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 PAGE 1 of 2 PAGES

I. PROJECT IDENTIFICATION

1. PROJECT TITLE Population Communication for the Developing World		APPENDIX ATTACHED <input checked="" type="checkbox"/> YES (2) <input type="checkbox"/> NO 20p
3. RECIPIENT (specify) <input type="checkbox"/> COUNTRY _____ <input type="checkbox"/> REGIONAL _____ <input checked="" type="checkbox"/> INTERREGIONAL <u>PHA/POP</u>		2. PROJECT NO. (M.O. 1095.2) 932-11-570-917
4. LIFE OF PROJECT BEGINS FY <u>1976</u> ENDS FY <u>1976</u>		5. SUBMISSION <input type="checkbox"/> ORIGINAL _____ DATE _____ <input checked="" type="checkbox"/> REV. NO. <u>1</u> DATE _____ CONTR./PASA NO. _____

II. FUNDING (\$000) AND MAN MONTHS (MM) REQUIREMENTS

A. FUNDING BY FISCAL YEAR	B. TOTAL \$	C. PERSONNEL		D. PARTICIPANTS		E. COMMODITIES \$	F. OTHER COSTS \$	G. PASA/CONTR.		H. LOCAL EXCHANGE CURRENCY RATE: \$ US _____ (U.S. OWNED)			
		(1) \$	(2) MM	(1) \$	(2) MM			(1) \$	(2) MM	(1) U.S. GRANT LOAN	(2) COOP COUNTRY		
										(A) JOINT	(B) BUDGET		
1. PRIOR THRU ACTUAL FY	1,047	571		-		-	476						
2. OPFN FY 74	600	392		95		43	70						
3. BUDGET FY 75	500	350		78		37	35						
4. BUDGET +1 FY 76	400	280		63		30	27						
5. BUDGET 12 FY													
6. BUDGET 13 FY													
7. ALL SUBQ. FY													
8. GRAND TOTAL	2,547	1,593		236		110	608						

9. OTHER DONOR CONTRIBUTIONS		
(A) NAME OF DONOR East-West Center, others expected to continue	(B) KIND OF GOODS/SERVICES Substantial funding	(C) AMOUNT 5,858.3 plus ad hoc funding

III. ORIGINATING OFFICE CLEARANCE

1. DRAFTER PHA/POP/IEC, Charles F. Blackman <i>CFB</i>	TITLE Chief, IEC Division	DATE
2. CLEARANCE OFFICER PHA/POP, RTRavenholt <i>RTR/12/24</i>	TITLE Director, PHA/POP	DATE

IV. PROJECT AUTHORIZATION

1. CONDITIONS OF APPROVAL					
2. CLEARANCES					
BUR/OFF.	SIGNATURE	DATE	BUR/OFF	SIGNATURE	DATE
PHA/POP	WHBoynton, JKShafer, ERBacklund		ASIA/DP PPC/DDR/R	AShakov/RBirnberg AS phone NCohen (MWard sub.)	Apr 10 '74 Apr 10 '74
PHA/POP/EA	LKangas		PHA/PRS PHA/PRS	MFowler TMahoney	Apr 10 '74
PHA/POP/WA	RGrant		SA/PPB	JCudney (PHONE)	
3. APPROVAL AAs OR OFFICE DIRECTORS			4. APPROVAL A/AID (See M.O. 1025.1 VI C)		
SIGNATURE <i>Ernest S. Crowley</i>		DATE 4/12/74	SIGNATURE		DATE
TITLE Assistant Administrator, PHA			ADMINISTRATOR, AGENCY FOR INTERNATIONAL DEVELOPMENT		

NON-CAPITAL PROJECT PAPER (PROP)

**TITLE: Population Communication for the
Developing World**

**East-West Communication Institut
East-West Center
Honolulu, Hawaii**

I. Program Goal

A. Statement of Goal

Development of knowledge and adequate systems of information about population/family planning in the developing world.

B. Measurement of Goal Achievement

Efforts of the East-West Communication Institute (EWCI) will result in changed and strengthened attitudes and actions about population/family planning among national decision makers, professional leaders, and potential acceptors.

C. Assumptions

1. That family planning delivery systems will be available to accommodate increased demand by potential contraceptors.

II. Project Purpose

A. Statement of Purpose

1. Establish effective information, education, and communication strategies and programs within priority Asian and Pacific Basin countries which support country population policies and population/family planning programs.

