

PD-AAW-462

ISA 52462

STRENGTHENING INTERNATIONAL I-E-C FOR POPULATION AND SOCIAL  
DEVELOPMENT THROUGH COMMUNICATION SUPPORT

Work Plan for 8-month Period from January 1, 1982 until August 31, 1982

Submitted to U.S. Agency for International Development  
Office of Population

by

The Community and Family Study Center  
The University of Chicago

Introduction

The program "Strengthening International Population Communication and Training" (Grant AID/pha-G-1177) was proposed for a five year period, beginning September 1, 1977. To date it has been funded for a period of four years and four months, until December 31, 1981. The work plan outlined below covers the remaining eight months of the proposed time, from January 1, 1982 until August 31, 1982.

The activities proposed for this extension are essential ones which have been generated by the previous years' work. In most cases they represent overseas technical assistance and training in countries.

considered to be of key concern to the AID population program. These activities are summarized below, and categorized according to the five basic components around which the five-year I-E-C program has been organized. Following this summary, a separate section is devoted to a more detailed description of the work proposed under each of the categories.

### Summary of Work Plan

#### I. Technical Assistance Overseas

##### A. Short-term Overseas Workshops

1. January, 1982--Egypt (possible)
2. April-May, 1982--Latin America Region (site: Mexico, Brazil, or Guatemala) (proposed)
3. June-July, 1982--Francophone Region (site: Dakar, Senegal) (confirmed)
4. August, 1982--Nigeria (site: Ilorin, Kwara State) (confirmed)

##### B. In-Country Program Assistance for Family Planning Motivation and Contraception Education (experimental)

1. Francophone Africa
2. Anglophone Africa

##### C. Field Support Service for Family Planning

1. Audio-visual production service
2. Duplicating, editing, translating, dubbing of movies, audio-tapes, video-tapes, slide-sound programs, and all graphic materials
3. Graphics and printing services
4. Script writing service

5. Equipment advisory and spare parts hardware service

II. Strengthening Overseas Universities and National I-E-C Programs for Population and Social Development

- A. Degree training in family planning communication and population education
- B. Short-term residencies for faculty and key family planning personnel engaged in communication and population education

III. Publications and Services for Improving the Effectiveness of I-E-C Operating Organizations

- A. Completion of monographs now in draft form
- B. Translation into French and Spanish of key items now available only in English
- C. Continuation of the PSD Newsletter
- D. PSD Documentation Service

IV. Development of Closer Cooperation and Coordination of Agencies Engaged in Population I-E-C Activities

- A. Proposed conference of donors and key communicators for population I-E-C

V. Continuing On-campus Support for Degree and Short-term Training

- A. Short-term training: 20th Annual Summer Workshop on "Communication for Population and Social Development"
- B. Recruitment of additional students for communication and population education programs

VI. A Note on Personnel

VII. Budget

I. Technical Assistance Overseas

A. Short-term Overseas Workshops

During 1981, short-term workshops on "Communication for Population and Social Development" were held in Egypt, Nigeria, Lesotho (November), and for Francophone Africa as a region. In preceding years, similar workshops have been held in Guatemala, Liberia, Sierra Leone, The Gambia, Morocco, Ghana, and Kenya. The impact of these workshops has been, in each case, to stimulate great national interest, concern, and resolve to do something about high population growth rates. Three and possibly four such workshops are proposed for the 8-month extension period of 1982.

1. Nigeria--Workshop at Ilorin, Kwara State

We have been virtually "commanded" to return to Nigeria to hold additional workshops following the one held in Lagos in July, 1981. One workshop has been scheduled (subject to AID funding of this extension), and the Nigerians are requesting three more (in the various ethnic and regional sectors of the country, as a part of their new population program). An invitation was issued by Kwara State (West Central Nigeria) to host a workshop in 1982 for all Nigeria (with emphasis on the Western and Northern Region, as distinct from Lagos and the national capital, to which the first workshop was directed). Donald Bogue visited Ilorin in July, and met with the Commissioner and Permanent Secretary of the Ministry of Health, who confirmed that the State Ministry of Health would sponsor the workshop administratively, officially, and financially. A Workshop Committee has been established, and Bogue is scheduled to return in November to complete arrangements. Moreover, the Ministry of Planning and the Ministry of Health at the national level, as well as the Population Commission, will be co-sponsors. It is believed that the conditions for this workshop (both physically

