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## Executive Summary

The Johns Hopkins University/Population Communication Services (JHU/PCS) Regional Program Coordinator, Patrick L. Coleman, visited Ecuador from August 5 through 9, 1985. The scope of work included working with the Centro de Estudios de Población y Paternidad Responsable to: 1) design an audio recording studio; and 2) develop a pre-project proposal for radio programs.

The Centro de Estudios de Población y Paternidad Responsable (CEPAR) had received an offer to transmit radio programs on a regular basis. CEPAR's work in the past had included a series of monthly, quarterly and biannual publications for leaders. CEPAR had decided to expand its activities to reach other audiences through different media, such as the radio. During this trip I worked with CEPAR to develop a radio plan which includes the expansion from two Quito-based stations, to 15 radio stations throughout the country, and finally to include audio-visual slide/tape shows in 12 selected clinics as reinforcement for users to act as multipliers within their communities.

I also worked with the Agency for International Development (AID) in developing a list of audio-visual equipment for the radio recording studio and for the slide/tape program development.

USAID/Ecuador also requested that JHU/PCS meet with the Health Education Chief of the Instituto Ecuatoriano de Seguro Social (IESS). We discussed the communication workshop sponsored by JHU/PCS in March 1985, its pros and cons, as well as what type of collaboration could be done in the future. IESS specifically requested JHU/PCS films, reference materials, and sample prototype materials from the Media/Materials Collection. IESS also would like to make an observation visit to other countries' programs and would like technical assistance to enhance the capabilities of its artists.

Another meeting was held with representatives of the Ecuadorian Fuerzas Armadas. The Family Life Coordinator for the Armed Forces requested technical assistance on developing a film and IEC materials. He also requested a speaker to come to a seminar for Armed Forces social workers. The Armed Forces is also interested in receiving Population Reports and a POPLINE or MEDLINE search on breast cancer.

It is recommended that JHU/PCS:

- 1) provide CEPAR with two to three months technical assistance on the radio proposal;
- 2) provide technical assistance to IESS; and
- 3) provide technical assistance to the Family Life Programs of the Armed Forces.

## Introduction

The Johns Hopkins University/Population Communication Services (JHU/PCS) Regional Program Coordinator, Patrick L. Coleman, visited Ecuador from August 5-9, 1985. The purpose of the trip was to work with the Centro de Estudios de Población y Paternidad Responsable to provide technical assistance on: 1) designing a recording studio; and 2) developing a pre-project proposal for radio programs.

## Centro de Estudios de Población y Paternidad Responsable

Several meetings with held with the Centro de Estudios de Población y Paternidad Responsable (CEPAR) staff. The Communication Department Director, Roberto Diaz, Public Relations Chief, Alba Luz Mora Anda, and Journalist, Raquel Rocero, worked with me in the development of a pre-project proposal for radio programs. Early meetings focused on the philosophy of CEPAR and the types of work it had been doing in the past. Roberto explained that CEPAR had concentrated on leaders and produced monthly, quarterly and biannual publications for leaders. Each month approximately 3,000 copies of Correo Poblacional y El Mundo is sent to different leaders in Ecuador. The quarterly publication is entitled Ecuador y Población; twice a year CEPAR publishes Pueblos y Imagenas for leaders. A very select group of approximately 500 leaders receives a small binder which is divided into four themes: population and development, population policy, family planning and a miniature poster. Each month the leaders receive an additional insert on each one of these themes to include in the small binder.

CEPAR has also expanded its communication activities by developing five video cassettes for television. The first themes produced were on population and education, population migration and population and housing.

CEPAR had received an offer from the state-owned and operated Radio Nacional and Radio Casa de la Cultura to broadcast programs on a weekly or daily basis on population and family planning. I worked with the CEPAR staff in developing criteria and suggestions on a possible radio program. It was decided that the target audience for the program would be the middle class people of reproductive age living in urban areas. A second target audience was defined as users of maternal/child health services in the various clinics around the country. The project proposal is for two years and will be funded by USAID/Ecuador.

The first phase of the project is the planning, which consists of five months. The activities to be developed during the planning stage are: 1) the setting up of a room in CEPAR as a recording studio; 2) installing equipment; 3) a bibliographical search of existing research data about radio and audience; and 4) a small research component for baseline data collection. Also necessary would be the development of 78 scripts on 26 population and development themes, recording of the 78 programs and an activity or activities to motivate owners and/or operators of provincial radio stations.

The second phase is of one-month duration, and includes the diffusion of these 78 population and development themes via Radio Nacional and Radio Casa de la Cultura. The second activity in this phase is to promote, via newspapers, the program to be transmitted.

The third phase is for three months duration. It includes the continuation of the transmission of programs via Radio Nacional y Casa de la Cultura. In this phase the program will be expanded to 15 radio stations, one for each province in the coastal and sierran regions of the country. Also, ten audio-visual programs will be prepared about population and family planning for maternal/child health clinics. A small research study of clinic users and their knowledge, attitudes and practices of family planning will be conducted at the same time. The last activity in this phase will be the inclusion of small news bulletins from existing tape programs.

The fourth phase will last 14 months. It includes the radio transmission over Radio Nacional, Casa de la Cultura and the 15 additional provincial radio stations. Ten audio-visual programs will be passed to 12 selected clinics. One hundred and fifty-six additional scripts will be prepared and recorded, and additional news bulletins and releases will be prepared on the appropriate themes.

