantime, each of the OR studies utilized the mix of channels described in Figure 2. For example, when the IUD Use Dynamics Study in Egypt was completed, four small scale meetings were organized with the officials of the MOHP, Regional Center for Training (RCT), and officials of the Egyptian pharmaceutical Trading Company (EPTC). A special briefing was given to the former Minister of Population and Family Planning and the Under secretary for Family Planning of the Ministry of Health. In the meantime, the results were disseminated to a large group of OB/GYN physicians during the annual conference of the Egyptian OB/GYN Society. The final report was widely distributed to each of the above groups with a condensed Arabic summary of the study.

The study findings generated a demand to update physicians' knowledge of the IUD use duration effective for 10 years of use. Thus, the Egyptian Fertility Care Society (EFCS) and MOHP cooperated to produce an Arabic brochure titled *"A Message about IUD CuT380A"*. Based on the study findings, the brochure communicated some of the clients'



concerns and misconception about IUD, effective use duration, shelf life, contraindications, and rumors about this method. Fifteen thousand copies were distributed through the outlets of the MOHP to different physicians and service providers all over Egypt.

C. OUTPUTS

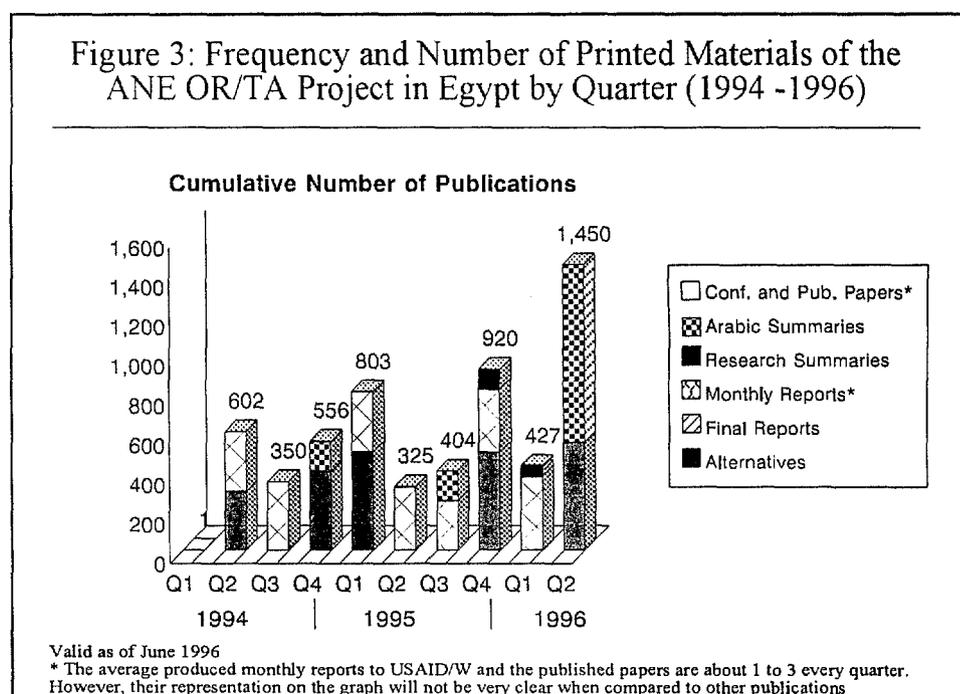
1. Diversity of the ANE OR/TA Project Dissemination Channels

The dissemination program of the ANE OR/TA Project utilizes a number of approaches in reaching its target audiences. It includes print products, interpersonal activities and electronic channels. (Refer to text box (3) on page 5 for examples of these activities). This diversity of activities allows for a continuous communication with the ANE OR/TA Project target groups and provides the opportunity to deliver the OR message at different stages throughout the different channels. During the last two years (1994 - 1996), a total of 2,278 copies of final report³ of 8 research studies, 2,500 copies of 4 issues of the **Alternatives** newsletter, 1,000 copies of Arabic research summaries of 6 studies and about 45 dissemination seminars, targeted presentations, conferences and/or workshops were executed in Egypt. The following two sections will shed light on these activities.

2. Frequency and Number of Print Dissemination Activities

The number of printed materials have been increasing over time. Figure 3 provides a general view of selective activities in Egypt by quarter during the last two years. It shows that for

Figure 3: Frequency and Number of Printed Materials of the ANE OR/TA Project in Egypt by Quarter (1994 -1996)

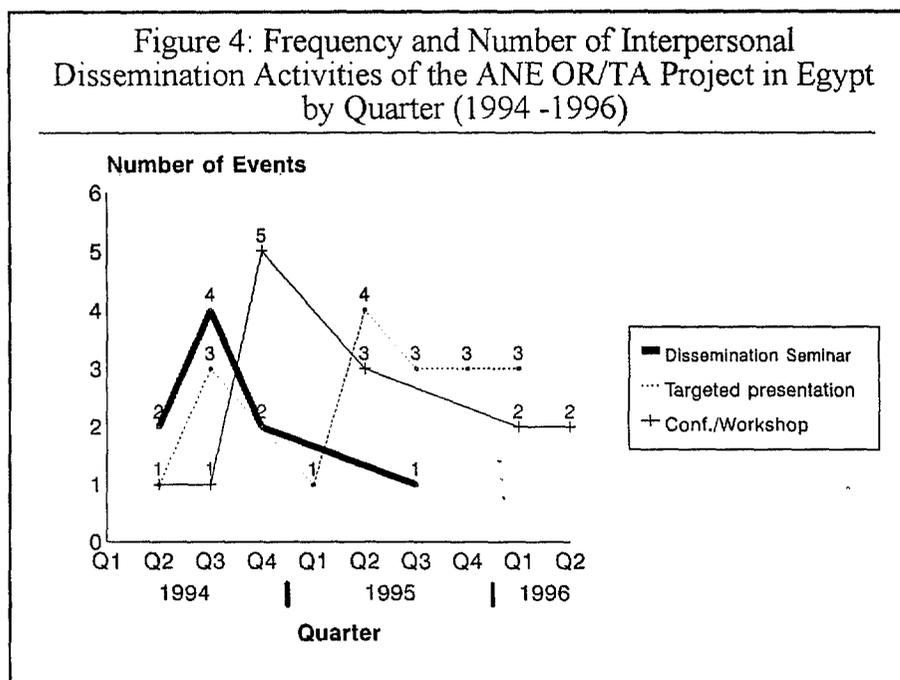


³ For an inventory review of the quantities and the distribution of the final reports of each of the ANE OR/TA research project in Egypt, please refer to appendix A.