and administratively) are much superior to those of the Lagos workshop. It is expected that the workshop will have about 65 participants, drawn primarily from state Ministries of Health, Social Welfare, Agriculture, Education, and Community Development, and from family planning workers in the states. Strong support for this effort will be provided by UNFPA, especially in getting funding for participant living costs. The costs of instruction would be paid by CFSC; the costs of facilities and living expenses of participants would be paid by Nigeria, state agencies, and other project funds.

2. Francophone Workshop at University of Dakar, Senegal

A Francophone workshop for Africa is being held in Chicago, August 24 to September 18, for lack of an available and appropriate site in Africa. The Department of Communications, the Ministry of Human Promotion, and the Family Planning Association of Senegal have expressed a desire to host a similar workshop in 1982, with the collaboration and assistance of the Community and Family Study Center. Professor B. Sine, Chairman of the Department of Communications, University of Dakar, is participating in the Chicago-based workshop, both to observe and learn the administrative details and to participate in the instruction. The Minister of Promotion Humaine, Mrs. Maumouna Kane will also be a participant. She is attending to share her experience as head of a ministry concerned with women and family welfare. Plans will be made at the Chicago workshop for the 1982 program in Dakar. Madame Phebean Whest-Allegre, Director of the Clinic Bleue Croix, and pioneer in family planning in Francophone Africa will also be a lecturer for two weeks of the workshop.

This workshop will cover all of Francophone Africa, but will concentrate heavily on participants from Senegal, which is preparing to expand its population program. The CFSC is prepared to give strong support to this

enterprise by providing instructors from Canada, France, and the U.S. as well as other Francophone countries, and by preparing, duplicating, and making available a complete set of training materials in French (including comprehensive population and family planning materials).

### 3. Spanish-speaking Regional Workshop

The Community and Family Study Center has sponsored two regional workshops for Latin America with the assistance of Development Associates (for participant travel and expenses). One of these was held in Guatemala and one was held in Chicago, with field work in Mexico and Guatemala following the formal training. These workshops have been very helpful in keeping alive and coordinating the work of the private family planning associations and in introducing the basic concepts and procedures of family planning I-E-C to Ministries of Health, Social Welfare, Education, and Information in a majority of Latin American countries.

In the past three years, the I-E-C component of the IPPF (Western Hemisphere Region) has been weak and almost without a program. These workshops have served to fill this important gap and to reach government agencies which the IPPF program cannot. It is proposed to hold another of these Spanish-speaking Regional Workshops in 1982, hopefully in Mexico, with the co-participation of the Mexican family planning programs. Another possibility would be to conduct the workshop at a site in Brazil, with the co-sponsorship of BEMFAM. Failing this, Guatemala (APROFAM, the private family planning association) has agreed to co-host another workshop with the CFSC.

A workshop for Spanish-America is of considerable importance right now. The recent positive developments of government attitudes toward family planning by the governments of Brazil and Mexico provide excellent leadership examples for other nations--and make available new resources for teaching and demonstration.

4. Possible Second Workshop for Egypt

The new director of the State Information Service, Ambassador Shaffie Abdel Hamid, has urged the CFSC to offer a special in-Chicago workshop in November, 1981 for 40 top information persons from Egypt, primarily from his organization. The CFSC has resisted this, on the grounds that it would be less effective than waiting and sending some persons selected from this group to the 1982 summer workshop (see below). Moreover, all dormitory and student housing is fully occupied at this time of the year, and training would necessarily take place off-campus.

