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TRIP REPORT:
BRAZIL COUNTRY PROJECT
DEVELOPMENT AND MONITORING

Population Information

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B820

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TABLE OF CONTENTS

	Page
I. Executive Summary.....	i
II. List of Abbreviations.....	ii
III. Introduction.....	1
IV. Activities.....	1
A. Review of Existing Data.....	1
B. Training ABEPF Staff.....	2
C. Detailed Activities Plan.....	4
D. Proposed Revisions to Project Plan.....	4
E. Other Related Projects.....	5
F. Methodologies to be Used.....	6
V. Recommendations and Conclusions.....	11
A. Recommendations Related to Audience Research.....	11
B. Recommendations for Materials' Development.....	14
C. Conclusions.....	16

APPENDICES

- A. Contact List
- B. Activities Plan: Preparation for Field Work
- C. Activities Plan: Field Research
- D. Activities Plan: Training Procedure
 Related Support Activities by ABEPF Coordinator (Researcher)
- E. Proposed Revisions to the Implementation Plan

I. EXECUTIVE SUMMARY

This JHU/PCS consultant (Lúcia Ferraz-Tabor, PIACT) worked with ABEPF's communications specialist, researcher, and other ABEPF staff members and consultants to design appropriate methodologies for conducting baseline research to be used as a basis for the development of IEC materials for four target audiences: a) users; b) promoters; c) the general public; and d) community leaders. Other objectives of the consultancy were to supervise practice sessions in the use of these methodologies, review existing secondary data, and discuss the project work plan.

Ms. Tabor, a native Brazilian, was well qualified to undertake this assignment. She currently designs, conducts, and evaluates training programs for developing country government officials at the University of Connecticut. Previously, Ms. Tabor worked for two Indonesian NGOs where she conducted FGDs, trained staff in pretesting methodologies, and evaluated a family planning program. She has also done training in Nigeria and Brazil.

Five locations throughout Brazil were selected for data collection. Research activities are to begin in late May 1985. The methodologies for data collection will consist of a combination of FGDs, in-depth interviews, and observations of interactions among promoters and users and prospective users. A small sample of community leaders and the general public will be interviewed in-depth. Depending on the availability of field personnel, a structured questionnaire will be applied to a larger sample. Relevant data available locally will be collected, as will samples of existing IEC materials.

A detailed, step-by-step activity plan for the data-gathering phase of the program was developed. In addition, the design and pretesting of materials were discussed; examples and procedures with which this consultant is familiar were shared with ABEPF's staff.

Guidelines for FGDs with target audiences were developed. Other activities included: conducting three FGDs, two with promoters and one with service providers, and conducting informal in-depth interviews with users. Guidelines for users and promoters were pretested and revised.

Upon request of ABEPF, this JHU/PCS consultant also reviewed with ABEPF the project plan in view of: a) outcomes to be accomplished; b) human resources available to accomplish them; c) time constraints; and d) budgetary constraints. A proposed new activity plan for the project was developed. The major suggested changes involve timing and duration of each activity. The proposed design change consists of adding a small-scale pretest of prototype materials in Rio and revising materials prior to pretesting in the field.

This consultant believes that ABEPF's staff will be able to successfully implement their JHU/PCS supported project to develop IEC materials for various target audiences.

The success of the project will depend on a high degree of coordination and integration among people working in the various phases of the project to assure that data gathered in the field are utilized in the development of IEC materials and data from pretests actually result in changes in the materials. This consultant believes that involvement of the design team in data gathering and of the researcher in the design phase should be formally built into this project in order to assure continuity.