B. Conditions Expected at End of Project

1. Effect on IEC Programs

1.1 IEC target audiences demonstrate positive response to IEC program objectives through participation in population and family planning programs, the lowering of fertility and the maintenance of acceptor status.

1.2 LDC decision makers and administrative demonstrate their support of national family planning programs by providing priority budgetary, manpower and other national commitments in the economic and social development plans.

1.3 Formal family planning institutional structure (including IEC) adequately supported by LDCs.

1.4 Regional and LDC institutions have the capability to provide IEC training including use of modular teaching concepts, research, IEC materials collection, production and dissemination, plus IEC consultation.

1.5 Host country IEC specialists have the capability of designing, implementing and evaluating IEC strategies as an integral part of national family planning programs.

2. Effect on IEC Strategies

2.1 LDCs developing effective family planning IEC strategies based upon analysis of demographic and cultural conditions, economic and social goals and other factors.

2.2 IEC program directors designing and implementing their activities according to identified priority audiences and goal plans.

3. Assumptions

1. National policies, budgetary support, manpower and other national resources are made available and utilized for the IEC and other population/family planning activities.

III. Project Outputs and Output Indicators

A. Background

Considerable input has already been accomplished by the East-West Communication Institute in IEC training, research, field consultancy visits, conferences, materials collection, publications and in the dissemination of materials and documents. These accomplishments have contributed to a better understanding of the role and the needs of IEC programs and have established the EWCI as among the foremost IEC training institutions of its type. Utilizing these institutional capacities, the EWCI will stimulate the development of IEC capacities and programs in LDCs and thereby strengthen its own institutional capacities. Evidence of these efforts will be shown through the following outputs and output indicators:

1. Trained Personnel in LDC Population Programs

- a. Participant training: FY 74 40; FY 75 50; FY 76 70.
- b. Specialist (graduate) training: FY 74 6; FY 75 10; FY 76 15.
- c. Special individual study programs: FY 74 6; FY 75 6; FY 76 8.
- d. Conferences and seminars: FY 74 4; FY 75 4; FY 76 5.

2.

OUTPUTS

OUTPUT INDICATORS

- | | |
|--|--|
| a. Trained personnel for key posts in LDC population programs and also in IEC training institutions
Personnel now working in key positions. | (a) 40 participants (program leaders, LDC officials, and IEC leaders) received specialized training in the "module program." |
|--|--|

- b. Specialist graduate degree studies in family planning/
population IEC completed. (b) 3 graduate degree partici-
pants complete IEC studies
at EWCI.
- c. IEC specialist candidates
trained in individual study
programs. (c) 6 IEC professionals trained
and employed in IEC teaching
institutions and international
population organizations.
- d. Short-term training and IEC orientation completed for LDC
officials, program leaders,
invitational visits, confer-
ences and seminars. (d) 250-300 visitors, attended
orientation programs, workshops,
conferences and seminars at
the EWCI. A total of 4 work-
shops-conferences and seminars
will be held.

✓ e. Publications:

- (1) Reports on IEC Donor Agencies 3 new reports; updates of
previous reports.
- (2) IEC Newsletter (Quarterly) 4 new issues distributed
to 2700 personnel.
- (3) IEC Documents (fulfilling requests) 2700 copies distributed.
- (4) IEC Materials (fulfilling requests) 1150 in collection supplied.
on microfiche or Xerox
to requesting organizations.

- (5) Guides, handbooks, orientation, and topical materials. 6 topical reports issued on such subjects as: "Types of Assistance and Areas of IEC Need," "Summary of Worldwide IEC Activities," etc.; orientation materials prepared for participant and visitor use.
- (6) Country and regional reports completed; analyzed and distributed. 26 country profiles utilized in developing guidelines for selected LDC IEC programs.
- f. Teaching modules utilized in problem area studies; supplemental teaching aids developed. (f) Fourteen modular teaching units in use for participants to take home. Special audio and visual aids such as tapes, filmstrips, charts, etc. developed to accompany teaching modules.
- g. Research and development of new hardware and software items, completed and in process, especially suited for rural LDC programs. (g) Approximately 100 pieces of IEC software in use in selected LDC rural programs, new low-cost equipment utilized for such activities; two pilot projects underway to test, and evaluate new equipment and software programs. (Korea/Thailand)

3. Research

Research efforts, using LDC nationals, will focus on improving methodologies, equipment and materials for communicating to LDC rural and urban audiences and in gaining a better knowledge of the cultural, economic and other factors to be considered in IEC strategy design.