Meanwhile, CFSC has offered to hold an in-Egypt workshop for up to 60 additional trainees, with a program tailored exactly to the needs of the Egyptian problem. Much if not most of the teaching would be in Arabic. This is now being discussed by the State Information Service and AID/Cairo (Thomas Reese and Marschal Rothe), and a decision is expected by October 15, 1981. Our prediction is that there will be a request for an in-Egypt workshop. Most of these expenses would be paid by the AID/Cairo program, but some basic salaries of CFSC staff and salaries for foreign instructors would need to be paid by the CFSC grant.

Our estimates of the dates for these four workshops are:

January, 1982--Egypt (if it takes place)

April-May, 1982--Latin America Regional (Mexico, Brazil, or  
Guatemala)

June-July, 1982--Francophone Regional (Senegal)

August, 1982--Nigeria (Ilorin, Kwara State)

B. Experimental "Pilot Projects" for Initiating or Improving I-E-C and Service for Family Planning

In a number of countries (especially in Africa) family planning I-E-C is either wholly non-existent or is struggling along on tiny budgets provided by IPPF or other sources. Even those (usually insufficient) family planning services which are available are not adequately "advertised" to the public, and the preparatory education needed to stir up public interest and demand for family planning is not being undertaken. The CFSC (in cooperation with the Social Development Center) is prepared to undertake two experiments, one in a Francophone country and one in an Anglophone country, in an effort to work out procedures for remedying this situation.

1. Francophone: Senegal

Senegal is approaching family planning cautiously, but by October 1 will have a small core of trained professionals able to launch into I-E-C work. In 1980, IPPF/London helped reestablish a provisional organization (ASBEF) to provide family planning service in the capital. It works closely with the Ministry of Promotion Humaine. Family planning is available at few other sites. It is proposed to work collaboratively with these agencies to develop and carry out a modest, low-key communication program for family planning (in French and in the local languages) for an experimental period of 6 months. Planning would begin at the Francophone Workshop, and continue through December. About January 1 the program would "go active," and continue until about July 1. Radio announcements and programs, posters, leaflets, and advertising for commercially distributed contraceptives and services of private physicians and clinics (even in the absence of subsidized services) would be undertaken. This publicity would be funded from the CFSC grant, after it

met standards for relevance, quality, and appropriateness for the audience (rural low-income and urban low-income persons would be the targets). If, for any reason the Senegal program does not materialize, Rwanda provides an excellent opportunity for conducting an identical experiment. If this work proves successful, it could be applied in future years in a number of Francophone countries: Upper Volta, Mali, Zaire, Rwanda, Cameroon, Algeria, Tunisia, Morocco, Mauritania, Madagascar, and possibly others less friendly toward family planning and U.S. assistance.

## 2. Anglophone

In Anglophone Africa, family planning programs have had a firm foothold for several years, but have progressed much less than had been hoped. It is proposed to take one such country and make an experimental input of I-E-C funds (in collaboration with the local authorities) to see if something can be worked out to pull the national family planning program out of the doldrums. CFSC's first choice for such a program would be Ghana. In the recent past the CFSC has trained a number of excellent professionals in its workshops who could be recruited for such a program. In addition, Dr. Sylvester Kwakye, a trained communicator (Ph.D.), would be available for work on the program. It is believed that strong support would be provided by the Ministries of Information, Health, and Education. Sponsorship by the Family Planning Association would be essential.

If these two projects were to be undertaken, the CFSC would like to begin planning and preparatory work in the last quarter of 1981, with visits to the countries concerned, and arrangements for carrying out the work.

C. Field Support Service for Family Planning

This service was planned and organized in 1980 and implemented in 1981. A brochure which describes the services which the CFSC is now offering to overseas family planning programs is enclosed (see next page). This brochure gives both the rationale for and the description of the following five services being offered:

1. Audiovisual Documentation Service
2. Duplicating, Editing, Translating, and Dubbing of Movies, Audiotapes, and Videotapes
3. Graphics and Printing Service
4. Scriptwriting Service
5. Equipment Advisory and Spare Parts "Hardware" Service

The initial response to the announcement of this program has been quite positive. We expect a rising demand for these services throughout 1982 and after. Between January 1 and August 31, 1982, the system would be completely operationalized for service in English, Spanish, and French (with the assistance of the Social Development Center).

