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**TRIP REPORT:
BRAZIL COUNTRY PROJECT MONITORING
AND DEVELOPMENT**

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**Dates of In-Country Travel:
May 6-12, 1985**

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Executive Summary

The Johns Hopkins University/Population Communication Services (JHU/PCS) Regional Program Coordinator Patrick L. Colman visited Brazil May 6-12, 1985. The scope of work included: 1) monitoring progress of project LA-BRA-01; 2) reviewing financial and administrative details with ABEPF staff; and 3) providing technical assistance.

The JHU/PCS-supported communication project with Associação Brasileira de Entidades de Planejamento Familiar (ABEPF) is in the early stages of development. An initial consultation by PIACT Associate Lucia Ferraz-Tabor had assisted the ABEPF team in focusing on the data collection and analysis phase of the project. This visit consolidated work which had been done by the PIACT Associate and made some changes to the project proposal, workplan, budget and job descriptions.

The ABEPF team is very highly qualified and motivated, and all of the crucial elements are in place for the successful development and implementation of project LA-BRA-01. Most of the time of this visit was spent on making adaptations of the project workplan, project budget, and job descriptions, approving subcontracts and reviewing methodology for the data collection.

A side visit was made to the Sociedade Civil Bem Estar Familiar no Brasil (BEMFAM) to discuss with their personnel possible JHU/PCS support for communication projects. BEMFAM submitted three formal project proposals: 1) films; 2) IEC print materials; and 3) a volunteers' manual. BEMFAM staff also discussed with me the possibility of developing a project proposal for the use of radio in the state of Rio de Janeiro.

During my visit I talked to both ABEPF and BEMFAM about the need for coordination of IEC materials and that there was a strong possibility JHU/PCS would provide financial and technical support if both institutions were willing to develop and utilize similar types of material for similar target audiences. Both organizations said they would take this under consideration and discuss it both in-house and between the two organizations to determine whether this was possible. They both said they would notify JHU/PCS if this were possible and if JHU/PCS input was needed.

It is recommended that JHU/PCS:

- 1) continue financial and technical support to ABEPF for the development of the IEC project;**
- 2) support BEMFAM project proposals to a maximum of \$100,000; and**
- 3) continue efforts to foster coordination of IEC activities between ABEPF and BEMFAM.**

Introduction

The Johns Hopkins University/Population Communication Services (JHU/PCS) Regional Program Coordinator, Patrick L. Coleman visited Brazil from May 6 through 12, 1985. The purpose of the trip was to: 1) monitor progress of project LA-BRA-01 with ABEPF; 2) review financial and administrative details with ABEPF staff; and 3) provide technical assistance on project development.

Associação Brasileira de Entidades de Planejamento Familiar

An initial meeting was held with the Associação Brasileira de Entidades de Planejamento Familiar (ABEPF) Executive Director and IEC staff members for project LA-BRA-01 between ABEPF and JHU/PCS. ABEPF's Executive Director, Denise Leite, introduced me to the ABEPF staff members who will be working on the JHU-sponsored project: Marilena de Jesus Balsa, Project Coordinator, Rosa Valeria Azevedo Said, Project Researcher, and Communications Specialists Marcus Machado de Alencar and Luis Alberto Fonseca Marino de Azevedo. We met as a group and discussed the status of the project and the visit of the JHU/PCS-sponsored PIACT Associate, Lucia Ferraz-Tabor. Lucia had worked with the team in developing the beginning components and outlines for the research which is to be undertaken for this project. Lucia had trained the team in conducting focus group discussions using clinic personnel and users in an ABEPF affiliate in the Rio de Janeiro area. The team was very satisfied with the work done by Lucia and stated that she incorporated herself into the ABEPF group very well.