3.1 Low-cost media materials production research in such areas as: Making Soundstrips from Existing 16 mm Movies, the Production of Sound Filmstrips from Photonovela Magazines, Adapting a Film-strip to Philippine Needs, etc.

3.2 Completion of about 20 country case studies of IEC programs, participant research projects, new teaching techniques and other topics related to improving IEC training will be the subject of EWCI publications.

4. Consultancy Assistance

4.1 Increasing emphasis on field consultancy and participant followup activities to generate field level IEC programs in five priority countries and to assist in regional and LDC IEC training programs.

4.2 Exchange of EWCI and LDC IEC staff members on short-term programs to stimulate "cross fertilization" of knowledge and skills.

5. International IEC Cooperation

5.1 Cooperative inputs to World Population Year programs which enable the EWCI to identify and become informed about new IEC

activities generated by WPY and beyond, and take action to assist in these new programs.

5.2 Participation in the development of LDC and regional IEC training programs, conferences, seminars and workshops; utilizing former participants when possible.

5.3 Assistance in the development of international cooperative population/family planning networks whose purpose is to share professional IEC technical information, materials, and experience.

5.4 Assistance to LDC educational institutions to develop in-country professional and technical IEC expertise which assist the national family planning programs in at least six priority countries.

B. Basic Assumptions

1.1 LDC countries and outside donors will provide the necessary budgetary, manpower and program support for these field level IEC activities.

1.2 In research projects, the cooperating institutions will provide professional research staff and support personnel and will participate in the publication arrangements for research results; preferably in both English and the host country language.

1.3 Conference, workshop and other facilities and support will be provided for EWCI consultants participating in such activities in the host country.

1.4 That the Department of State grant will continue at no less than the same level as in 1973, and will increase in 1975 and thereafter.

IV. Project Inputs

A. AID Inputs

<u>FY 1974</u>	<u>FY 1975</u>	<u>FY 1976</u>
\$600,000 - (35%)	\$500,000	\$400,000

A.1 AID Proposed Detailed Budget

<u>PERSONAL SERVICES</u>	<u>FY 1974</u>	<u>FY 1975 (Est.)</u>	<u>FY 1976 (Est.)</u>
Salaries and Wages	\$244,800	\$204,030	\$163,224
Fringe Benefits	50,400	42,085	33,668
Student Help	5,000	3,405	2,724
Services, Fee Basis	16,300	13,620	10,896
Total, Personal Services	\$316,500	\$263,140	\$210,512
 <u>NON-PERSONAL SERVICES</u>			
Materials and supplies	35,200	31,824	25,459
Communication	24,300	21,111	16,888
Travel - Staff	27,600	23,463	18,770
Consultants	22,900	19,068	15,254
Participants	94,700	78,996	63,196
Printing and Publications	8,200	6,810	5,448
Rental of equipment	2,500	2,315	1,852
Repairs and Maintenance	400	340	272
Computer Services	6,500	5,448	4,358
Equipment	7,100	5,890	4,712
Total, non-personal services	\$229,400	\$195,265	\$156,209
University of Hawaii Overhead (20.39% on personal services excluding fringe benefits)	54,100	41,595	33,279
TOTAL	\$600,000 (35%)	\$500,000	\$400,000

B. Other Donor Inputs (Illustrative FY 74 budget)

* 1.1 <u>Department of State</u>	\$975,000	55%
* 1.2 <u>University of Hawaii</u>	10,000	} 10%
* 1.3 <u>Other sources</u>	145,000	

* As AID inputs decrease other donor inputs will increase. FY 75-76 final budgets for other donors not yet determined.

B. East-West Center Inputs

1. Professional Services

1.1 As shown by the staff organization chart (next page) prepared by the EWCI, the Institute has 35 staff positions including 2 part-time posts. Of this total, 17 are funded wholly by AID/csd 2977 and AID/csd 2878, and 7 are cost-shared by the East-West Center and/or the University of Hawaii. Total staff time adds to 32 3/4 man-year equivalents, of which 20 1/2 are funded from the above AID sources. This PROP calls for the addition of a high-level Executive Officer. A re-alignment of staff functions would provide the services of one Administrative Services Assistant, two secretaries and one stenographer. It is expected that the share of staff time and costs borne by the East-West Center from non-AID sources will increase in each of the next three years, with resulting reduction of AID funding for these costs.