\* \* \*

*A New Service  
for Developing Nations and  
International Social  
Development Agencies*

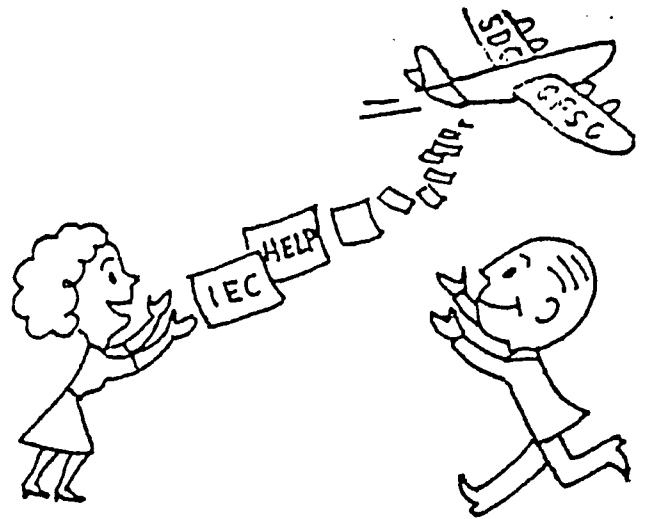
INFORMATION / EDUCATION / COMMUNICATION

**FIELD  
SUPPORT  
SERVICE  
FOR  
FAMILY PLANNING**

- Audio-visual documentation service.
- Duplicating, editing, translating and dubbing movies, audiotapes, and videotapes.
- Graphic production and job printing of leaflets, posters, and manuals.
- Scriptwriting for print, radio, and television.
- Equipment advisory and spare parts "hardware" service.

An undertaking of the Social Development Center, an affiliate of the Community and Family Study Center of the University of Chicago.

1411 East 60th Street  
Chicago, Illinois, 60637, USA  
Cable Address: SOCDEV, Chicago, Illinois



Family planning programs all over the world are faced with mass media production problems. Now there is a service that can help you. It is fast, inexpensive, and dependable.

Within the next year, we plan to expand this service to include *health, nutrition, family life (sex) education, population education, women's status, and other social development topics.*

**SERVICES**

**Audiovisual Documentation Service**

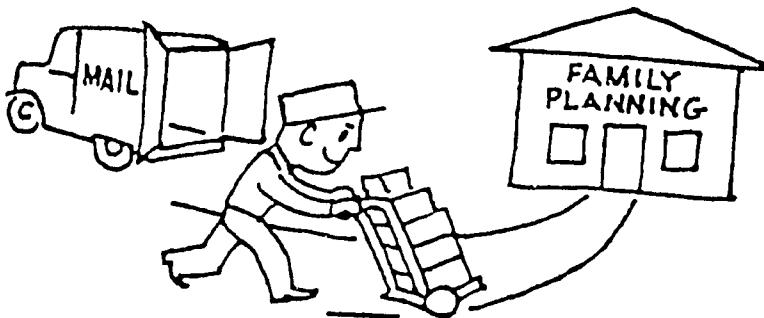
We have collected a variety of posters, leaflets, brochures, movies, radio spot announcements, and feature stories in magazines and newspapers. From these numerous items, we have selected those that appear to be of superior quality and worthy of adaptation. We will send you a free listing of these items at your request. Our documentation service can then send you a photocopy of any printed materials listed, or can purchase and ship to you copies of movies, videotapes, and audiotapes. We can also purchase books or other published materials and ship them to you *quickly*. Items are continually being added to our documentation service.