some activities that require wide distribution such as **Alternatives** and final reports, a constant rise in their circulation is observed. The production of Arabic summaries has been timed for release with the final reports or during special events reaching non English speaking audiences. Monthly reports to USAID/W and published papers remains constant at a rate of 1 to three every quarter.

3. Frequency and Number of Interpersonal Dissemination Activities

Interpersonal activities are another important element of the dissemination program of the ANE OR/TA Project. Figure 4 shows the frequency of interpersonal dissemination activities in the form of dissemination seminars, targeted presentations⁴ and conferences or workshops. Dissemination seminars were organized most frequently in second, third, and fourth quarters of 1994, corresponding to the completion of several national level diagnostic studies. In 1995, targeted presentations began to be more evident reflecting the need to reach policy makers with findings from sensitive research like the postabortion care in Egypt. In the meantime, conference presentations were produced at a similar level of frequency communicating the overall OR research experience on the national and international levels.



4. Internal Evaluation of Dissemination Activities of the ANE OR/TA Project

Different evaluation measurements are used to assess the effectiveness of the dissemination materials produced. The most important evaluation tools are readers' survey of

⁴ A targeted presentation refers to either answering a request of an organization or a policy maker to present the work of the ANE OR/TA Project or an initiated presentation by any of the ANE OR/TA Project professional staff on their initiative to demonstrate the project's activities to a selected group of the target audience.

the **Alternatives** newsletter and the communication needs assessment. Both were useful to learn about the strengths and weaknesses of the ANE OR/TA Project dissemination activities.

The first and the second issues of the newsletter were evaluated using surveys that addressed the content and the layout of the newsletter. Readers of the **Alternatives** reported that it is an informative, useful and interesting. They called for increasing its length and adding more articles that discuss issues related to reproductive health and gender. The fifth issue included these areas in response to the readers requests.

On another level, findings of the communications needs assessment in Egypt revealed the overall effectiveness of the dissemination activities. Generally, the content of the ANE OR/TA project materials was considered clear, consistent, easy to comprehend and acceptable. Yet, many of the respondents thought that more efforts are needed to provide timely messages and to follow up on the utilization of research findings. One suggestion was to repackage the research summary folder after linking it to findings of current research and distribute widely to different concerned groups. It was mentioned that this could be one way to reinforce the OR message and link it to new issues and findings of operations research.

A special comment sheet has been developed for distribution with every publication of the ANE OR/TA Project in Egypt to collect audience feedback.

D. OUTCOMES

1. Regional and Global Collaboration

The collaboration with the Africa OR Project has been fruitful in sharing many of the two projects' dissemination resources. For example, in the previous issue of the **Alternatives** of the Africa OR Project a report on the findings of postabortion research in Egypt was cited in association with other findings of postabortion programs in Africa. Similar news from Africa OR Project are placed in the ANE OR/TA **Alternatives**. Some of ANE OR/TA Project staff have also participated in a regional conference on Situation Analysis (SA) organized by the Africa OR Project where posters of SA studies from India and Turkey were displayed during that conference. The Africa OR communications officer collaborates with his counter parts in Cairo and Delhi in several ways as in producing materials for the OR home page on the Internet and sharing resources for electronic dissemination of research findings.

Other levels of collaboration include working with local, national and international organizations to disseminate the findings of the ANE OR/TA Project research through their own communication outlets. One of the prime approaches in this area is working with the editors of newsletters of different organizations. In Egypt, the Research Management Unit (RMU) of the National Population Council (NPC); and regionally IPPF are important collaborators. Internationally contacts have been made with WHO, Geneva. Several news items and lengthy articles on the findings of research conducted in Egypt has been reported on as a result. Newsletters and journals of other organizations that have not been approached

before are currently contacted for the same purpose. This technique proved to be effective in building a wider network for the dissemination of the ANE OR/TA Project news. In fact, some requests for copies of the ANE OR/TA Project's publications were a result of using these channels.

Finally, the quarterly meetings of the communication working group⁵ provide an opportunity for collaboration in related areas of common interest as training media professionals and utilizing common sources of information. In meantime, the communications officer frequently update the officials of the IE&C center of the State Information Services (SIS) of recent research results that could be included in the national IE&C strategies and could be converted into public media messages. Findings of the study of the Profile of Clients of Different Providers of Family Planning in Egypt and the study of IUD Use Dynamics in Egypt were particularly useful in this regard.

2. Media Advocacy

Approaching the media more actively was among the major recommendations of the communications needs assessment in Egypt. In many ways, media were thought to be a neglected target group that should be better utilized in the dissemination process. Yet, some efforts have been ongoing to publish press releases in cooperation with the research implementing agencies during the end of project dissemination seminars. Even after research projects are completed, contacts with the media do not stop. A recent feature published in Al Ahram weekly newspaper on women's reproductive health status in Egypt, based many of its parts on the findings of the study "Exploratory Study of the Psycho-social Stress of Postabortion Patients" and drew the readers' attention to some of the pressures that Egyptian women experience during the period of postabortion. More active and systematic contacts with the media are planned for to utilize this public information source.

