

10 APR 1981

# MASS MEDIA & HEALTH PRACTICES

## PROJECT IMPLEMENTATION

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Academy for Educational Development, Inc.

Sponsored by the Office of Health and Office of Education  
Development Support Bureau  
UNITED STATES AGENCY FOR INTERNATIONAL DEVELOPMENT

### TRIP REPORT

### HONDURAS

OCTOBER 14 to 26, 1980

#### Project Director

Dr. William A. Smith

#### Project Field Coordinators

Dr. Reynaldo Pareja  
Ms. Elizabeth Booth

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PRINCIPAL ACTIVITIES REALIZED

- I. Review and Analysis of Field Investigation Data.
- II. Development of draft implementation plan for Public Education Campaign.
- III. Selection of Prevention and Treatment Messages.
- IV. Coordination with MOH and USAID on related aspects of Health loan and MM&HP Project, including Component-4 Diarrhea Control, Component-7 MOH, Component-13 Mass Media for VHW, Component-15 Extension of Supervision and Component-16 Continuing Education for VHW.
- V. Review of technical requirements for health education components of water and Sanitation Project with MOH and USAID.
- VI. Visit to Materno Infantil Hospital to discuss involvement of their personnel in oral therapy training sessions.
- VII. Set-up radio monitoring system to determine present programming approach of health message.,

PERSONS CONTACTED

Dr. Merlin Fernández	Director General
Dr. Arturo Zelaya	Director Office of Health Education
Dr. Danilo Velásquez	Director Office of Maternal Care
Dr. Alberto Guzmán	Director Office of Epidemiología
Dr. Francisco Cleaves	Director Pediatric M.I. Hospital
Dr. John Massey	USAID Health Office
Berry Smith	USAID Health Office
Kathy Himmoh	USAID Health Office

- Visit to Nueva Armenia for mixing trial and home observation.

October 23, 1980

Dr. John Massey  
Health Office  
USAID, Honduras

Dear John:

I wanted to take this opportunity to thank you and your colleagues in the Mission for your continuing support of the MCH & HIV Project. At the same time I would like to report on the Project's progress and give you a general idea of our plans for the future.

The Pre-Program research stage has been completed. The data has been analyzed and an implementation plan has been outlined for the entire campaign. The final plan will be presented for official approval on December 4, in Washington. I will send you a copy as soon as approval is received there. The Project's in-country phase is on schedule, largely due to the extraordinary effort made by Reynaldo, Betty and the support we continue to receive from the Ministry.

During this visit I met the new Director General and discussed the Project's Program. The relationship between the new AID Health loan and our Project was mentioned and Dr. Merlin Fernández seemed quite insistent that the two efforts should be carefully coordinated and resources shared. A similar discussion with Dr. Danilo Velásquez of MCH, resulted in the same conclusion. The integration of efforts seem to us not only inevitable but critically important. Planning for coordinated efforts has already begun under the auspices of Dr. Zelaya.

Our overall plan now projects an intensive period of training for health personnel from January thru May, in preparation for the first large scale media promotion of oral therapy. We are convinced that without the support of the medical community oral therapy will not be accepted. Our second phase will stress treatment behavior for a period of 6 months using both graphic materials and persistent radio broadcasts.

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Phase 3, from approximately January 1982 to May 1982 will focus on prevention behaviors, again using radio and graphics as the principle medium of instruction. The fourth and final broadcast phase, from June 1982 through December 1982 will again focus on treatment, attempting to re-instate behaviors established during Phase 2.

In reviewing the timing of critical components of the Health loan, it is remarkable how well those activities are related to our own planning. Specific areas which stand out include packet production, health worker training and supervision, and mass media development. We hope to be able to contribute in each area and thereby promote what our Project was originally designed to do - extend the effectiveness of health education to all areas of Honduras.

I have included a list of activities I have completed since being here, along with the principle prevention and treatment messages we have selected with the MCH as appropriate for Honduras.

I will track down the electrolyte salt costs we discussed as soon as I return to Washington and I hope the Peace Corps accepts our idea to conduct a small container research project.

I hope we can keep in close contact, and let me thank you once again for all your support and assistance.

Cordially,

William A. Smith  
Vice President &  
Ass. Dir., International Division  
Academy for Educational Development

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