II. LIST OF ABBREVIATIONS

- ABEPP - Associação Brasileira de Entidades em Planejamento Familiar
(Brazilian Association of Family Planning Entities)
- CLAN - Conselho Londrinese de Assistencia a Mulher
- CMT - Clinica Materno Infantil
- CPAIMC - Centro de Pesquisa de Assistencia Integrada a Mulher e a Crianca
- CEPAIM - Centro de Pesquisa de Assistencia Integrada a Mulher
- FGD - Focus Group Discussion
- IEC - Information, Education, and Communication
- JHU/PCS - Johns Hopkins University/Population Communication Services
- MCH - Maternal and Child Health
- PIACT - Program for the Introduction and Adaptation of Contraceptive Technology

III. INTRODUCTION

Objectives

This PIACT consultant worked with ABEPF from April 14 through April 27, 1985. The purpose of this consultancy was to assist ABEPF to design methodologies for gathering baseline data, supervise ABEPF staff in practice sessions, and discuss the analysis of existing secondary data. Specifically, this consultant worked with ABEPF's communications specialist, researcher, and other ABEPF staff members and consultants in developing appropriate methodologies to conduct baseline research with four target audiences: a) users; b) promoters; c) general public; and d) community leaders.

IV. ACTIVITIES

A. Review of Existing Data

ABEPF's staff and this consultant reviewed the project to date, focusing on preliminary results from a questionnaire which was circulated among ABEPF's affiliates in order to gather data about which types of new materials should be developed, estimated quantities, suggestions as to content and format, basic characteristics of the target audiences and promoters who will be utilizing materials, and types of leaders who oppose family planning.

Most questions asked for percentages and lacked actual numbers, thus making analysis difficult and increasing the likelihood that respondents "guessed" their answers. This is particularly obvious when one reviews data concerning the desired number of each type of material for clinic use and the estimated increase in number of clients as a result of utilization of materials. No question addressed specifically the kinds of audio-visual equipment available to affiliates, their state of repair, and availability of personnel to operate them. This type of information would be helpful to decide what kinds of IEC materials should be produced; i e., the

project proposes a slide/tape presentation and an effort should be made to assess how many affiliates could actually use this type of audio-visual material.

Overall, data from ABEPF's questionnaire were extremely useful as a point of departure for planning the field research part of this project. Due to time constraints and the fact that two questionnaires have already been circulated among ABEPF's affiliates, it was decided that methods of data gathering other than questionnaires would be used in the future. Questions concerning educational levels and availability of audio-visual equipment will probably be added to a questionnaire which will be circulated among new affiliates and, whenever possible, ABEPF's staff will informally gather this type of information.

Other existing research was reviewed with a focus on information which was directly relevant to identifying locations where there is a relative lack of family planning services, and specific information on knowledge, attitude, and utilization of contraceptive methods and reasons for it. Due to time constraints, research which was not directly relevant but provided background was left with ABEPF's staff for future review.

Sample selection, survey questionnaire design, pretesting, data analysis, and the Delphi technique were discussed and readings about these subjects were reproduced for future use by ABEPF's researcher.

B. Training of ABEPF Staff

Use of FGDs as a method of data gathering was initially introduced orally, followed by readings which were given to ABEPF's researcher and communications specialist. ABEPF's project team and this consultant developed guidelines for the FGDs based on questionnaire responses and interviews with ABEPF's staff.

This consultant conducted an FGD with promoters at CPAIMC, one of ABEPF's affiliates. ABEPF's researcher and communications specialist took notes. After the FGD, the process which took place was analyzed and notes were reviewed. ABEPF's researcher conducted an FGD with a group of promoters from the same institution; the communications specialist and this consultant took notes. Following this FGD, feedback was given to the researcher in terms of process and data gathered. This consultant conducted an FGD with users. The communications specialist was a silent participant in the group and the researcher observed and took notes.

Semi-structured, in-depth interviews were carried out with three members of ABEPF's staff who work in the field with ABEPF's affiliates: two medical doctors and one nurse. The purpose of these interviews was: a) to identify the five regions for the audience survey and b) to obtain preliminary data on which to base the development of guidelines for FGDs and interviews.

ABEPF's staff and this consultant carried out informal, unstructured interviews with a few of CPAIMC's family planning and MCH clients in the waiting room. One of these interviews became a group discussion as people nearby joined in.