The team presented me with several suggestions for modifying the project as had been originally written. Some of these ideas I had already discussed with Lucia prior to my visit to Brazil. One area of concern was the short time frame for conducting all of the initial baseline research. The ABEPF group suggested that the time period be extended to two months instead of one as was originally proposed and that six sites be visited instead of five. ABEPF also requested that budgetary changes be made in order to accommodate these travel and allowances modifications, the purchase of audio tape recorders to facilitate recording of data and the addition of the communication advisors, Luis Alberto and Marcus. They also suggested that the workplan needed to be redefined in order to allow a more realistic time frame to accomplish the initial research activities. There were also some discussions about the need to further define the

general public that was outlined in the project proposal. The team members were having a hard time coming to grips with such a vague definition and were unsure what was really meant by this nonspecific audience segment.

Several meetings were held between Marilena, Rosa and me to discuss the general development of the research activities and the methodology which would be used to collect data. Rosa began by explaining what had been done in terms of a bibliographic search and analysis. I informed both of them that JHU/PCS, through JHU/PIP, offers the services of POPLINE which might be able to provide them with additional data. They also discussed the need for extending the dates of the bibliographic analysis under a revised workplan; we agreed upon the time frame from May 12 through June 8. Rosa gave me copies of some of the original ideas she had been working on since Lucia's visit in regard to the guides for her in-depth interviews and focus group discussions with the various target audiences. During the course of my visit we reviewed and revised research guides for the following audience segments: service personnel, community leaders, general public men, general public women, male users, female users, and pharmacists. We also redefined the general public as potential clients, women from 18 to 25 and men from age 20 to 30; rural inhabitants who had migrated to urban or semi-urban areas, lower income scale and low literacy levels.

Marilena, Rosa and I also worked to redo the workplan for the implementation of the project. I agreed with their request for six site visits instead of five as they felt that there was one area of the country that was very distinct from the others which would not be covered under the original project design. They also informed me that, in reality, the data would be collected in seven areas because they intended to pretest their instruments in the Rio area. They also provided me with a copy of their original (training) data collection experience conducted with Lucia.

A couple of sessions were held with Luis Alberto and Marcus to discuss their role in the development of the JHU-sponsored project. Luis Alberto was designated as the person to conduct male focus groups and assist in the interviews with the community leaders. He has experience in publicity and advertising and is young, very energetic and creative. These assets should prove invaluable to this communication effort as he has many characteristics in common with parts of the target audience. Marcus, the other member of the Communications Specialist team, is a bit older but has many years of experience

in the social communication field. He is a sociologist by training. We discussed the need for them to be the communication experts for this project. Marilena, the Project Coordinator, has very good family planning and community development experience but is lacking in the media experience part which will be implemented by this project. With Luis Alberto participating in part of the data collection he will gain additional knowledge about people's mannerisms, choice of words, and attitudes and practices on family planning which will assist him and the team in developing creative messages, and materials and in choosing the proper channels for them. Marcus and Luis Alberto requested information about experiences in other countries which they felt would be valuable to the development of the project.

I also met with Marilena and Rogerjo César Martines da Graca Machado, Administration Assistant, for ABEPF. Rogerjo will be in charge of assisting Marilena in preparing the financial forms for the project. We discussed financial procedures, allowable expenses, subcontracts and other components to the project. Rogerjo is a very competent public accountant and should have no problems keeping the books in satisfactory order as required by JHU.

I met with Denise several times to discuss the general overall development of the project and specifics relating to the project and possible cooperation with other Brazilian organizations. I agreed to Denise's request for modifying the project workplan, the project budget, job descriptions, and authorizing ABEPF to enter into a subagreement with GCM Marketing, Comunicação Limited for the duration of this project. Denise and I worked together to develop the specifics of these adaptations. We discussed the reason in depth for the hiring of GCM and I concurred with her assessment that Luis Alberto and Marcus would provide invaluable communication experience, especially media development for this project. Luis Alberto and Marcus have experience that is lacking in both Rosa and Marilena but with the three different components, that is Rosa, her research background, Marilena, her family planning and interpersonal communication skills and community development, and GCM Marketing with their commercial and social expertise the project should be in good hands. ABEPF also intends to use this group to assist in other areas in the future and will have them on a retainer so that this valuable resource which is being better prepared through this project will not be lost to ABEPF in the future once this project ends. Denise also felt that since the IEC division is just beginning through this project, it needs all the input and guidance it can receive and the GCM component will be invaluable in assisting this.