1.2 Provision of IEC consultancy services to LDC population/family planning IEC activities and to national and international family planning/population IEC organizations.

2. Facilities:

2.1 Classrooms, graphic arts and laboratory facilities, IEC library, workshop and administrative office space, plus other logistic support.

3. Commodities:

3.1 Necessary materials, equipment and laboratory support for participant training, research, materials production and dissemination of media materials.

Institute Director
Wilbur Schramm $\frac{1}{2}$ AID

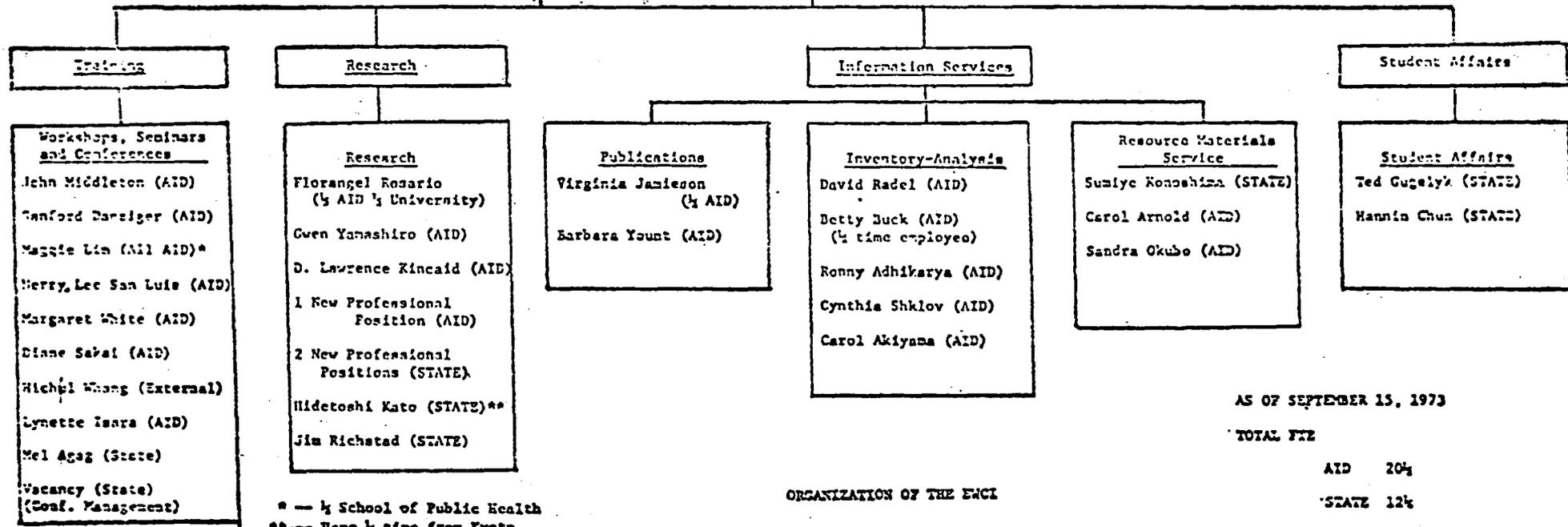
Administrative Assistant
Vera Bone (State)

Assistant Director
Robert P. Worrall $\frac{1}{2}$ AID

Stenographer
Muriel Yoshimoto (AID)

Administration
Judith Hubano $\frac{1}{2}$ AID

Irene Wong (State)



AS OF SEPTEMBER 15, 1973

TOTAL FTE

AID 20 1/2
STATE 12 1/2

ORGANIZATION OF THE ENCI

* -- 1/2 School of Public Health
** -- Here 1/2 time from Kyoto

4. Other University Support

4.1 Administrative support related to participant and professional travel, housing, participant counseling, cultural and social activities.

4.2 Assistance to participants, researchers and staff members in utilizing the resources and facilities of other East-West Center Institutes, and University of Hawaii departments and institutions.

