

NONCAPITAL PROJECT PAPER (PROP)

9320953(2)
PD-110-425-81
677

COUNTRY: WORLDWIDE

PROJECT NUMBER:

PROJECT TITLE: Training Films and Related Teaching Materials Series

U.S. OBLIGATION SPAN: FY 1971-1973 4-16-71

PHYSICAL IMPLEMENTATION SPAN: FY 1971-1975

GROSS LIFE OF PROJECT FINANCIAL REQUIREMENTS (three years)

Total U.S. Dollars..... \$841,000

I. SUMMARY

This project proposal (PROP) contemplates a contract with the George Washington University Medical Center, Department of Medical and Public Affairs (GWU), for production and evaluation of eight "packages" of audio/visual and related training materials in the population and family planning field.

The project will provide high-quality training materials of a type that do not now exist and for which there is widely felt need. The packages will include technical training films and related materials on major population and family planning subjects, designed in each case to ensure maximum training impact through use of the most modern film teaching technology.

The packages are primarily for use, without cost, of U.S. institutions training U.S. and LDCs persons in population and family planning program work under AID (or successor agency) auspices and funding. Broad use is also anticipated in LDCs, however, both for training purposes and as models for local training materials production. Package subjects reflect a canvass of U.S. family planning training institutions that are expected to be their chief users as well as views of other private organizations associated with AID family planning support. The three packages proposed for FY 1971 funding will concern Establishment of a national family planning program,

Operation of such a program and the matter of Critical Relationships between program staff and "clients." Titles employed here are both abbreviated and tentative, intended only as labels for present convenience. Subjects of the remaining five packages, although they too represent a variety of professional judgment, are more tentative and may well be changed as the project matures. All eight are described in some detail in the section on Strategy.

The decision to propose a single contractor, and specifically to propose GWU, is based on several considerations. In addition to economies and qualitative advantages accruing from sole-source procurement of a cohesive training series, and of the contractor's location in and near Washington, D.C., film footage made by the same organization in performance of an existing contract in the population field with the Bureau for Latin America will be available for purposes of the present project without further cost to AID. Moreover, the combination of facilities, capabilities and experience afforded by the contractor is considered unique.

An important characteristic of the proposal is the precisely stated requirement that full AID/W review and approval must not only precede the start of production on each package, but must also be given at each of several stages in the production process.

II. SETTING OR ENVIRONMENT

Although films are universally acknowledged to be among the most effective ways of teaching skills and imparting understanding they are seriously underutilized in population and family planning training programs.

Very few of a considerable number of films available in the general field of population and family planning meet the training needs of AID-supported

programs. Still fewer combine a relevant training purpose with technical excellence as to production standards and methods of presentation. Those that do so are for the most part oriented to the commercial specifications of contraceptive manufacturers. Finally, TA/POP is unaware of any population and family planning film, much less a well-conceived series, that takes full advantage of modern teaching methodology through concomitant use of teaching materials expressly designed to multiply the film's effectiveness and facilitate its evaluation.

TA/POP shares the consensus of the population communication community that continued failure to exploit films fully in population and family planning training would be a serious mistake in view of the urgent need to increase the number of qualified workers in the field, whether U.S. or foreign nationals. Helping to meet that need, which is enlarging rapidly with growth in the number and extent of LDC population and family planning programs, is a long-standing AID objective. Among general aspects of the work to which training films might be addressed are knowledge of the problems of population explosion, the parameters of effective assistance, techniques of contraception and a range of skills and procedures of program implementation and evaluation at all levels.

The lack of suitable training films (with related training materials) is most sharply perceived by the U.S. institutions on which AID and others rely for population and family planning training. For example, Dr. Donald Bogue, Director, Community and Family Study Center, University of Chicago, and Mr. Robert Blake, Director, Educational Materials Unit, Carolina Population Center, have urged AID support of training film production, the latter being

particularly emphatic in favor of the films-cum-teaching-materials packages already noted. Other leaders in the field of population communication, William Sweeney of the Ford Foundation among them, have consistently expressed similar views. The basis of their concern is further reflected in numerous requests in TA/POP files for training films in all phases of population work that it is unable to fill from any source.