3. Communication Technical Assistance

This is another important aspect of the dissemination program in Egypt. In some cases, the ANE OR/TA Project is called upon to assist other organizations developing capacities of their communications staff as in the case of the technical assistance provided to the RMU of NPC. The communications officer has not only helped the dissemination officer of the RMU to set their priorities in planning for their dissemination activities, but has also provided needed assistance in producing different types of communications materials. In other cases, the ANE OR/TA communications officer is called upon to train staff to update and develop their

⁵The Communication Working Group is a group of professional communicators in the field of population and family planning who meet quarterly to update members of current research and non research activities related to IE&C and communication. This group was formed based on an initiative of the Communications Officer of the ANE OR/TA Project in Cairo.

communications skills. One example of this situation was a one week training provided to the dissemination officer of the Palestinian Central Bureau of Statistics. Giving presentations to researchers to orient them about the scope of dissemination and its different mechanisms during special meetings is another avenue.

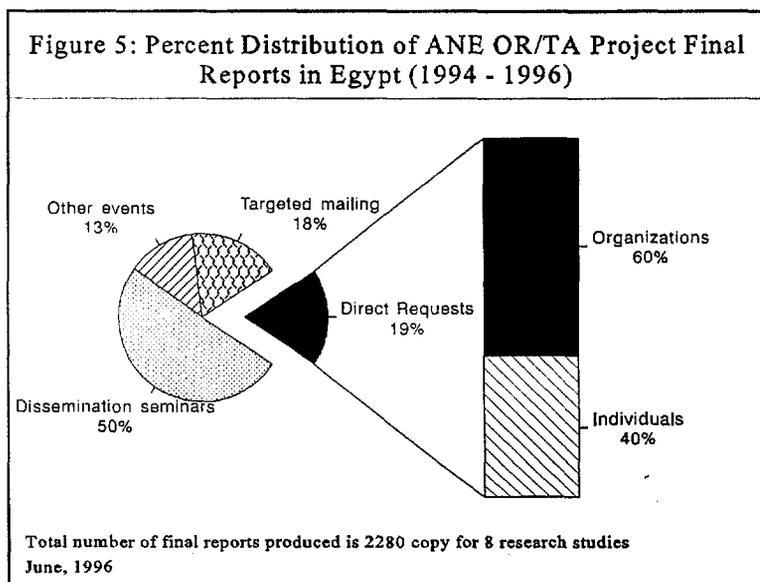
However, the most important ongoing type of the communications technical assistance is the support provided to local NGOs assisting them in developing their communication capacities and in understanding the dynamics of dissemination for different types of research. Technical assistance to local NGOs includes assisting in report writing, organizing end of research seminars or other meetings, preparing technical presentations, writing press releases, and promoting the utilization of research findings.

E. IMPACT

1. Demand for ANE OR/TA Project Publications

The ANE OR/TA Project dissemination activities produce different kinds of effect on the Project's target groups. In some cases the audiences' feedback takes the form of a request to include the person's name on the ANE OR/TA Project database, in other times feedback is letters explaining how a particular publication is useful or requests for more copies of a specific publication. In all cases, this interactive dialogue with our audiences is a positive sign indicating their interest in the communications activities of the ANE OR/TA Project.

Generally, most of the requests are for final reports and originate from individuals and organizations. Figure 5 shows the general pattern for distributing final reports in Egypt. It indicates that almost one fifth of the total final reports produced are distributed due a direct request. Of these, 60% requested by organizations and 40% by individuals. Requests for publications have been increasing. For example, in 1995, 15% of printed final reports were distributed to answer requests for extra copies. By mid 1996, this percentage increased to 20% and for some research projects it is 25%.



As a result, the majority of the ANE OR/TA Project final reports of Egypt have been reprinted up to four times to meet the demand. Figure 6 shows the research projects conducted in Egypt and the number of reprints for every study final report. The highest demanded reports were of the IUD Use Dynamics study and Improving the Counseling and Medical Care of Postabortion Patients in Egypt.

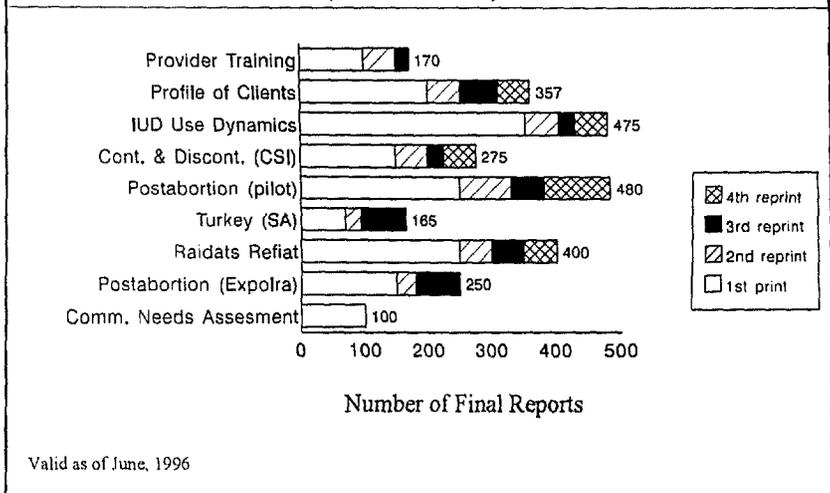
2. Utilization of Research

The research findings of the ANE OR/TA Project are frequently cited in publications and documents by different individuals and institutions. In many ways this could be contributed to the follow up efforts conducted during and after the completion of each of the research study. One example is the production of the Arabic brochure "*A message about the CuT380 A IUD*" based on the findings of the study of IUD Use Dynamics in Egypt. In following up on the utilization of the same study, the manual of standard of practices of MOHP was updated to include 10 years of use duration of the CuT380A IUD instead of 8 years that was previously mentioned. The training curricula of the RCT was also updated to include the same information.