Denise and I also discussed the need to coordinate this project's activities with those of two other cooperating agencies, the Pathfinder Fund and Development Associates, Inc. ABEPF has proposed to Pathfinder an IEC project to develop materials for adolescents. Part of the project will be in conjunction with the JHU project and some of the experiences gained by the ABEPF staff through working with JHU methodologies will be transferred to the Pathfinder project. I agreed to discuss with Pathfinder the need to either approve or disapprove the project at an early date so that ABEPF can determine their strategies of coordination at the earliest possible time.

Development Associates has signed a training grant with ABEPF. Part of the grant calls for developing materials which will be used in regional training centers in Brazil. The project coordinator for this grant was interested in the JHU/PCS-sponsored project, and I suggested the DAI project coordinator possibly visit and work with Rosa in collecting data from service personnel. Since the JHU/PCS-sponsored project also calls for the development of at least one material to be used by service delivery personnel, it is very possible that this material may be useful in the training of service delivery personnel. The emphasis here is on the need to coordinate between the two projects so that resources are maximized and efforts are not duplicated. Denise was very quick to see that this could be beneficial and I suggested that I would talk to Development Associates here in the U.S. about how we can work together on our separate projects where there is a small area of overlap.

Denise and I also talked about the possibility of her staff having the opportunity to travel on observation visits to other countries. Denise really wants her staff to become as well prepared as possible but realizes that they must not lose sight of their current activities. I told her JHU/PCS had sponsored observation visits in the past and that we would be willing to consider the possibility of ABEPF staff members visiting Honduras and Mexico. I also informed her about the CIESPAL course later this year and thought it might be a good opportunity for her staff members to exchange ideas and experiences with many diverse social development communicators.

Denise and I also discussed the next step in the project once the research has been gathered and semi-analyzed. We discussed the possibility of future technical assistance from JHU/PCS in the development of the communication strategy. A time frame of the last half of August was talked about for a two-

week period. I provided Denise with three CV's and discussed each one of the potential consultants. Denise asked about the possibility of providing this technical assistance. I stated that I would be available if they specifically requested my services with the understanding that my Portuguese is limited but communicable. Denise promised to advise me as soon as possible as to the staff's choice in this area.

We also discussed the proposal that BEMFAM had made to JHU/PCS regarding the possibility of developing similar print materials for users and community volunteers. I told Denise that it was JHU/PCS and USAID/Brazil policy to recommend coordination between groups on similar projects. Denise said she would discuss the issue with the Secretary General for BEMFAM, Marcio Sciavo, and determine whether there was an area that they could work together. I suggested that I would be willing to return, if both sides requested, on a short-term basis to act as a mediator between the two organizations with JHU/PCS as a potential donor for collaborative efforts.

Sociedad Civil Bem Estar Familiar no Brasil

One day was spent meeting with the Sociedad Civil Bem Estar Familiar no Brasil (BEMFAM) to discuss possible project proposals and development with them. Due to the absence of BEMFAM's Executive Secretary, Marcio Schiavo, the meetings were held with Jose Maria Aaruda, Research Deputy Coordinator and Deputy Executive Secretary, Carmen Gomes, Planning Advisor, and Eliesio Moreira, Acting IEC Coordinator. During an earlier visit with BEMFAM I had discussed several possibilities with Marcio Schiavo. As a result Marcio had sent me a pre-project proposal and had requested the JHU project proposal format for submitting future projects.

