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TRIP REPORT:  
BRAZIL COUNTRY PROJECT MONITORING  
AND DEVELOPMENT

*Population and Demography*

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Dates of In-Country Work:  
August 12-14, 1985

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## Executive Summary

The Johns Hopkins University/Population Communication Services (JHU/PCS) Regional Program Coordinator, Patrick L. Coleman, visited Brazil from August 12-14, 1985. The scope of work included to: 1) develop a communication strategy with Associação Brasileira de Entidades de Planejamento Família (ABEPF); and 2) discuss the film project proposal with Sociedade Civil Bem Estar Familiar no Brasil (BEMFAM).

The JHU/PCS-supported IEC materials development project with ABEPF is moving forward at a slower-than-anticipated pace. The initial audience research has been collected but not analyzed at the present time. The only segment of the research that has been completed was the affiliates' questionnaire; however, only one-third of ABEPF's members responded. Due to the lack of progress on research analysis, the development of the communication strategy was postponed until a later date. ABEPF will concentrate on the research data for users and promoters at the present time. ABEPF staff and I discussed what goes into a communication strategy and what elements of the data they should be looking for.

During a meeting with BEMFAM's representatives, the film project proposal was reviewed and discussed and assurances were given that the project will be approved by JHU/PCS. BEMFAM leaders also explained their new public relations campaign which seeks to improve ties with the intellectual community, which is not favorable to family planning. BEMFAM is using a cultural approach by supporting poetry readings, musical concerts and printing of small publications of short stories.

USAID/Brazil fully supports JHU/PCS activities, both with BEMFAM and ABEPF. USAID/Brazil would like to continue further discussions with PROFAMILIA about the possible JHU/PCS support for a television series with them.

It is recommended that JHU/PCS:

- 1) send a representative to work with ABEPF on the communication strategy development;

- 2) approve the BEMFAM film project; and
- 3) continue discussions with USAID and PROFAMILIA about a possible television project.

## Introduction

The Johns Hopkins University/Population Communication Services (JHU/PCS) Regional Program Coordinator, Patrick L. Coleman, visited Brazil August 12-14, 1985. The purpose of the trip was to: 1) work with Associação Brasileira de Entidades de Planejamento Familiar in developing a communication strategy; and 2) work with Sociedade Civil Bem Estar Familiar no Brasil to discuss a project proposal with them.

## Associação Brasileira de Entidades de Planejamento Familiar

Several meetings were held with the Associação Brasileira de Entidades de Planejamento Familiar (ABEPF) staff members to discuss the status of the project and to begin work on the development of the communication strategy. The ABEPF staff members attending these meetings were Denise Leite, Executive Director, Marilena Balsa, Project Coordinator, Luis Alberto Marinho de Azevedo, Communication Specialist, and Rosa Said, Researcher.

During an initial meeting, the ABEPF staff presented the progress of the project up to the moment. We also discussed revisions in the work plan and budget items.

A lengthy meeting was held to discuss the questionnaire ABEPF had sent out to its affiliates to gain some basic information before the project began. Unfortunately, only 47 out of more than 140 ABEPF affiliates responded. The information was helpful and gave some general indications of programming content and ideas. Salient facts regarding the audience are: low-literacy, primarily urban, female and poor. The language used must be very simple, and general information about family planning and specific information on contraceptive methods should be the primary themes.

An attempt was made to begin working on a development of a communication strategy, but ABEPF staff members explained that their progress had been very limited in this area. Audio tapes had been made of the interviews with the various target audiences in the six locations in the country. Unfortunately, most of the tapes had not been transcribed or listened to by ABEPF staff members. Of the 90 hours of recorded material, less than 10 have been transcribed and analysis begun. When it became apparent that the communication strategy would

not be developed during this trip, I met with Denise to discuss possible alternatives. It was agreed that ABEPF would finish the analysis of the research for two audiences--the users and promoters--and prepare that material by September 5 when I would return to work with them on the communication strategy development for those particular target audiences. I spent a morning explaining what a communication strategy is and the types of information that are needed from the ABEPF members. They were in agreement and said that this orientation helped to guide them on what to look for when they were listening to tapes and reading transcripts.

Family Planning International Assistance (FPIA) Regional Representative Agatha Ogazon was visiting ABEPF during my visit. ABEPF made a presentation to Agatha on their general activities which I attended. The meeting was quite informative and highlighted how the JHU/PCS project is completely integrated into the various divisions of ABEPF. The clinical services staff, the voluntary sterilization services staff, the training staff, and the Communication Department all work closely together on the JHU/PCS-sponsored project.

#### Sociedade Civil Bem Estar Familiar no Brasil

A quick meeting was held with the Sociedade Civil Bem Estar Familiar no Brasil (BEMFAM) Executive Director, Marcio Schiavo, and his Assistant, Carmen Gomes. We discussed the progress of the film project proposal that BEMFAM had presented to JHU/PCS. Marcio wanted to know what the chances were of the project being approved, and I stated that they were very good. We discussed missing pieces of information, and BEMFAM staff took notes and promised to send the information immediately.

Marcio explained that BEMFAM was attempting to change its image as only a family planning organization. A strong leftist movement in the new democracy in Brazil has caused family planning to become more controversial than in previous years. BEMFAM has started a public relations campaign to win over the left by supporting cultural programs in Brazil. BEMFAM's printing press prints posters for poetry readings, for music groups, for plays, and for young people's activities in general. BEMFAM has found that this is gathering support among the leftist movement since BEMFAM services are being donated. At the same time, income is generated as some cultural organizations are now seeking BEMFAM out and paying for BEMFAM to produce print materials for them.

An afternoon meeting was held with the Agency for International Development Population Representative, Ann Lion, from Development Associates. Ann and I discussed the ABEPF project in general. She concurred with the assessment that it would be best for me to return in early September to finish the communication strategy development. We also discussed a pre-project proposal that Ana María Mendoca from PROFAMILIA had presented to her. This had been discussed with JHU/PCS representatives in the past. PROFAMILIA is interested in promoting family planning via television in three states initially. We agreed that this project should be placed upon hold until AID could conduct further conversations with PROFAMILIA to determine its capabilities for carrying out such an ambitious project.

Ann and I also discussed the project that PROPATER has with the Population Council. The initial stages of the project, which is still pending approval by AID/Washington, call for the promotion of vasectomy through several important magazines. Only the issues of the magazines that are distributed in São Paulo will have the vasectomy information. I reviewed the ads with Ann and made several comments which were consistent with her general views. I stated that in my opinion use of magazines was an appropriate medium for promoting vasectomy. Ann and I briefly discussed the need to continue coordinating Development Associates and JHU/PCS activities with ABEPF.

### Conclusions and Recommendations

ABEPF has made good progress in collecting its audience research data. The analysis has fallen behind schedule due to several circumstances. The development of a communication strategy was not appropriate during this trip and is rescheduled for early September.

BEMFAM is anxious to begin work on the films and has submitted to JHU/PCS the requested information to be incorporated into the project proposal. BEMFAM is also expanding through a new public relations campaign to engraft itself with the intellectual cultural community in Brazil.

It is recommended that JHU/PCS:

- 1) fund a follow-up visit to assist ABEPF in the development of a communication strategy;
- 2) consider updating the ABEPF work plan which will necessitate a no-cost extension;
- 3) approve the BEMFAM film proposal; and
- 4) continue discussions with USAID/Brasilia and PROFAMILIA about its project proposal to JHU/PCS.

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