The study of Continuation and Discontinuation of Contraceptive and Service Use in the CSI Project sets another example for effective follow up mechanisms. Based on the study findings, CSI managers revised the client's follow up system and collaborated with the Raidats Refiats of the NPC to support their outreach program. In addition, CSI relocated some of their clinics in more strategic sites as recommended by study. An operations research working day was organized in collaboration with the CSI senior managers to review the study. One of the meeting's outcomes was helping the CSI local managers and physicians to identify new reproductive health services that they can introduce given their available resources. They were also able to outline some topics for exploratory research to test the effectiveness of these proposed services during their introduction phase.

Similar contacts were made with the officials of NPC upon completion of the Radiats Refiats study. Three meetings were held after the final dissemination seminar to learn about the means of implementing the research findings. Some of the outcomes included establishing a new department for the Raidats Refiats, updating the training curricula and modifying the selection process of the Raidats Refiats to ensure more competent staff.

Figure 6: Total Number of ANE OR/TA Project Final Reports Produced in Egypt by Completed Research Studies (1994 - 1996)



The study of "Improving the Medical Care and Counseling of Postabortion Patients in Egypt" is an example of expanding pilot research. The MOHP approved a strategy for scaling up research activities of postabortion care in Egypt to include several studies that will produce important findings for policy making and service improvement. The Ministry also included in its national strategy for implementing the population policy in Egypt "availing good postabortion care" as a mean to "to reduce maternal death rate." ⁶

VI. Moving towards 1997-1998...

This internal assessment of the ANE OR/TA Project dissemination activities not only evaluates the OR activities in Egypt but presents a model that could be applied to other ANE OR/TA Project countries and other OR Projects. It is a useful tool to identify the regional and global communication needs that have not been addressed yet.

To replicate this model in other ANE OR/TA Project countries attention should be given to recording the number of produced publications and their distribution, including documenting the requests for publications received and their numbers. Logging the distribution and the use of different publications allows for an assessment of the strength and weakness of each of them. Tracking the type, number and frequency of the interpersonal dissemination activities --such as targeted presentations-- could be easier if a simple logging form is developed. The use of comment sheets for readers' feedback on every distributed publication helps in understanding how local audiences use various materials and to what extent the ANE OR/TA research is beneficiary on the policy, service and research levels.

In general, to achieve the dissemination objectives of the ANE OR/TA Project by the end of 1997 and to enhance a stronger utilization process it is recommended to:

- Increase the number and frequency of interpersonal dissemination activities, especially targeted presentations to specific audience groups,
- Produce more Arabic translated materials of the ANE OR/TA Project publications,
- Enhance media advocacy in a manner that contributes to a higher public awareness of important issues,
- Increase the number and frequency of monthly reports to USAID/W,
- Initiate new publications for wider distributions (e.g. Policy Briefs) and repackage other materials to optimize utilization.

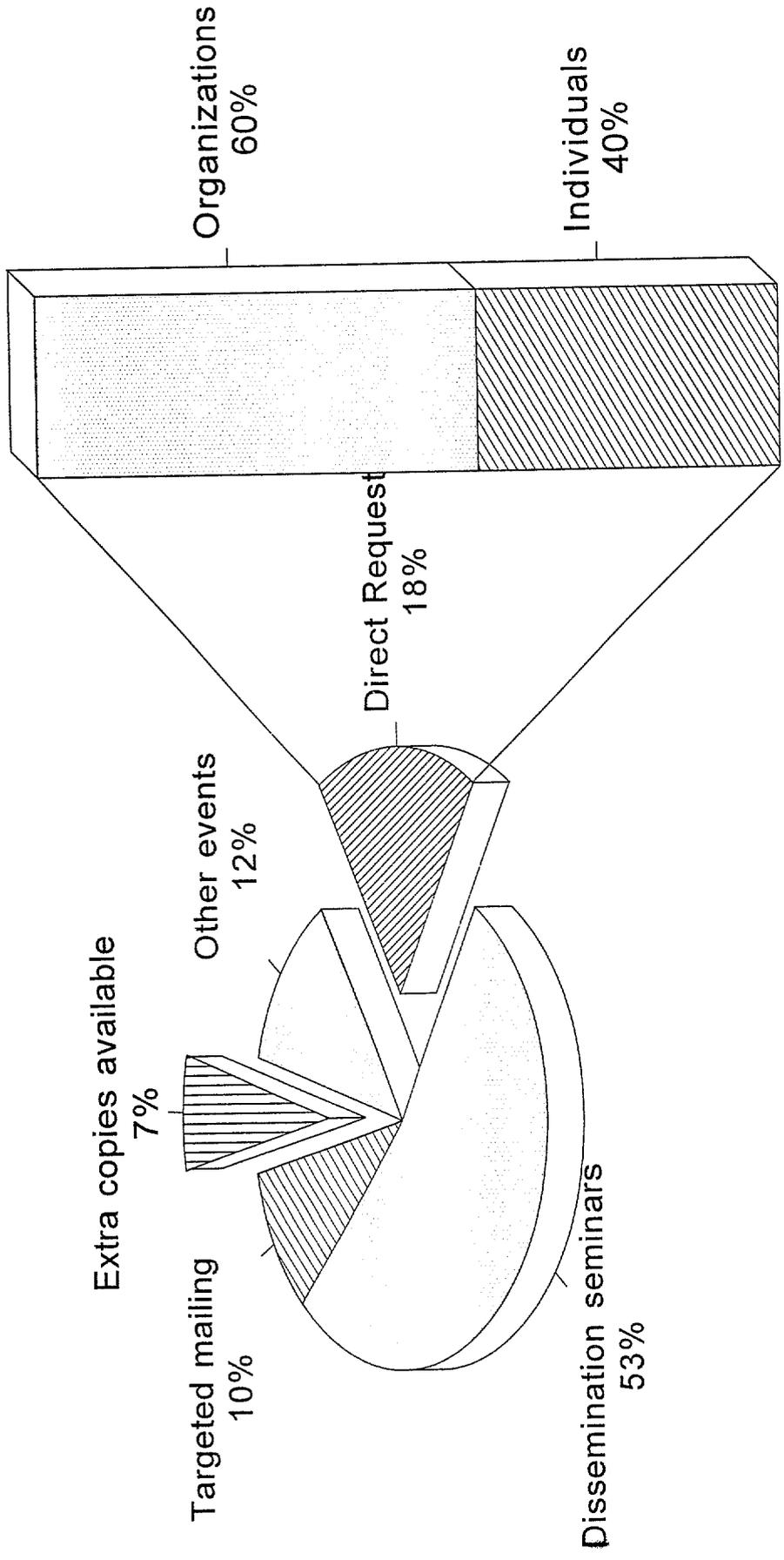
⁶The Strategy of the Ministry of Health and Population for Implementing Population Policy in the Arab Republic of Egypt. Unofficial Translation. July, 1996. Ministry of Health and Population: Population and Family Planning Sector. Cairo, Egypt.