5. Participant Training

5.1 As indicated in the proposed AID budget (Page 8) approximately \$95,000 in FY 74, \$79,000 in FY 75 and \$63,000 in FY 76 will be devoted to long-term and short-term training of IEC specialists, key Asian leaders in all fields. Training courses will vary from 2-3 weeks for general background training to 6-13 weeks seminars and workshops to a year's training for graduate degree candidates as detailed in Project Outputs, Pages 2-3.

5.2 That the LDCs, USAIDs and private organizations will continue, whenever possible, to pay participants travel, per diem, logistic support and other costs while they are in training. When such resources are not available, the EWCI can draw upon grant funds for this purpose, subject to authorization by the contract officer upon recommendation of the project monitor. Grantee will not pay salary costs of participant trainees.

C. Other Donor Inputs

1. Some 55% of the overall operating costs of the East-West Communication Institute are covered by State Department funding to the East-West Center. Approximately 35% of the operating costs of the EWCI are AID-funded through Title X funds. In addition, Ford Foundation and other international organizations have contributed lesser amounts, about 10%, for specific conferences and training program costs by providing travel, per diem, etc. for participants and resource advisors.

D. Other Country Inputs

1.1 Country institutions with which the East-West Communication Institute cooperates will identify candidates for Institute programs, will continue salaries and other benefits for those absent for such programs, and, upon the completion of their training, will provide programs and facilities in which the trained participants will utilize their training.

1.2 Host countries will provide visiting EWCI consultants and lecturers with office space and basic administrative support and direction as necessary.

1.3 Bi-national commissions within host countries will actively participate in the identification and selection of appropriate candidates for Institute programs.

E. Assumptions About Management of Inputs

1.1 That adequate numbers of qualified participants will be provided by LDCs for the research, short-term, long-term, and other programs herein specified.

1.2 That the Department of State grant will continue at no less than the same level as in 1973, and will increase in 1975 and thereafter.

V. Rationale

A. Background

The East-West Communication Institute (EWCI) is one of the five problem-solving Institutes of the East-West Center (formally known as the Center for Cultural and Technical Interchange between East and West), a national, higher educational institution established through an act of the U. S. Congress in 1960 for the purpose of promoting understanding and better relations among the peoples of Asia, the Pacific Islands, and the United States. The Center is mandated to achieve its purposes through cooperative programs of research, education, and training with some 30 countries and 11 territories. It offers grants to persons to enable them to share their knowledge as well as to learn, thus helping to create the multi-national community in which Center programs take place.

Within the East-West Center's mandate to foster better relations and understanding through cooperative study, research, and training, the general goals of all Center programs are to:

- a. enhance the quality of life among the peoples of the United States, Asia and the Pacific;
- b. educate men and women toward multi-cultural perspectives;
- c. provide a setting for interaction among different cultures, disciplines, professions, and skills;
- d. inquire into the relation of theory and practice in human affairs;
- e. develop the capacity for decision-making in multi-cultural situations;
- f. provide experience in testing and evaluating decision-making designs;
- g. develop the exchange of knowledge among the cultures of Asia, the Pacific area, and the United States; and

- h. foster continuing relations among former participants to strengthen the network for exchange of knowledge and maintenance of understanding.

Participants and staff members from many diverse cultures come together at the East-West Center to cooperate on areas of common professional concern, including the dynamics of population communication. Not only are problems the focus for interchange, they also give the direction for research and study. The Center has used "problems" as the basis for organizing its professional staff who provide the content, competence, and continuity which are the hallmarks of an educational institution.

The problem-oriented programs designed to achieve the goals and criteria at the Center include international and development communication, culture and language learning, food systems, technology and development, and population dynamics. The programs are carried out by institutes on these subjects.

The work of the Communication Institute concentrates on the use of Communication in economic and social development and the sharing of knowledge across cultural boundaries. The EWCI awards scholarships for graduate study in communication, invites senior fellows for study and research, conducts professional study and training projects in international and population communication, assembles and makes available a document collection of communication materials, offers Jefferson Fellowships to Asian, Pacific and U.S. journalists, designs and carries out communication research projects, arranges conferences, workshops and seminars, and conducts a worldwide inventory and analysis of support for population and family planning communication.