During this visit BEMFAM presented three written project proposals:

1) one for the development of five films, each film on a sectorial priority of BEMFAM such as young people, women of reproductive age, men, etc. This project also would be available to other groups in the public and private sector according to BEMFAM;

2) the second project proposal dealt with developing leaflets on the five contraceptive methods most prevalent in the BEMFAM program. They stated this project would be coordinated with the state's health secretariats and

materials would be widely disseminated throughout Brazil. The emphasis was on the low literacy level segment of the population;

3) the third project was for a volunteers' manual for the 4,000 community-level volunteers in the BEMFAM program.

A fourth project was discussed with BEMFAM even though they had not developed the written part of it during this visit. This project called for the purchase of radio time on one of the most popular programs in the state of Rio de Janeiro. The program is transmitted daily for three hours from 9 a.m. to 12 p.m. It is very popular with the poorer people of the country and government officials. The format is a variety show with an emphasis on social commentaries dealing with problems in the poorer areas of both the greater Rio area and the countryside in Brazil. The purpose of the project would be to purchase approximately 30 minutes of time during the week to emphasize family planning and family planning related programs and problems. BEMFAM stated this was one of the most popular radio programs in the country and would be a good way to both and popularize the concept of openly discussing family planning through the media and to put pressure upon government officials to react to the demands and needs of the people, especially the poorer people of the country with regard to family planning services.

I explained to BEMFAM that it would be impossible at the present time for JHU/PCS to fund all of these projects as the total budget was much higher than our funding currently available for Brazil. They wanted to know which priorities that JHU/PCS had with regard to these programs. I stated that it was not JHU/PCS' priority but BEMFAM's and they should choose what were the most necessary for them and request that we consider those with the highest priority and if additional funds were available possibly to fund the others.

I also stated that it would be impossible for JHU/PCS to fund leaflets development without BEMFAM working with ABEPF since ABEPF already had signed an agreement with us to develop some very similar types of materials. I stated that we could not possibly use our limited resources to repeat the same activity in the same country for the same audience as it is our policy to promote coordination and collaboration. BEMFAM staff stated they would be willing to work with ABEPF and to see where there might be possible areas of collaboration on print materials development with each institution retaining its

institutional identity, but they would need to discuss this with Marcio upon his return. As a result of our discussions, BEMFAM personnel stated that they would call me once Marcio had returned to inform us what are their priorities and which projects they would like us to fund if we cannot fund all of them.

Conclusions and Recommendations

The ABEPF project is off to a very good start. The initial visits by PIACT Associate Lucia Ferraz-Tabor and myself were very opportune in the guidance, training and preparation of the ABEPF team in the project's early developmental stages. Lucia was able to provide the team with instruction and training in methodologies and research techniques and provide them with an overall orientation as to the project's early baseline research or data collection phases. My visit was appropriate in consolidating what Lucia had worked on and in making some necessary adaptations for the smooth development and functioning of the project. The ABEPF team of Marilena with her community development, family planning and interpersonal skills, Rosa, her quantitative and qualitative research skills, and the two communication specialists Marcus and Luis Alberto with their media and social communication skills when added together makes a very formidable group. The project will be one of the most thoroughly researched of any in the LAC region that JHU/PCS is sponsoring. Due to the size and numbers involved in Brazil this is a very necessary step in order to ensure the successful implementation of the project.

BEMFAM has shown a desire for JHU/PCS support and the project proposals that they have submitted are all worthy of consideration as they are very much needed activities in the country. BEMFAM personnel expressed a desire to coordinate and collaborate with ABEPF, but many details need to be worked out before this can be initiated.

I believe that the private sector, ABEPF and BEMFAM, can play a crucial role in pioneering many activities which the public sector currently lacks the resources to carry out. It is hoped that this project, LA-BRA-01, and other projects that JHU/PCS may support in Brazil will have the opportunity to be expanded upon and replicated throughout the public and private sectors in Brazil.

It is recommended that JHU/PCS:

- 1) continue the active support of the ABEPF project through the provision of additional technical assistance for communication strategy development in the near future;**
- 2) fund BEMFAM's projects up to a budget level of approximately \$100,000; and**
- 3) encourage and facilitate the coordination of IEC materials development and utilization between ABEPF and BEMFAM.**

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