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APPENDIX I

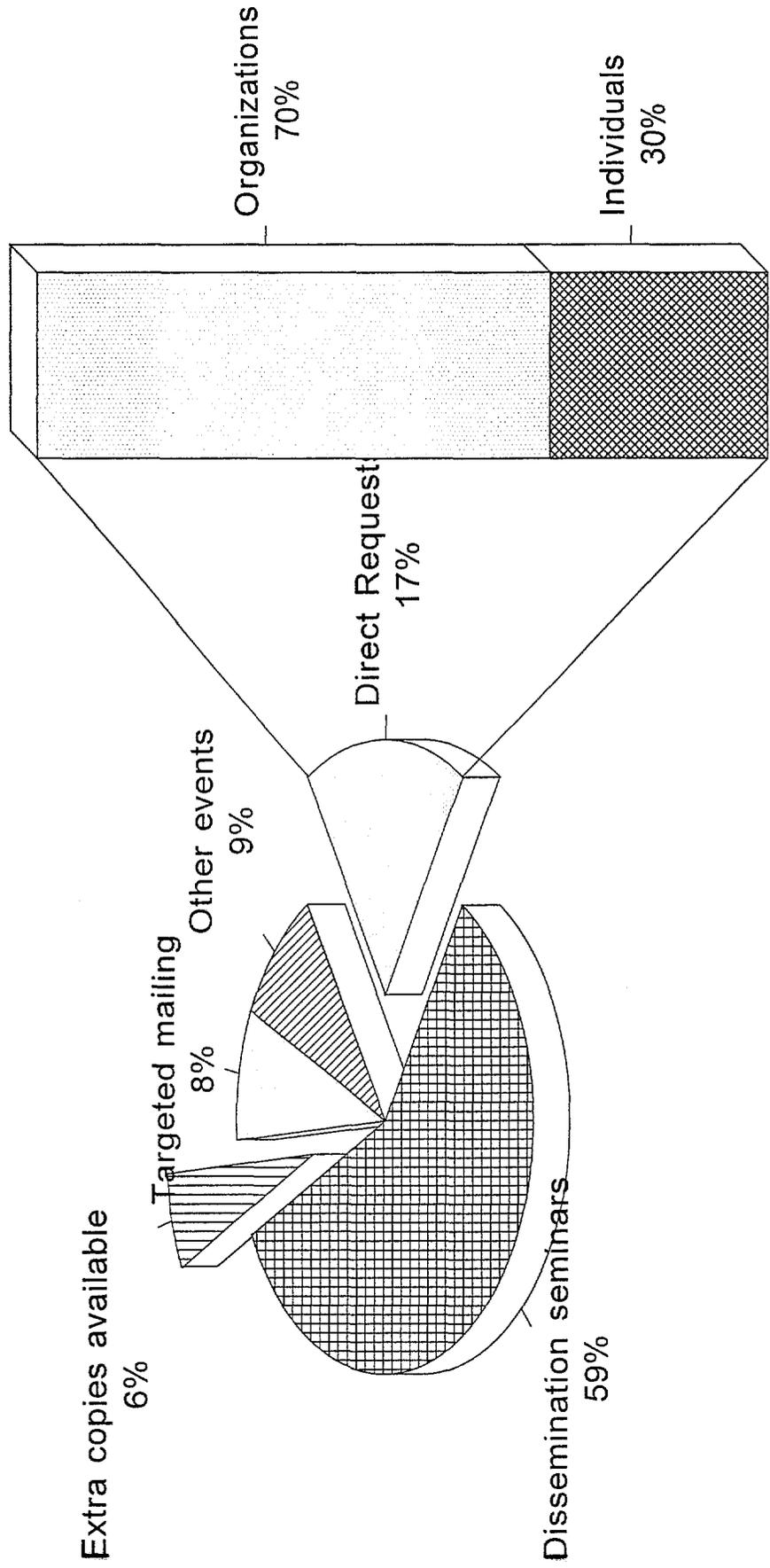
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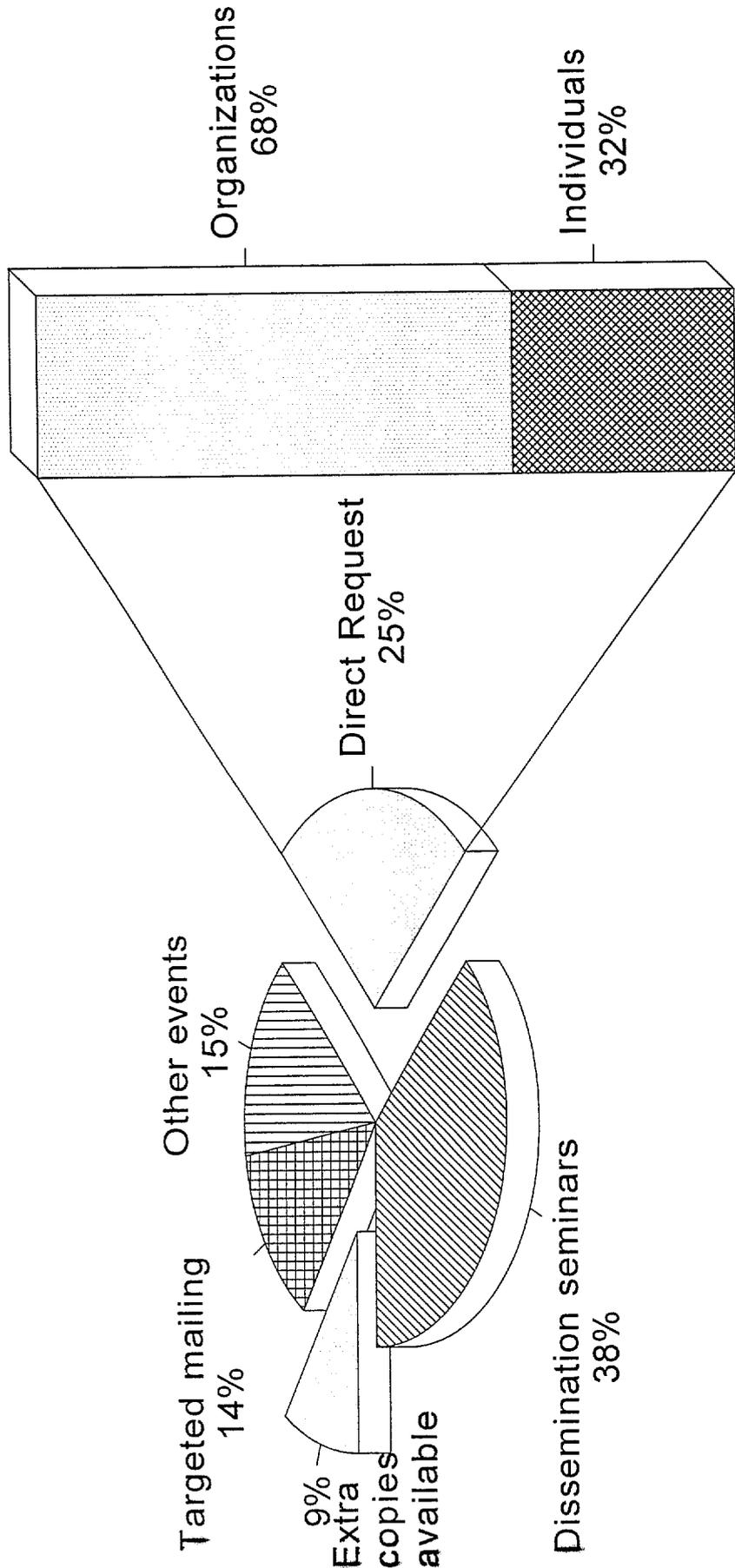