The EWCI was awarded an AID institution building ^{grant} grant (csd-2977) in the amount of \$1,072,000 on June 22, 1971. The grant is for three years and is presently in its final year, expiring on June 30, 1974. The purpose of the grant is to enhance the EWCI's institutional capability to serve as an information, education and communication (IEC) resource for population programs, primarily in the Asian region. By increasing the Institute's capability, the grant enables it to devote increased attention to meeting the pressing needs for broad improvement in population IEC support through its programs of research, education, professional development (training) and population information services. While the EWCI draws upon the grant for support (about 40% of its budget), the grant draws on the Institute's resources in the field of international and developmental communication which have application to world population problems.

About seven months before the institution grant was awarded, the EWCI received an AID contract for Inventory and Analysis (csd-2878) in the amount of \$312,128 on November 17, 1970. The contract was for three years, later extended to run concomitantly with the institution building grant and was increased by \$130,757 for a total of \$442,885 for the life of the contract. Both the contract and the grant will expire on June 30, 1974. The Inventory and Analysis contract is to provide family planning and population programs and their donor agencies with a continuing two-way flow of information about needs, assistance and international services in population information - education - communication (IEC). Its purpose is to establish an international communication network to enable donor agencies, training institutions, LDC government programs and concerned organizations to draw upon its resources in the planning and operation of population IEC activities. It is designed to serve as a "bank" for those planning and implementing communication programs,

and for those donor agencies who are assisting in the development and utilization of more effective IEC methods to spread knowledge about and change attitudes toward population problems and family planning.

Although the Inventory and Analysis contract and the EWCI grant are two separate AID projects, they are, in actual operation, integral parts of the EWCI. This was recognized at the time of the extension of the contract, so that when forward funding comes up for decision, the AID elements should be considered together as a single endeavor for IEC institution building.

Now embarked in the third and final year, the AID grant and contract have followed what might be considered a classic pattern of institution development. The first year of progress was understandably slow while staff recruiting and initial program steps got under way. In spite of this, the Inventory and Analysis efforts began to bring in IEC data from donor and other sources, and training programs specifically called for under institution grant terms began to be held on schedule.

Other problems such as EWCI leadership changes, salary ceilings, insufficient Institute working and office space, strictures in the grant language, inadequate administrative support, and constraints to the accomplishment of project objectives growing out of interpretations of the East-West Center Charter and University of Hawaii directives, have all contributed to the initial start-up difficulties of the Institute. With the recent appointment of the current Institute director, and through discussions between AID, the EWCI and University of Hawaii leadership, efforts are underway to resolve the above problems.

VI. Course of Action

The East-West Communication Institute is not a university, a research-grant-giving organization or a scholarship program; it is a unique institution based on principles of cooperative work and the exchange of ideas. Through its leadership role in the IEC community, its multi-national professional staff, and its other developed institutional capacities, the EWCI is capable of providing expanded IEC technical assistance to LDCs.

The Communication Institute's assistance is organized around the following programmatic functions:

1. The training of high-level professionals, both in formal degree oriented graduate study and in professional development programs as indicated in Project Outputs.
2. The training of non-professionals and Asian leadership in population communication and the ramifications of uncontrolled population growth on economic and social development in the Asia-Pacific area.
3. In cooperation with appropriate LDC organizations, both governmental and private, to upgrade their institutional capabilities to generate and disseminate knowledge of population/family planning processes sufficiently so that they can provide LDC leadership with reliable guidance for making policy and program decisions.

4. Through cooperative arrangements with other institutions and expertise to carry out IEC oriented research designed to provide the development of improved systems of population knowledge within the LDCs and help build a capability for these countries to carry out this research through their own resources.
5. To collect and disseminate techniques and advances in information-education-communication to the Asian/Pacific area and worldwide through publications, reports, a newsletter published periodically, conference reports, project reports, surveys and manuals.
6. In summary, the Institute will relate all population activities covered by this PROP to action-oriented programs in the Asian-Pacific area.
7. To promote a more efficient operation, the Institute will establish a mechanism for program review and coordination between the Communication and Population Institutes and with the School of Public Health at the University of Hawaii.
8. In carrying out the above program, the Institute will provide semi-annual activity reports and forward "plans of work" for the next six months. An annual evaluation report will be prepared by AID representatives in conjunction with the grantee. On the basis of their reports, recommendations will be made for the revisions or modifications of the project.