The setting, in short, is one of opportunity widely recognized but not yet systematically grasped. The proposal detailed in following sections of this PROP is designed to permit AID to support application to the problem of recognized U.S. excellence in film production and educational methodology. This would be done in a selective manner, according to priorities, since TA/POP cannot provide all the support that may be needed. This means, in general, that films produced pursuant to this PROP would primarily be for use by U.S. institutions training U.S. and LDC nationals in population and family planning. This objective by no means excludes showing in LDCs of any of the films that are technically appropriate and culturally acceptable, or their use as prototypes for indigenous training film production. Indeed these collateral benefits argue for the proposal and are taken into account in advocating its approval.

III. STRATEGY

Briefly stated, the proposed strategy for meeting the needs described in the preceding section is a contract with the George Washington University Medical Center, Department of Medical and Public Affairs, for start-to-finish production and evaluation of eight packages of high quality training films

and associated teaching materials on selected major program subjects. Although other profitable uses are expected the central purpose of the eight film packages is provision of essential materials to population and family planning training courses wholly or partly funded by AID (or successor agency) in U.S. institutions attended by both Americans and LDC participant trainees. The further uses include showing by LDC training institutions where circumstances are such that the U.S. orientation of the materials is acceptable or can be made so through native language sound tracks and other modifications. They also include employment of the packages as models on which productions more closely adapted to local conditions may be based.

It is not suggested that the eight training materials packages proposed for funding in fiscal years 1971, 1972 and 1973 will fully satisfy all major needs much less exhaust the virtually limitless possibilities for constructive film production in the population and family planning field. However, the total of eight is considered a significant beginning. Specifically, and in order that work start without undue further loss of time, it is proposed that three packages be funded in FY 1971, three in FY 1972 and two in FY 1973.

There are a number of reasons for believing that AID objectives and responsibilities respecting population and family planning programs in LDCs would be well served by the proposed contract with GWU:

- (1) The range and quality of available services is unique. No other large U.S. university offers in a single department the combination of facilities, capabilities and experience in the fields of medicine, educational sciences and film-making, including overseas production of training films and award-winning television documentaries.

(2) There are obvious economies, for example in manpower, materials and administration, in having a single contractor conceive and execute the entire film series. Similarly, the contractor's location in Washington, D.C. and the fact that film production facilities are an hour's drive away mean that essential consultation and review may be carried out with minimum expense, inconvenience and consumption of time. A single producer for the series confers the additional advantage of promoting a coherent relationship between its separate but broadly related elements.

(3) Further to the question of economy, the contractor intends to do virtually all overseas shooting for the first three films, excluding Latin America, in a single carefully scheduled trip by production personnel to all foreign locations, with consequent significant savings in travel costs. In addition, footage obtained in this manner will be available for subsequent productions under this PROP and thus the basis of further economies. In the case of Latin America, the same organization, doing business as Airlie Foundation, already is carrying out a population film contract (AID/la672 Regional) for the Bureau for Latin America. All film and other materials produced under that contract will be available for purposes of the training package series that is the subject of this PROP but without further cost to AID.

(4) Although the proposed contract covers only eight packages basically oriented to needs of U.S. training institutions it is susceptible of amendment, on a task order basis, for any film production other AID bureaus and offices may wish to fund. Importantly, the multi-country "film bank" created under contracts with the TA and LA bureaus would be available for these supplementary purposes.

In general the alternative to the single-contractor proposal is independent production, that is with a contract for each package going to whoever made the best proposal. It is considered, however, that in addition to greater expense and inconvenience inherent in this approach there is a higher risk of obtaining poor, or at best uneven, quality in the series. As already pointed out, an organic relationship of each package element to others in the series is more easily and effectively achieved through a single production facility.