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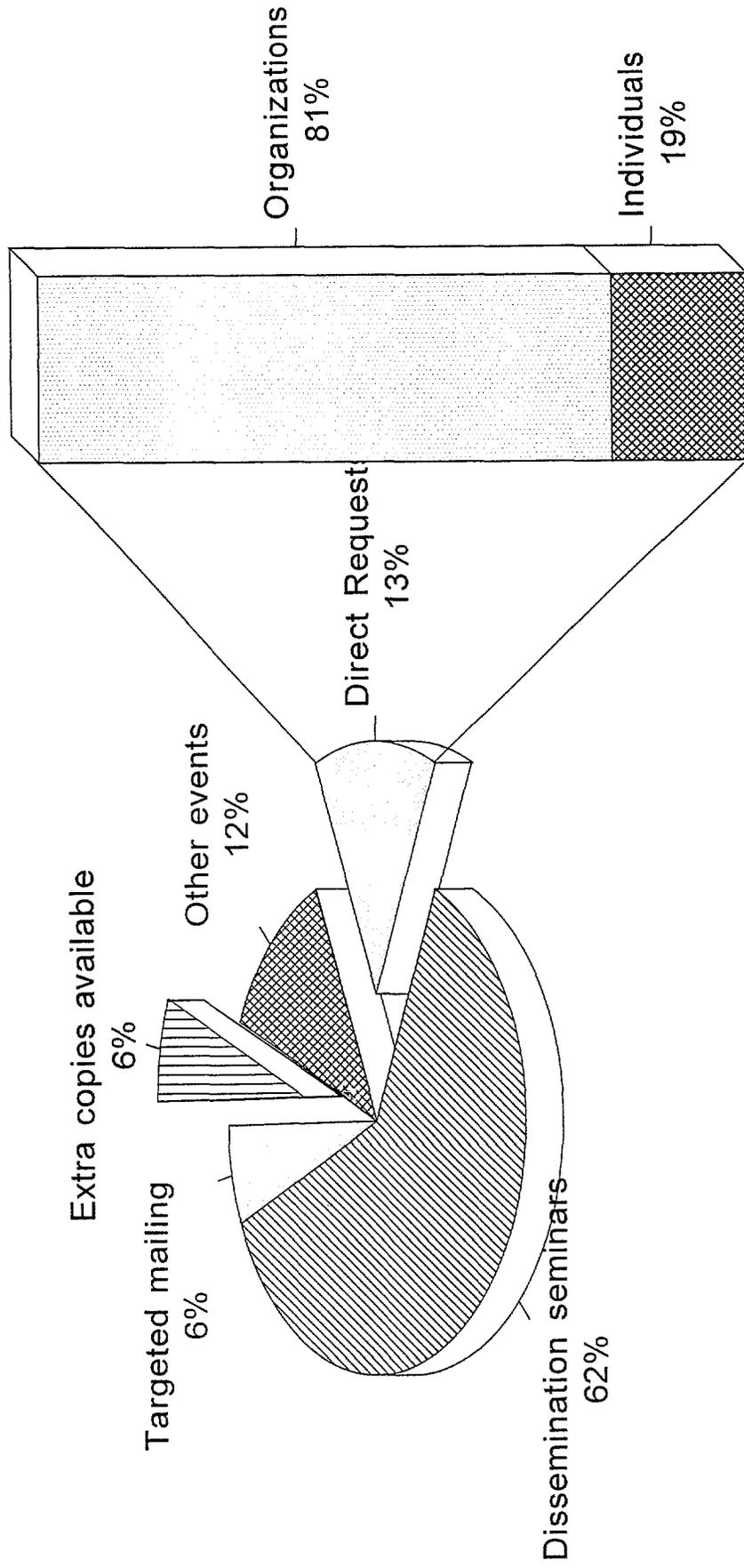
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