The most striking finding from these interviews was the way rumors and misconceptions often begin and spread in waiting rooms. The rumor that the IUD prevents a woman from doing strenuous physical work was started by one client in the waiting room and spread to four other people who became convinced of this. Two of these women stated that, although they had come in to have IUDs inserted, they would no longer consider this method because they worked as house cleaners. Following these clients in the class and counseling session and observing whether their misconceptions were dispelled (and if so, how) was identified as a method of investigating the impact of various sources of information on decision making. This approach could be used in the audience survey.

The waiting room informal interview plus suggestions by CPAIMC's staff that waiting clients need to be kept busy led ABEPF's project team and this consultant to hypothesize that IEC materials in waiting rooms are likely to make a major impact in terms of conveying correct information, dispelling existing misconceptions and preventing new ones from beginning.

The researcher, communications specialist, and this consultant attended a class for new clients. Our role as observers was not known to the clients. The purpose of this was to observe what kind of information is imparted in classes and how clients react to the information; what kinds of IEC materials are used, how and with what results, i.e., what questions do clients have, what do clients say after class. In addition, informal observations of the processing of clients were also made.

Guidelines for FGDs for each of the four types of audiences were developed. Guidelines for users and promoters were pilot tested.

C. Detailed Activities Plan

ABEPF's researcher, communications specialist, and this consultant developed a detailed plan for the audience research phase of this project. The plan consists of activities related to preparation for field work (see Appendix B), field research in the five locations (see Appendix C), a training plan to be implemented in the five locations (see Appendix D), and support activities to be carried out by the coordinator at ABEPF during the field research (see Appendix D).

D. Proposed Revisions to the Project Plan

ABEPF's director and the project team asked this consultant to review the project plan. This activity was carried out with the project team and the contributions of the communications consultants who will be developing most IEC materials. The revised plan (see

Appendix E) took into consideration the requirements of the project in view of resources available: ABEPF's staff and consultants, fieldworkers who may be contracted, time, and budget.

E. Other Related Projects

This consultant reviewed other ABEPF projects which will increase ABEPF's IEC and training capabilities. These projects are likely to have a positive impact on the JHU/PCS-supported project.

This consultant met Karen Lassner, Research and Evaluation Director of CPAIMC. This institution has been funded by the Pathfinder Fund to develop and improve IEC materials to be used by CPAIMC staff. Two of ABEPF's staff members, Ms. Lassner, and this consultant briefly discussed ABEPF's and CPAIMC's respective projects and ways in which resources could be maximized and duplications avoided.

ABEPF has written a proposal to the Pathfinder Fund asking for funding to supplement the JHU/PCS project in order to develop IEC materials specifically designed for adolescents. This consultant read the proposal and discussed it with ABEPF's Executive Director. There is no doubt that there is a gap in this area. It is my understanding that there are no IEC materials about family planning specifically designed for teenagers available in Brazil. The capability which ABEPF is acquiring in the development of IEC materials would be increased should the new project be funded. Also, the development of materials specifically designed for teenagers simultaneously with the JHU/PCS materials would increase the coverage of the JHU/PCS project. From all perspectives it seems that if both projects are run simultaneously, the impact will be much greater.

This consultant also discussed ABEPF's training program development project which was funded by Development Associates. In this case, it also seems that the addition of training capabilities to ABEPF would have a positive impact on this project, since success in the utilization of IEC materials depends to a large extent on an effective

training program to train family planning personnel to utilize them effectively.

F. Methodologies to be Used for Audience Research Among Different Target Groups

The consensus was that most data-gathering efforts should be concentrated on two groups: users and promoters. A few individuals who are in favor of family planning, against family planning, and who were against it at one time but are presently in favor will be interviewed; this procedure will be used for all target groups.

Users

Criteria for selection of FGD participants:

- Lower socio-economic level: family income of three or fewer standard minimum monthly salaries
- Age: Above 19 years old
- Sex: Females in all five locations
Males in Sao Paulo and Parana
- Education: Divide groups according to:
 - a. Five or fewer years of education
 - b. More than five but less than eight years of formal education

Further divide groups according to:

- New family planning clients (first visit)
- Family planning follow-up clients (more than one visit to the clinic)
- Non-family planning clinics, i.e., MCH clients

Promoters

Promoters were defined as paramedical personnel working directly with clients in ABEPF's affiliates. Only promoters who have

worked directly with clients for at least one year will participate in FGDs and interviews.