The fifth phase, and last phase is of one-month duration and includes the evaluation of the project.

I recommended to CEPAR that each week three 15-minute programs be prepared around one central theme such as population and agriculture. The suggested components for the program were the following: 1) an announcer who will set the program up, tie it together, summarize and close; 2) street interviews

featuring an average person from the target audience expressing his or her opinion or interest and asking questions related to the theme; 3) leaders, the important people involved in some way with the topic, who will express their opinions, their point of view and actions taken or planned; 4) guest experts who will present the CEPAR point of view, make corrections to the leaders' opinions or comments which may be misleading, and reinforce certain points; and 5) music and/or drama related to the theme; if a song can be found, it should be broadcast, if not, a small mini-drama highlighting some issue related to the theme is recommended. These can all be fit together in short segments into a 15-minute program to make it dynamic and appealing for the audience.

#### U.S. Agency for International Development

Morning meetings were held with Manuel Rizzo, USAID/Ecuador Population Advisor. Manuel and I worked out audio-visual equipment requirements for the project. I gave Manuel a series of catalogues and information sheets relating to specific equipment purchases for the establishing of a recording studio within CEPAR's facilities. The suggestion was that CEPAR establish its own studio which would enable it to record the different pieces needed for this dynamic radio program at its own pace and when experts and leaders were available, rather than when studio time was available. I also provided a small crude sketch of how the equipment could be laid out in the recording studio and gave Manuel several options of space availability in CEPAR's current facilities.

Manuel and I also reviewed all the slide/tape equipment necessary for the audio-visual programs in the clinics. This aspect of the program is intended to turn satisfied users into multipliers of family planning information and, hopefully, to encourage more people to come to family planning clinics. Further discussions with Manuel included: the different options on equipment, programming development, and the distribution system.

#### Instituto Ecuatoriano de Seguro Social

A short introductory meeting was held with Mario Alcaon, Health Education Division Chief of the Instituto Ecuatoriano de Seguro Social (IESS) in the offices of USAID. In March 1985, JHU/PCS had sponsored a three-week communication workshop for IESS health educators, with the assistance of the Academy for

Educational Development. Mario stated that the workshop achieved a certain level of success but that he and his staff felt that the experiences of the teachers was not fully taken advantage of during the workshop. We discussed the possibility of future workshops but that became a pending issue. Mario took a copy of the film list I had left with Manuel and stated that they desperately needed family planning IEC materials and reference materials. They would also like assistance on evaluating materials and activities from JHU/PCS. Mario also suggested that he and key members of his staff would appreciate an observation visit to other countries. The last thing that Mario requested was further training for the artist who works on developing print materials for IESS.

Manuel Rizzo explained that the purpose of this meeting was to introduce the JHU/PCS representative to IESS and to begin the process of working together a little bit more closely.

#### Fuerzas Armadas

A short meeting was held at the Defense Department with the head of Ecuadorian Armed Forces (FFAA) Director of Family Life Programs, Coronal Dr. Jaime Sisalima. The Coronal Doctor made several requests for technical assistance from JHU/PCS for: 1) the development of a film; 2) a speaker on communication for a social workers' workshop; and 3) IEC materials development. Dr. Sisalima explained that the FFAA currently has 37 clinics in operation. The clinics serve approximately 80 percent civilians and 20 percent military and/or their dependents. FFAA receives about 1,000 new clients monthly and maintains about 5,000 old clients each month. They donated to JHU/PCS copies of posters that they had developed but stated that they need assistance in refining their message for a low-literacy-level audience.

Coronal Dr. Sisalima also requested JHU/PCS supply 50 additional copies of Population Reports for distribution to each one of the clinics. FFAA is also interested in cancer detection, especially breast cancer, and a POPLINE search of latest findings of that would also be appreciated. Patrick told the Coronal Doctor that he would also send them a cassette of family planning songs which had been produced throughout the region.

The purpose of this meeting was to explore whether JHU/PCS would be able to supply a certain amount of assistance to FFAA. The Ecuadorian Armed Forces is the largest government provider of family planning services in Ecuador.

### Conclusions and Recommendations

The CEPAR radio and audio-visual project will be the first organized attempt at the use of the mass media in Ecuador for family planning purposes. The project is designed to start on a small scale in the Quito area, gradually expand throughout the provinces. The radio program would be reinforced on an experimental basis by audio-visual programs in selected clinics.

USAID/Ecuador has requested that JHU/PCS supply approximately ten weeks of technical assistance over a two-year period to support the project. USAID specifically requested that JHU/PCS work with CEPAR in the research, design stage, the final set-up of the recording studio, the writing of the initial scripts, and the preparation of the audio-visual programs.

USAID also wants JHU/PCS to provide technical assistance for both IESS and FFAA. Both organizations in the public sector have family planning services available and currently are attempting to redesign their IEC programs to meet the ever-expanding demand.

CEPAR also requested 100 copies of each issue of Population Reports in Spanish so that they may distribute them to key leaders throughout the country.

It is anticipated that the public sector will become more involved in support of the private-sector activities in family planning in Ecuador. The Ecuadorian public sector organizations have very competent professionals. A small investment of technical assistance from JHU/PCS could be very beneficial in improving some of the skills of these people.

It is recommended that JHU/PCS:

- 1) provide CEPAR with two to three months of technical assistance over the next two years;
- 2) provide technical assistance to IESS;
- 3) provide technical assistance to FFAA; and
- 4) send CEPAR the requested Population Reports.

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