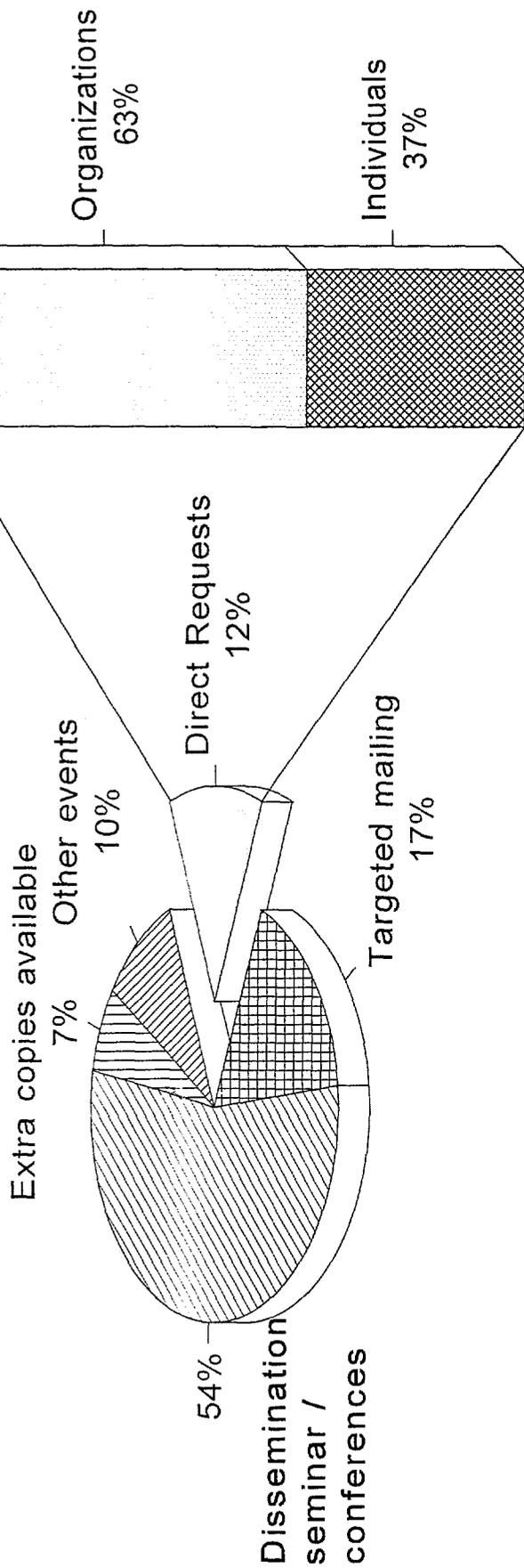
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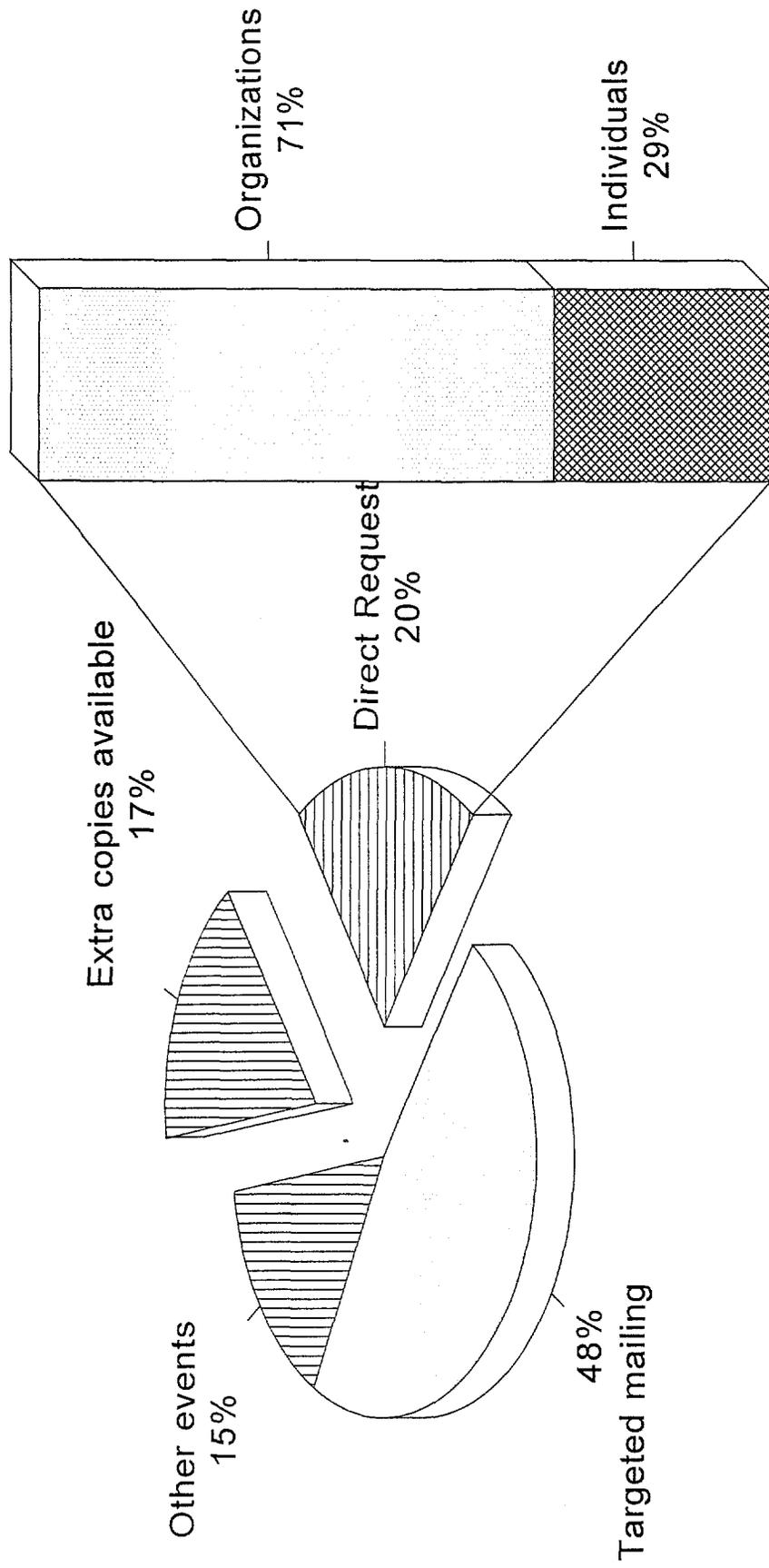