Local Leaders

The categories below were suggested by ABEPF affiliates in response to the question of what kind of local leadership opposes family planning:

Representatives of: Churches or cults
Medical groups
Social workers
Local politicians
Neighborhood associations and mothers' clubs

In addition, preliminary interviews with service providers and users suggest that clerks at drugstores and pharmacists, to a lesser extent, are often the only source of information on the new pill that clients receive.

General Public

This very heterogeneous group will be represented by men and women of lower socio-economic and educational levels who will be interviewed in local markets, MCH clinics, outside churches, and in other public places. If possible, FGDs with representatives of this type of audience will be carried out in a few locations.

Selected Locations for Gathering Baseline Data

The five regions were identified through interviews with ABEPF's personnel who work in the field and discussions with ABEPF's Executive Director.

Selection criteria included:

- Representativeness of a specific area of the country
- Availability of ABEPF affiliates
- Capability of ABEPF affiliates in each area to cooperate with the project in terms of:
 - a. number and geographical spread of services available, i.e., posts, clinics, etc.
 - b. involvement of affiliate with the community, i.e., lectures, classes, etc. provided to community groups
 - c. personnel, both in terms of capability and possible availability

Locations

- Fortaleza, Ceara: Sociedade de Assistencia a Maternidade Escola Assis Chateaubriand has services in rural areas in addition to Fortaleza. The staff has experience in conducting FGDs, interviews, etc. and has a well-known program for traditional midwives.
- Belem, Para: CEPAIM provides other services in addition to family planning. One of its staff members has shown unusual capability to relate to clients and could participate in the project.
- Londrina, Parana: CLAN has a long history of family planning work and of community education. The director of this organization has developed IEC materials and could be used as a resource person.
- Belo Horizonte, Minas Gerais: Hospital Sophia Feldman's clientele is extremely poor. It has good relations with the church; even the bishop refers family planning clients to it. Since Minas is considered by many to be a very conservative place, data gathered there may be extrapolated to rural locations elsewhere.
- Sao Paulo, Sao Paulo: Sao Paulo was selected because it has large numbers of representatives from all locations in Brazil. Some

felt that Rio would serve the same purpose, but the final consensus was to include Sao Paulo. Among ABEPF's affiliates in Sao Paulo are CMI, which offers various services to clients, and Pro Pater, which has performed the largest number of vasectomies in Brazil to date.

The Executive Director of ABEPF suggested adding a sixth location: Goias, to represent the central states. This would improve the representativeness of the sample.

Procedure for Data Collection

ABEPF's researcher will go to each of the five locations to gather data and to train field researchers in data collection. Training of field personnel will consist of:

Part I: Input by the Researcher

ABEPF's researcher will conduct an FGD with promoters; field researchers will participate as members of the group. The researcher will analyze the process and data gathered with field researchers. ABEPF's researcher will conduct an in-depth interview while field researchers take notes. Notes will be compared and checked against the taped interview for accuracy and objectivity.

Part II: Practice/Supervised Field Work

Each field researcher will conduct an FGD while the ABEPF researcher and another field researcher take notes. After each FGD, notes will be compared and data analyzed. Each field researcher will conduct an in-depth interview while ABEPF's researcher takes notes. The interview will be analyzed with ABEPF's researcher.

Part III: Field Work

ABEPF's researcher will meet trainees at the end of each day to review field notes with field researchers, help field researchers analyze data collected, and identify problems encountered in the field and help participants solve them.

Methodologies for Data Collection

Users and Promoters:

- FGDs
- In-depth interviews
- Observation of interactions between promoters and users, i.e., classes, interviews, client processing procedures
- Informal conversations
- Observation of informal interactions
- Participants in one FGD in each location will be given a camera and asked to take pictures of everything related to family planning. After pictures are developed, FGD participants will be asked for a rationale for each picture.