In this same connection it is understood that GWU's budget estimates (attached) assume economies that may only be realized if filming under each annual increment is done on a simultaneous "piggy back" basis if materials produced under the LA Bureau contract are available for contract considered here, and if the "film bank" principle applies generally throughout the life of the eight-package contract. The proposed contractor further assumes (TA/POP concurring) that one or more packages may be produced entirely within the continental United States, for example in GWU clinics on Washington area stage sets. It is further relevant that contractor estimates that if produced separately, i.e. with different travel and other arrangements made for each package, unit cost would be on the order of from \$120,000 to \$150,000.

Finally, it is an essential element of the proposed contractor's budget that payment thereunder be made on a cost reimbursable basis, meaning that although total cost may not exceed the agreed figure, costs for separate parts of the work required to produce the desired packages may vary within negotiated limits but in no event are to be reimbursed until the work is performed to the satisfaction of AID.

Packages proposed for FY 1971 funding are:

(1) Establishment of a National Family Planning Program - Among other things this may depict the motivation of leadership, political, religious and other; evolution of a policy; program design and early implementation. To use case histories, e.g. Taiwan, Korea, where feasible. Leading into Package (2).

(2) Operation of a National Family Planning Program - Based on experience thus far to present generally agreed if not "universal" principles as to policy development, administration, supply logistics, clinic and field networks, IE&C, evaluation, reporting and records. One or more actual or presumed models may be depicted. Lead into Package (3).

(3) The Critical Point of Contact - An analysis of the way in which attitude and manner of doctors, nurses, midwives and other paramedics, as well as their actions and choice of recommended contraceptive method, critically affect family planning acceptance.

Proposed for FY 1972 and 1973 funding, in increments of three and two respectively, are packages described below. Although they also embody the views of family planning training experts they are subject to change as experience is gained and the project matures:

(4) Information and Motivation - Available information systems including all mass media plus networks such as volags, womens clubs, ag extension, labor groups, beauticians (Korea), health and related services, etc. Also to explore ways of using these to motivate population awareness and acceptance.

(5) Evaluation - How to tell whether a program is really succeeding. Reports. Controls, Census techniques. Comparative experience as between countries.

(6) Using a School System - Population awareness and sex education in curricula. Problems and examples. Alternatives.

(7) Operating Context of Family Planning Programs - In relation to other aspects of development (agriculture, industry, education urbanization, etc.). Also in relation to other, especially health, systems.

(8) Administrative Trouble-Shooting - Paperwork; acquisition, storage, inventory and distribution of supplies; information flow.

IV. PLANNED TARGETS

The general targets of this PROP are largely explicit in foregoing sections. They are (1) to begin meeting the needs of U.S. population training centers for film and related materials that do not now exist; (2) to make film packages thus produced available to those LDC training programs able to use them; and (3) to provide a set of enduring models that LDCs may copy or modify for their own internal population training purposes. Implicit in these general targets is a fourth, namely to acquaint population training and operating programs with possibilities of film as an IE&C instrument.

In advance of production and evaluated experience it is difficult to describe project accomplishment either qualitatively or quantitatively. On the first point there is a presumption of qualitative improvement when U.S. training institutions certify as to successful completion of curricula of which the films, or most of them, will be a part. It is also possible, of course, to estimate quantitative benefits by counting noses but since there is no certainty that all training institutions would use all packages it is impossible to say with precision how many persons would be exposed to them and to the collateral materials designed for use with them.

There is, however, a rough measure of the primary audience that is found in the total of U.S. and LDC persons who now attend U.S. population training institutions under some form of AID sponsorship and funding. In FY 1970 this total was about 1,500 persons, a number that is likely to increase. The total does not take into account any U.S. use by institutions AID does not support or overseas use of any kind, although a considerable volume of both additional uses may be confidently predicted.