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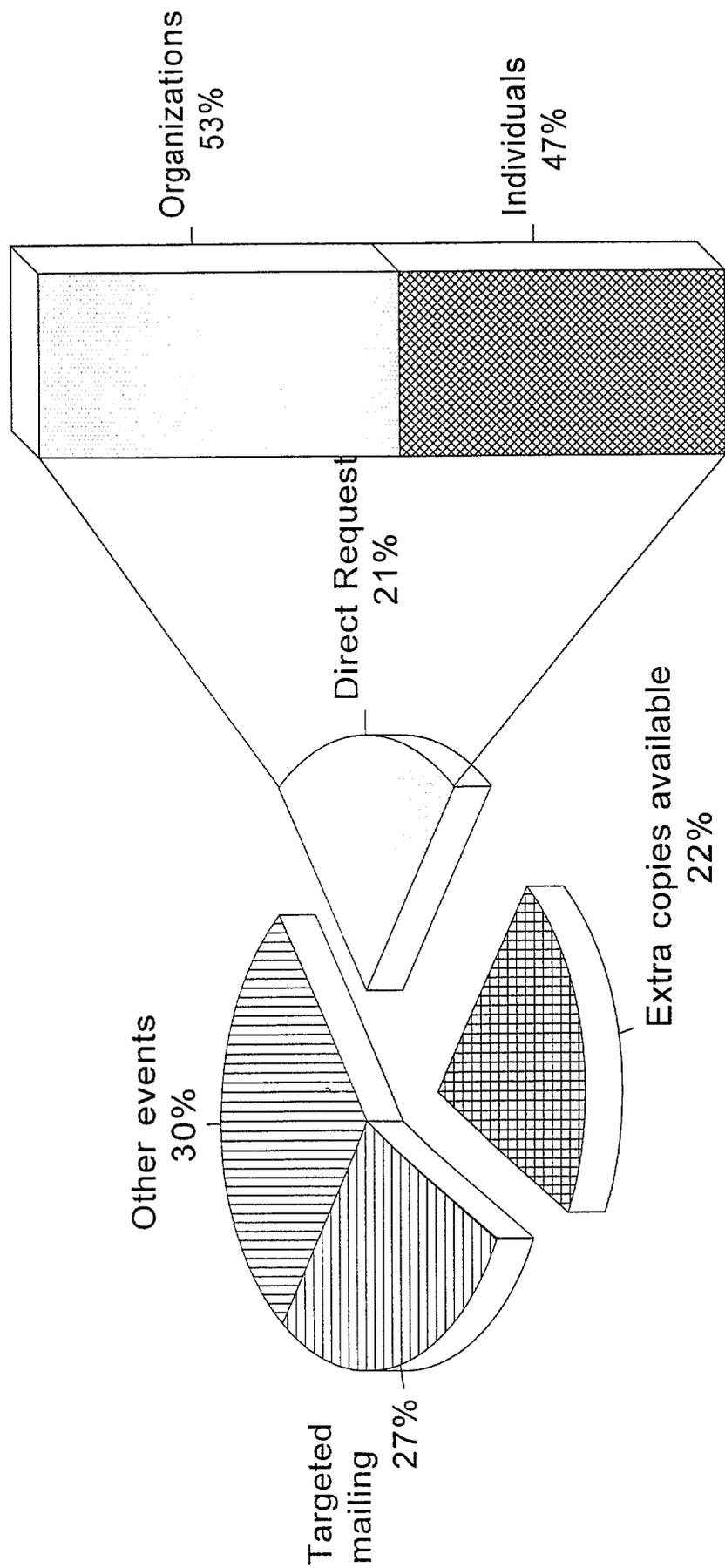


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