## 2 Duplicating, Editing, Translating, and Dubbing of Movies, Audiotapes, and Videotapes

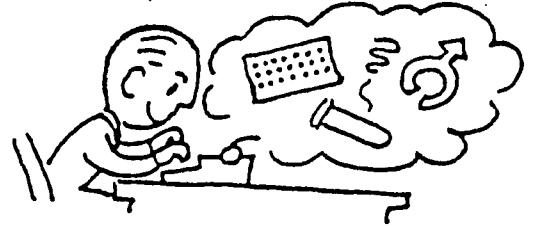
If you wish to have multiple copies of a movie, audiotape, or videotape, we can purchase them for you from the supplier and ship them to you. If copyright restrictions are not involved, we can arrange for duplication. We can also translate sound tracks into other languages and dub the film or tape. We can even edit movies to shorten them, add special footage to meet your special needs, or help you solve other problems with your movies and tapes. Send us a statement of your needs and we will send you—without cost—a description of the procedure for helping you. *We will put voices of your choosing, recorded in your country with the relevant accents and vocabulary, on your sound tracks.*

## 3 Graphics and Printing Service

We are prepared to arrange for photo-offset printing (either in black-and-white or color) of any quantity of posters, leaflets, booklets, or other printed materials you desire, and then ship them to you. Your own artists can prepare the final copy, perhaps modifying or adapting some materials sent to you from our documentation service. If you wish, we can arrange for graphic art work in preparation for printing. Or, we can take rough sketches you provide and convert them to finished art work ready for printing. You approve the work before printing actually begins. Since



printed education materials are duty free, the cost involves only the preparation of copy, printing, and shipping of the final product.



## 4 Scriptwriting Service

If you do not have access to superior, trained scriptwriters who can put your ideas into professional form for radio and television programming, print, or movies, we can do it for you. We only need a detailed "treatment" or description of your production objective, audience, message content, story line, and other ideas. We would expect local writers in your country to "rewrite" our scripts into local dialect and idiom. Our contribution is to provide well-researched, technically correct, educational content for the messages desired. We prefer for local writers to provide the dramatic or entertainment situations for "carrying" the message to your special audience.

## 5 Equipment Advisory and Spare Parts "Hardware" Service

Do you need advice on selection of equipment to be installed for communication? Do you have a major item of equipment that you cannot use for lack of spare parts? Our service can receive a description of your intended activities and make recommendations about hardware purchases. We will send you specifications for a number of suitable machines, from which you can choose. If you send us full information, we will attempt to contact the manufacturer or supplier, purchase the parts, and ship them to you with due compliance with custom regulations.

### Language Capabilities

The collection presently available is primarily in English. However, a substantial assembly of materials in Spanish and French has been made. The Field Support Service is equipped to translate posters, leaflets, and scripts into Spanish or French on very short notice. We can arrange for translation into Arabic reasonably quickly.

### Transportation Costs

The limited budget available for this program requires that we use sea mail for all but simple correspondence and the mailing of bibliographies, lists, and instructions. For photocopies of documents and other items of production, the transportation costs will be included in the billing. The customer can specify the mode of transportation that he or she is willing to pay for.

### Method of Payment

All payments for services performed must be in the form of checks, money orders, or purchase orders payable in U.S. dollars. Materials will not be shipped until payment has been received, unless payment is guaranteed by an international agency.

If you have mass media headaches

and emergencies, let the

Field Support Service help.

We will do our best to

solve your problems.

### HOW TO USE THE FIELD SUPPORT SERVICE

Inquiries and bibliographic listings are provided free of charge to all interested persons. Simply write to:

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*Field Support Service  
Community and Family Study Center  
The University of Chicago  
1411 East 60th Street  
Chicago, Illinois, 60637, USA*

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Replies to these inquiries are funded from a grant to the Community and Family Study Center by the United States Agency for International Development.

Copies of items, duplicating, dubbing, printing, scriptwriting, or searching for suppliers of spare parts is performed *at cost* plus a small fee for administration and handling. An estimate of the cost will be provided in response to any inquiry. If the charge is acceptable, authorization to proceed can be sent by cable, letter, or telephone.