V. COURSE OF ACTION

The eight motion pictures and concurrently packaged training materials will be produced by the contractor on the three subjects previously identified for FY 1971 funding and on the other five subjects for later funding, three subjects in FY 1972, two in FY 1973. It is intended that all films be completed within 18 months of funding. ✓

Plan of Work:

In all cases, i.e. before production is begun on each film, approval will be obtained from TA/POP of a detailed outline of the proposed "treatment" as well as a precise description of proposed teaching materials which, in each case, shall include evaluation procedures enabling teaching staff to gauge film effectiveness. At this production stage, as at all others, the concurrent approval of other AID offices and bureaus will be required before the contractor proceeds to the next step. Throughout, however, TA/POP shall coordinate this approval process and alone speak for the Agency as to its results. ✓

Following approval of treatment, contractor shall submit for similar review a "shooting script" together with the analagous description of actual production of teaching materials. Decisions as to LDCs where filming is to be done, when and under what circumstances, will be made in this phase, again with TA/POP as the coordinating office. If in some cases the contractor believes that a fully-developed shooting script will be too rigid, for example in foreclosing filming and recording of unforeseen "targets of opportunity," he may instead submit an amplified treatment identifying in as much detail as is feasible what the final product will be.

Filming may begin at any reasonable time after script or amplified treatment approval with the proviso that as soon as they are available "rushes" of raw footage shall be exhibited in AID/W under TA/POP sponsorship to identify needed changes, including deletions or additions.

The next phase is exhibition of an "interlock" version combining photographic, sound and other effects as well as display of teaching materials. When these have been adjusted, if necessary, and approved 25 copies of the final print and accompanying materials shall be delivered to TA/POP. The film master and all other production materials, used in final version or nor, shall become AID property.

In the design of each film package, and if necessary during its production, the contractor shall not rely entirely on its own faculty to ensure that film packages embody the best in modern teaching methodology but shall engage on a consultant basis suitable outside experts as advisors to the same end. Similarly, social scientists native to the regions involved will be consulted at all stages of the production process to ensure that the principal problems of cross-cultural communication are taken into account and neutralized as far as possible.

Evaluation:

An important provision of the proposed contract is evaluation by a recognized and disinterested organization to be selected and compensated by the contractor with AID approval. Such evaluation will consider not only the quality and quantity of results obtained but the procedures and methods by which the training packages were conceived and produced. The evaluation will be conducted on an annual basis beginning at a time mutually agreeable to the contractor and AID. In addition to this "built in" evaluation the Office of Population will undertake by questionnaires and field observation to assess for itself whether and to what extent the training packages fulfill their purpose.

The budget proposed for the project, covering three years, is as follows:

	<u>PROPOSED BUDGET</u>		
	<u>FY 1971</u>	<u>FY 1972</u>	<u>FY 1973</u>
1. First Three packages plus filming, etc., useful in later packages	<u>\$395,000</u>		
2. Second three packages plus necessary supplementary filming, etc.		<u>\$276,000</u>	
3. Two final packages			<u>\$170,000</u>
Totals	<u>\$395,000</u>	<u>\$276,000</u>	<u>\$170,000</u>

9 AUG 1971

Proj. 9320953
PN

PROJECT AUTHORIZATION

1. PROJECT NUMBER 931-11-570-953		3. COUNTRY Worldwide		0134
2. PROJECT TITLE Training Films and Related Teaching Materials Series				5. AUTHORIZATION DATE
				6. PROP DATED April 28, 1971