Leaders:

- In-depth interviews with selected leaders
- Whenever possible, observation of debates, seminars, and discussions about family planning
- Informal conversations and/or observation of conversations with/ among persons who could be considered leaders; i.e., lawyers, doctors, etc.

General Public:

- In-depth interviews
- Informal conversations with servants, taxi drivers, and sales people

- If feasible: FGDs

Survey questionnaire based on data from a few interviews and informal conversations

V. Recommendations and Conclusions

The following suggested revisions in the project design, time frame, activities, and budget were worked out with ABEPF's staff. The recommendations which follow reflect what was considered to be the needs of the project in terms of:

- a. The importance of gathering data which reflected:
 - the problems, concerns, interests, existing and desired behaviors of the target groups
 - symbols and media of communications which are understood by, accessible to, and have impact on the target group.
- b. The need for continuity in the project, meaning that it must be ensured that data gathered in the initial stage are utilized for the development of IEC materials and that data gathered in the pretests are actually utilized to revise materials.
- c. The plausibility that all IEC materials developed will be utilized by the majority of ABEPF affiliates.
- d. Availability and expertise of ABEPF staff and consultants.
- e. Existing budgetary and time constraints in this project.
- f. This consultant's experience with similar projects.

A. Recommendations Related to Audience Research

1. Extend the period of the initial data-gathering stage to last at least five weeks.

Rationale: The success of this project will depend on this initial data collection because the materials developed will be effective only to the extent that they actually reflect data gathered from the target audiences. Therefore, in order to develop IEC materials as proposed in this project, time must

be allowed for: a) continuation of identification, collection and analysis of existing research data; b) analysis of questionnaires which were circulated to ABEPF's affiliates, most of which have not been returned yet; and c) audience research in the five areas identified as representative of the target groups.

The original work plan only allows one month--the second month--for audience research, analysis of audience research data, and collection and analysis of existing research data. The budget, however, provides five roundtrip airfares for the researcher to different locations plus per diem for the researcher for four days in each of the five locations.

2. Audience research should begin during the last week of May.

Rationale: Prior to the researcher going to the field, each of the five institutions selected must be contacted, each institution must agree to participate in the project, brief its staff, make preparations for fieldwork, etc. Please see Appendix B for a detailed plan of activities which must precede fieldwork. Additional planning and possible changes may be made during Dr. Patrick Coleman's (JHU/PCS) visit (May 12-16th).

ABEPF is undergoing internal goal setting, management systems and budget development which require participation of its staff, and for which meeting dates have already been assigned. This will have to be taken into consideration in the time frame for audience research.

3. All members of the design team should participate in a portion of the data-gathering stage with the intended audience.

Rationale: In order to ensure that materials do actually reflect data collected in the preliminary stage of the project, a great deal of communication and coordination within ABEPF will be necessary. The project coordinator, researcher, and

members of the communications consulting firm which will work with this project should participate in every stage of this project. For instance, it would be more effective to have the researcher plus a member of the design team go to the field together in order to carry out FGDs, interviews, etc. This is because the people who will be developing materials should be involved in at least a few of the data-gathering efforts in order to experience first hand the problems, concerns, and interests of the target group and to hear their manner of expressing ideas and symbols. This would help provide continuity to the project and would avoid having all data and information in one stage confined to one person. Work in each region could be carried out in more depth and the cooperation of the communications consultants would be particularly helpful in conducting FGDs with men. (It is not advisable to have people of different sex from the group conduct an FGD.)

4. ABEPF affiliates should be asked specific questions as to what audio-visual equipment they have easy access to and personnel to utilize and maintain it in working order.

Rationale: The second questionnaire circulated by ABEPF asked what kinds of audio-visual materials these organizations would like to have, including slide-tape presentations. Although an assumption can be made that most organizations which do not possess projectors nor tape players would not ask for this type of materials, it is possible that the organization would assume that they may be provided equipment to utilize those materials.

From interviews with CPAIMC staff in Rio it was learned that CPAIMC was not able to utilize slide projectors effectively over a long period of time because of problems with the short life of bulbs and the cost of replacement. This may also be the case with other ABEPF affiliates which have less resources than CPAIMC and are located in less developed regions than Rio de Janeiro.