The activities and services that involve production and charging of cost are performed by the Social Development Center, a tax-exempt nonprofit organization affiliated with the Community and Family Study Center. The Social Development Center will carry out the work agreed upon, submit an itemized bill, and receive payment before shipping the materials. The Social Development Center uses producers, free-lance communicators, and suppliers available in Chicago, which is an international center for documentary and educational mass media production. In addition, it works by telephone, cable, and letter with suppliers outside the Chicago area.

## II. Strengthening Overseas Universities and National I-E-C Programs for Population and Social Development (Chicago Campus)

In addition to the in-country training, described in Section I-A, the AID training grant is mandated to provide long-term strengthening and upgrading of skills, A) to overseas universities who engage in training for communication for population and family planning or in population education, and B) to national I-E-C programs for population and social development. During 1979-80, this phase of the program declined in importance, in favor of overseas training. During 1981 an effort is being made to revitalize it. The results of this effort will be manifest in 1982. Two types of academic training are being presented in this part of the program:

### A. Degree Training

There are still many major and important less-developed nations with insufficient professionals (often none at all) prepared to teach social development communication in in-country universities or to occupy high level positions requiring an advanced degree. Therefore, the need for degree training continues. It is proposed to offer a total of five fellowships for training at the M.A. degree level to selected persons (jointly acceptable to the University of Chicago and to AID) on sabbatical from university faculties, from key I-E-C posts in private family planning programs, or from governments that are sincerely embarked on national family planning programs.

### B. Residencies for Special Study or Skill Development

We have discovered that many developing countries would rather send an established person--a faculty member or an I-E-C director--to the University for short-term special training than send a younger person to seek a degree. Thus, a special residency of one month to

six months may be sufficient to establish social development communication at a university or to greatly improve the skills of I-E-C officers of ongoing programs. We plan to offer three such residencies in 1982. Each would go to a person of key importance in carrying out in-country training or for directing an in-country I-E-C program involving a major family planning component.

\* \* \*

III. Publications and Services for Improving the Effectiveness of I-E-C Operating Organizations

The publication schedule that CFSC announced in previous work plans to more widely diffuse the science and technology of population communication is nearing completion. However, at least 8 months of intensive effort remain:

- A) Completion of publication of items still in draft form
- B) Translation into French and Spanish of key items now available only in English
- C) Continuation of the publication of the PSD Newsletter, in order to maintain the interest of professional communicators in population communication and education
- D) Continuation of the PSD Documentation Service

A. Completion of Monographs now in Draft Form

The following items will remain unpublished on December 31, 1981. They are drafted, but in need of revision, editing, and publishing.

Media Monograph #9, Person-to-Person Communication for Social Development

Media Monograph #10, Communication Research and Evaluation for Social Development Programs

Media Monograph #11, A Textbook for Family Planning Field Workers

(This is a revision and update of a publication of CFSC (1971) which has been very popular and effective.)

In addition, we would like to revise and re-issue the first four monographs in the Media Monograph Series. They are:

Monograph #1 (Revised), Direct Mailing Campaigns for Population and Social Development

Monograph #2 (Revised), Communication Obstacles to Family Planning and Other Social Development Programs

Monograph #3 (Revised), Radio and TV Spot Announcements for Population and Social Development

Monograph #4 (Revised), Relevant Posters for Population, Family Planning, and Social Development

All of these monographs are out of print or nearly out of print. They have been, and will continue to be, important items for training, and for reference by professionals at work in these areas.

B. Translation into French and Spanish of Key Items now Available only in English

All of the Media Monographs have been extremely useful in training of communicators, and for promoting fresh thinking, better planning, and improved production in ongoing programs. During 1980 and 1981 we have been translating these items into Spanish and French. The project is progressing well, but is far from complete. It is doubtful whether all items in the series can be in all three languages by September 1, 1982. The budget provides for a major expansion in translation activities to accomplish as much as possible.

C. Continuation of the PSD Newsletter

The term "social development communication," and its close link with population, has become very familiar around the world largely because

of the PSD (Population and Social Development) Newsletter, published under this grant. This newsletter is distributed to every population and family planning program, every government ministry involved in social development, every major University, and the major newspapers, radio, and television systems in the developing countries. It is also sent to officials of the United Nations, AID, and other donor agencies. We propose to continue publishing this newsletter for the extension period.