7. LIFE OF PROJECT

a. Number of Years of Funding: 3
Starting FY 10 72 Terminal FY 19 73

b. Estimated Duration of Physical Work
After Last Year of Funding (in Months): 6

FUNDING BY FISCAL YEAR (in U.S. \$ or \$ equivalent)	DOLLARS		P.L. 480 CCC + FREIGHT	LOCAL CURRENCY			
	GRANT	LOAN		Exchange Rate: \$1 =		HOST COUNTRY	
				U.S. OWNED	GRANT	LOAN	JOINTLY PROGRAMMED
Prior through Actual FY							
Operational FY 71	395						
Budget FY 72	276						
B + 1 FY 73	170						
B + 2 FY							
B + 3 FY							
All Subsequent FY's							
TOTAL	841						

DESCRIBE SPECIAL FUNDING CONDITIONS OR RECOMMENDATIONS FOR IMPLEMENTATION, AND LIST KINDS AND QUANTITIES OF ANY P.L. 480 COMMODITIES

FY 1971 funding will finance three units of film and related materials. This Project Authorization is approved with the understanding that additional units of film and materials (beyond the three) will not be considered until an evaluation of effectiveness and use is made of the first three films.

10. CONDITIONS OF APPROVAL OF PROJECT

Regional Clearances:

- LA/PCD, T. McMahon (draft) 4/27/71
- AFR/TAC, J. Prince (pending)
- EA/TECH, R. Pagan (draft) 4/28/71
- VN/ND, M. Phelps (memo) 4/27/71

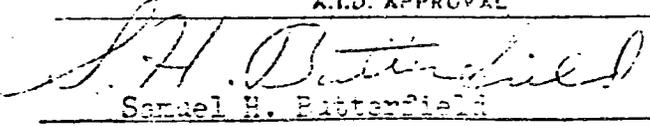
For MESA/OPP's comments: See memo R. Fitzmaurice of 4/29/71 attached.

(Use continuation sheet if necessary)

11. Approved in substance for the life of the project as described in the PROP, subject to the conditions cited in Block 10 above, and the availability of funds. Detailed planning with cooperating country and drafting of implementation documents is authorized.

This authorization is contingent upon timely completion of the self-help and other conditions listed in the PROP or attached thereto.

This authorization will be reviewed at such time as the objectives, scope and nature of the project and/or the magnitudes and scheduling of any inputs or outputs deviate so significantly from the project as originally authorized as to warrant submission of a new or revised PROP.

A.I.D. APPROVAL	CLEARANCES	DATE
 Samuel H. Bitterfeld SIGNATURE	TA/PCD, W. H. Boynton	4/27/71
	TA/PCD, R. T. Ravenholt	4/28/71
	AA/TA, Associate Assistant Adm.	6/11/71
	TITLE	

TA/POP, Mr. Charles Blackman

April 29, 1971

NESA/OPP, Ruth Fitzmaurice

Training Materials "Package" Series

The PROP of April 16, 1971 was probably prepared before your receipt of NESA's request that PROPs include a paragraph on the implications of the project for NESA countries. We are at a disadvantage in not having this information but more generally, the PROP does not provide sufficient background on which to make a judgement as to the demand there may be for films of this type and the direct benefit that might accrue to LDC programs.

It would, for example, be helpful to know whether an inventory had been made of family planning films already available, whether they had been screened and whether expert opinion had been sought on them. As you know India has made a good many family planning films, some of which are excellent and may be very appropriate as training materials in U.S. institutions. I understand that IPPF has also developed a number of good films.

It is, of course, improbable that examples could be found to meet all the requirements outlined in the PROP but we have serious doubts about U.S. production of films which would try to deal with cross cultural problems. We believe AID's main focus should be on helping LDC's improve their products and using the best of these for training purposes. There are probably particular needs, for example, for short films to illustrate particular problems which can then be discussed by the groups in training, but it is difficult to see why they would have to be made at great expense in the U.S.

I would like to suggest that arrangements be made to bring together a group of LDC family planning film experts, review what is available, see where the holes are and then get their cooperation in providing suitable films for their and our training needs.

We cannot approve the PROP in its present form but do recognize the importance of addressing this problem and will be happy to discuss it further with you.