5. Funds for the purchase of two small tape recorders, blank tapes, one camera and film are needed to enable ABEPF to conduct the audience research.

Rationale: Unless interviews and FGDs are taped, it is unlikely that all information obtained will be recorded objectively. In qualitative data gathering, a tape recorder is a key instrument and should be available to researchers. The proposed methodology includes the use of a camera by representatives of users who will take pictures of situations which they believe are related to family planning. This is an attempt to obtain visuals which are meaningful to the target audience.

B. Recommendations for Materials' Development

1. Retain the researcher responsible for the audience research to work with the materials' design team.

Rationale: The researcher will be the only person who will have first hand experience interviewing and conducting FGDs with representatives of the target audiences. In order to provide continuity to the project and ensure that field data is actually reflected in the design and revision of materials, the researcher should participate actively in the design process, giving ongoing feedback on messages and symbols from field experience.

2. Modify the time frame for the development of materials.

Rationale: The time frame for design of materials was revised in view of: a) expertise and availability of ABEPF's staff and consultants; and b) specific types of materials which are likely to be developed for each of the four target audiences, according to the project proposal.

Materials for users, as suggested in the proposal, will take more time to develop than materials for promoters. While communications consultants design materials for users, the project coordinator/communications expert can develop materials for promoters in a parallel fashion. The fact that these materials are interdependent will ensure a close working relationship between the communications consultant and the communications expert/coordinator.

Pretest of Materials

- After each prototype is available, develop a specific strategy and instruments to pretest it.
- Pilot test each prototype and pretest instrument with 10-20 representatives of the target audience in Rio.
Rationale: Pilot testing of materials and pretest instruments in Rio in order to revise them prior to the pretest in the five regions will serve the following purposes:
 - a. possibly reduce the time required for pretesting in some regions
 - b. provide hands-on training to ABEPF's staff on pretest of prototype materials and pretest instruments; data analysis; and utilization of data to revise materials and instruments
- Analyze data from the pilot test.
- Based on gathered data, revise each prototype and pretest instrument.
- Conduct pretests in the five regions as proposed in the project.
Rationale: In the original plan, one month (prior to the materials' design phase) is allocated for the design of a pretest methodology. However, in order to develop a specific strategy and design specific instruments for pretesting materials, prototypes must exist. Thus the proposed plan adds additional steps and modifies the time frame accordingly.

2. Conduct a small-scale pretest prior to revising existing materials. If budgetary and time constraints do not allow pretesting in the the five regions, this could be done in Rio itself.

Rationale: Unless a pretest of materials is carried out with representatives of the target audience, these IEC materials are not likely to be effective in achieving their objectives.

3. Funds for pretesting and revisions in the regions should be more flexible to allow for continued pretesting and revision of any messages that are still not well understood after the initial regional tests.

C. Conclusions

This consultant believes that ABEPF will be able to successfully implement this JHU/PCS-supported IEC project, provided there is a high degree of coordination and integration among the various people who will be working in the different phases of this project.

ABEPF has a highly motivated and skilled staff. This observation is based on seeing ABEPF's staff at work and the products of their work, as well as interaction with ABEPF's staff and working with the project team for two weeks. Another positive indicator is the interest that ABEPF's Executive Director has in this project, as demonstrated by her making herself available whenever needed, despite her busy schedule, and the fact that she was able to delegate authority to the project team while still keeping informed and contributing to the project.

The audience research phase of this project should be conducted successfully. Based on the results of this consultancy, staff seems well trained in the necessary skills. The project researcher has experience in data gathering, analysis, and interviewing. Although most studies conducted by ABEPF's researcher in the past

were quantitative, she has a great deal of experience with interviewing, including in-depth interviews. During this consultancy, she showed interest in qualitative research and carried out an effective FGD.