D. PSD Documentation Service

During 1981 the PSD Documentation Service is publishing a supplement to its catalogue. This supplement contains more than 2,000 new items, bringing to more than 5,000 the total number of key references on population and family planning I-E-C now available. This catalogue (to be published in October, 1981) will almost certainly redouble the demand for the PSD documentation services which are received from family planning programs, universities, and other social development projects around the world. Complying with these requests will be a lively part of activities during 1982. During this time we will continue adding new items to the service.

\* \* \*

IV. Development of Closer Cooperation and Coordination of Agencies Engaged in Population I-E-C Activities

During the first four years of this grant, the CFSC hosted two conferences of I-E-C donor agencies in Chicago. It is planned to hold a final session of this type, at the conclusion of the grant, with the theme, "Information-Education-Communication for Population and Family

Planning: What Should the Next Phase Be?" This conference will be held in Chicago, at the Center for Continuing Education, about March 1, 1982. The testimony and presentations of this symposium would provide AID/Washington (which would be co-sponsor and co-planner) invaluable information for designing and planning its I-E-C operations for fiscal year 1983 and beyond. The UNFPA, at its last Governing Council, has upgraded its Population Communication and Education activities to a priority level second only to Family Planning Service Delivery.

Meanwhile, the CFSC staff will work with all of the international agencies to get documentation and full participation for this conference. This will include the following organizations:

1. Grantees and contractors of AID—FPIA; Development Associates; Population Reference Bureau; Johns Hopkins University; Columbia University; Association for Voluntary Sterilization; Pathfinder Fund, Futures Group, CDC/Atlanta; George Washington University, etc.
2. United Nations Organizations--UNFPA, UNESCO, WHO, FAO, ILO, PAHO (Latin America)
3. International Planned Parenthood Federation--London, New York (Latin America), and other regional offices, particularly in Africa
4. Private foundations and other donors--Ford, Population Council, SIDE, CIDA, and population donors, from Japan, Great Britain, Germany, Canada, and other nations
5. I-E-C directors of major national programs in LDCs--This would include India, Pakistan, Bangladesh, Philippines, Malaysia, Colombia, Mexico, Chile, Brazil, Guatemala, Egypt, Ghana, Kenya, Thailand, Korea, Mainland China.

\* \* \*

V. Continuing On-Campus Support for Degree and Short-term Training

A. Short-term Training: 20th Annual Summer Workshop

The annual summer workshop, conducted by CFSC for 19 consecutive summers, continues to draw applicants from around the world. There is already strong demand that the 20th session be held during June-August, 1982. Egypt proposes to send as many as 40 participants to it (we would propose to select about one-half that many). In 1982 we would like to be able to offer training to qualified persons from all of the Anglophone countries of Africa, including several which have not sent participants in recent years (Zimbabwe, Zambia, Somalia, Liberia, and Gambia) as well as persons from India, Nepal, Korea, Philippines, and Turkey. Ideally, we would like to make it an oversize workshop, with 80 participants working in a) family planning communication, b) population education, c) research and evaluation, and d) program administration. We would like to announce it early, in order to recruit both the participants and staff to carry through all four of these aspects. It would end the five-year program on a triumphant note to be able to carry through two decades of continuous short-term training.

B. Degree Training

The new efforts to increase enrollment in M.A. degree training and to provide residencies for postgraduate professional persons were described in Section II.