NESA/OPP:RFitzmaurice:rjm

9320953 ①

*9320953 POPULATION AND HUMANITARIAN ASSISTANCE *
* TRAINING FILMS AND TEACHING MATERIALS *
* FY71 TO FY75 *

PROJECT SUMMARY DESCRIPTION

THE AIRLIE FOUNDATION HAS BEEN CONTRACTED, IN CONJUNCTION WITH THE GEORGE WASHINGTON UNIVERSITY MEDICAL CENTER, TO PRODUCE 8 PACKAGES OF AUDIO/VISUAL AND RELATED TRAINING MATERIALS IN THE POPULATION AND FAMILY PLANNING FIELD. PACKAGES ARE FOR USE, WITHOUT COST, BY US INSTITUTIONS WHICH TRAIN US AND LDC NATIONALS INVOLVED WITH THE ADMINISTRATION OF OVERSEAS FAMILY PLANNING PROGRAMS. PACKAGES WILL ALSO BE USED IN LDC'S AS PROTOTYPES FOR PRODUCTION OF LOCAL TRAINING MATERIALS. PACKAGES WILL CONSIST OF A 16 MM SOUND AND COLOR MOTION PICTURE IN ENGLISH (BUT WITH PROVISION FOR DUBBING IN OTHER LANGUAGES) PLUS TEACHING AIDS. TEACHING AIDS WILL INCLUDE TAPES, TESTING MATERIALS, SLIDES, TRANSPARENCIES, FILM STRIPS, OPAQUES, CHARTS, ETC. EACH PACKAGE WILL BE OF ABOUT 50-MINUTES IN DURATION.

THE FIRST 3 PACKAGES WILL HAVE THE FOLLOWING TENTATIVE TITLES AND SUBJECTS: 1."ESTABLISHMENT OF A NATIONAL FAMILY PLANNING PROGRAM". SUBJECT MATTER MAY INCLUDE MOTIVATION OF NATIONAL LEADERSHIP, ANALYSIS OF THE POPULATION PROBLEM, LEGISLATIVE FOUNDATION, DETERMINATION OF POLICY AND OBJECTIVES, RELATIONSHIP OF PUBLIC AND PRIVATE ORGANIZATIONAL STRUCTURES, AND OTHER QUESTIONS OF PROGRAM DESIGN. PACKAGE WILL USE CASE HISTORIES, E.G. TAIWAN AND KOREA, WHERE FEASIBLE. 2."OPERATION AND ADMINISTRATION OF A NATIONAL FAMILY PLANNING PROGRAM". THIS PACKAGE WILL PRESENT EXPERIENCE IN THE AREAS OF POLICY EVOLUTION, ADMINISTRATION, SUPPLY LOGISTICS, CLINICAL AND FIELD NETWORKS, INFORMATION/EDUCATION/COMMUNICATION, EVALUATION, REPORTING, AND RECORDS. 3."THE CRITICAL POINT OF CONTACT". THIS WILL ANALYZE THE WAY IN WHICH THE ATTITUDE AND MANNERS OF DOCTORS, NURSES, MIDWIVES, AND OTHER PARAMEDICS, AS WELL AS THEIR CHOICE OF RECOMMENDED CONTRACEPTIVE METHOD, CRITICALLY AFFECT FAMILY PLANNING ACCEPTANCE. THE IMPORTANCE OF THE DESIGN, APPEARANCE AND PRIVACY ARRANGEMENTS OF CLINIC PREMISES WILL ALSO BE OF CLINIC PREMISES WILL ALSO BE TREATED.

PIO/T 4-12-74 CANCELS PRODUCTION OF ALL BUT THE FIRST 3 FILMS.

DESCRIPTORS

AUDIO VISUAL FP FILMSTRIP EDUC MATERIALS FAM PLAN TRNG

SUB-PROJECT NUMBER: 00

BATCH NUMBER: 30