This consultant believes that the success of the project will depend on a high degree of coordination and integration among people working in its various phases to ensure that data gathered in the field are utilized in the development of IEC materials and data from pretests actually result in changes in materials. In order for this to occur, specific actions must be built into the project, the most important being the formal involvement of the design team in research and pretesting and of the researcher in the design of IEC materials.

CONTACT LIST

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ACTIVITIES PLAN: PREPARATION FOR FIELD WORK

Note on activities below which are marked:

- (C) Completed as part of this consultancy.
- (S) Started during this consultancy and are being continued by ABEPF's staff.
- (TBD) Will be started after this consultancy. Person responsible for all TBD activities: Researcher.

ACTIVITY	STATUS	DURATION (in weeks)							
		APRIL				MAY			
		1	2	3	4	1	2	3	4
Analyze data from ABEPF's questionnaire.	(S)	XXXXXXXXXXXXXXXXXX							
Analyze data from other studies/research.	(S) and (on-going)	XXXXXXXXXXXXXXXXXX							
Continue identifying, collecting, and analysing related research.	(S) and (on-going)	XX							
Make cards for existing research.	(S) and (on-going)					XXXXXXXXXXXXXXXXXXXX			
Define criteria for selecting FGD participants.	(C)				XXXXXX				
Define criteria for selecting the five regions.	(C)				XXXXXX				
Define target audiences: 1. Users 2. Promoters 3. General Public 4. Leaders	(C)				XXXXXX				
Interview ABEPF staff who work directly with promoters to identify the five regions, narrow down definition of target groups, and develop themes for FGDs.	(C)			XXXXXXXX					
Develop guidelines for FGDs with the four target groups.	(C)			XXXXXX					

ACTIVITY

STATUS

DURATION (in weeks)

Telephone ABEPF's affiliates to discuss data gathering in each location (availability of personnel, time period, duration, etc.) (TBD)

Define activities to be performed in five selected locations by field researchers/personnel in view of discussions with representatives of the five organizations. (TBD)

Write each participating affiliate describing the desired activities and asking for a cronogram of activities. (This could be done by phone, depending on time frame; a confirmation letter should follow.) (TBD)

Prepare field research kit containing: guidelines, tape recorders, tapes, notebooks, and manual for researchers. (TBD)

Telephone the five organizations confirming arrangements. (TBD)

Prepare guidelines for local research procedures. (TBD)

APRIL				MAY				
1	2	3	4	1	2	3	4	
				XXXXXXXX				
			XXXXX					
				XXXXXXXX				
					XXXXXXXX			
						XXXXX		
				XXXXX				

ACTIVITIES PLAN: FIELD RESEARCH

FIELD RESEARCH: Activities to be carried out in each of the five locations in June/July.

Person Responsible: Researcher and Research Assistants.

ACTIVITY

DURATION (in days)

	1	2	3	4	5
Meet people responsible for the local affiliate(s) to explain the purpose and procedures of audience research and obtain information about community contacts to be followed up.	XXXXXX				
Meet local researchers to further explain the purpose and procedures in the field.	XXXXXX				
Meet community contacts to confirm interviews, FGDs, etc. outside the organization.	XXXXXX				
In view of the locale where affiliates work, the availability of users, general public, and community leaders, revise existing schedule, if needed.	XXXXXX				
Conduct training program.	XXXXXXXXXXXXXXXXXX				
Meet field researchers to distribute schedules and further clarify duties.			XXXX		
Implement the research plan in the field in view of the number of FGDs and interviews to be carried out.			XXXXXXXXXXXXXXXXXXXX		
Meet daily after work to evaluate work and make needed changes/ revisions.			XXXXXXXXXXXXXXXXXXXX		
Modify action plan to reflect changes. Make sure everyone has a copy.			XXXXXXXXXXXXXXXXXXXX		

ACTIVITY

DURATION (in days)

At the end, meet with the group to evaluate field work and specify steps and responsibility for activities which will continue. (If needed.)

Assign responsibility for activities and for return of data to ABEPF. Specify deadlines.

After each field visit, prepare a preliminary analysis of field data.

1	2	3	4	5
				XXXXXX
				XXXXXX
				XXXXXX