The attractiveness of the University of Chicago as a site at which to train specialists in communication or education, with emphasis on population and family planning, is greatly enhanced by the following developments, completed in the past year:

- a) Arrangements have been completed with the Department of Education which permit getting the M.A. degree in Education while specializing in population studies.
- b) Arrangements have been completed with the Department of Sociology to make the program of population study much more flexible and interesting for communicators and educators. Instead of being primarily a program for demography, it is now a program of "population study," and permits taking a wider variety of courses, with less emphasis on mathematics and research and more emphasis on content, policy, and application.
- c) The Community and Family Study Center has been given an equal status with the Population Research Center in planning and administering the population courses.
- d) The course offerings in population study have been regularized, in the University of Chicago catalogue, to provide an orderly training of students during each quarter, to assure their steady progress.
- e) The Divisional Masters Program in "Communication for Population and Social Development" continues, and is closely linked to the Department of Behavioral Sciences (Social Psychology) as well as to Sociology, Anthropology, and Education.

Study in communication and population education at the Ph.D. as well as the M.A. level is a normal area of specialization for outstanding students, under arrangements with the Departments of Sociology and Education.

We are hoping that this program will attract a new supply of students, with fellowships provided by AID, the United Nations, or other donor agencies. We are making a worldwide effort to announce this program and encourage qualified students to apply. Our efforts are meeting with less success than hoped, primarily because funds for graduate study

fellowships simply are not being budgeted in many AID in-country programs and most United Nations programs appear to avoid training at universities in developed countries. Nevertheless, we are developing this facility in the hope that it will be utilized in 1982 and beyond.

\* \* \*

VI. A Note on Personnel

A. People to Work Overseas

The short-term workshops and the experimental work in providing family planning I-E-C support will require persons ready and able to spend time at overseas sites in Africa and Latin America. It is proposed to employ two persons for this work:

--Carol Jones, who lives in Ivory Coast, to work in French Africa

--Dr. Sylvester Kwakye, who lives in Ghana, to work in English Africa

B. People to Carry Out the Expanding Field Support Service

The Field Support Service has been developed and launched with a minimum of personnel. It is becoming active, and in 1982 will demand much more time. It is proposed to carry this out by making the following additions to the staff:

--Philippe Langlois (Canadian) to do scriptwriting and production in both English and French

--Scriptwriters--students to write new brochures, radio dramas, spot announcements, and other materials for the service

--Producers--printing, mailing, dubbing, and translating in collaboration with requesting host countries.

C. People to Complete Translation of Publications

For this period, we need to double the amount of person/months of translation service above that for 1981.

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For this period, we need to double the amount of person/months of translation service above that for 1981.

D. Faculty

Faculty are needed to guide and supervise the work of degree students and on-campus post-graduate residents, and to write and revise remaining publications. Dr. Amy Tsui will be the primary faculty supervisor and advisor for the on-campus program. In addition, the assignment of additional people to work overseas will give Professor Bogue additional time to be on campus to work with degree students, oversee the Field Support Service more closely, complete the revision and editing of the remaining monographs, and guide the translation activities.

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VII. Budget

The budget submitted below is tentative, and subject to modification to meet the availability of funds and the scope of work approved by AID.

1. This budget assumes that there will be no funds to carry out any of the field support activities from any of the Regional Bureaus of AID. Thus, all stipends and transportation for a Francophone Workshop and a Latin America Workshop are included. In reality, funds may be available from the Africa Bureau and the Latin America Bureau.
2. This budget assumes that the Field Support Service will generate and give away without charge large quantities of I-E-C program development materials for family planning to almost all developing nations throughout the world (French, Spanish, and English). It is believed that saturating all potential family planning organizations with the basic I-E-C materials they need, even before they appreciate their needs, is an important part of a strategy to take advantage of the momentum that our workshops have generated

in both Africa and Latin America.

3. This budget assumes that the field support service will expand its focus beyond family planning, to include related subjects of maternal and child health, nutrition, womens' status, environmental sanitation, and primary health care. Personnel to collect materials in these fields, prepare catalogues, and distribute available materials to interested LDC organizations are included in this budget.
4. Overhead--The University of Chicago and AID/Washington must negotiate an equitable method for computing indirect costs. The base has been expanded since July 1, 1981, at the request of the U.S. Government. The new rates are clearly inapplicable to this particular grant, and an adjustment is in process. For purposes of this budget, CFSC has made a crude estimate of what it believes these charges will be when the negotiations are completed.

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