

PD-ABC-645

Best available copy -- page 28 cropped and page
29 is missing



USAID GUATEMALA

AGENCY FOR INTERNATIONAL DEVELOPMENT
UNITED STATES A.I.D. MISSION TO GUATEMALAUSAID/GUATEMALA or c/o American Embassy
APO MIAMI 34024 Guatemala, City, Guatemala, C.ATelephones: 366352/53, 366378, 321739, 366309
Telex: 3110 USAID GU
Fax: 365346, 311130

March 15, 1991

PRIDE Belize
56 Barrack Road
Belize City

Subject: Cooperative Agreement No. 505-0033-A-00-1151-00

Gentlemen,

Pursuant to the authority contained in the Foreign Assistance Act of 1961, as amended, the Agency for International Development (hereinafter referred to as "A.I.D.") hereby provides to PRIDE Belize (hereinafter referred to as the "Recipient" or "PRIDE") the sum of Two Hundred Fifty Two Thousand, Five Hundred and Forty Seven United States Dollars (US\$252,547) to implement the Drug Awareness Education Project, as described in Attachment 1, the Schedule of this Agreement, and Attachment 2 entitled "Program Description". Subject to availability of funds, A.I.D. intends to increase the value of this Cooperative Agreement to Four Hundred Seventy Seven Thousand, Five Hundred and Forty Seven United States Dollars (US\$477,547).

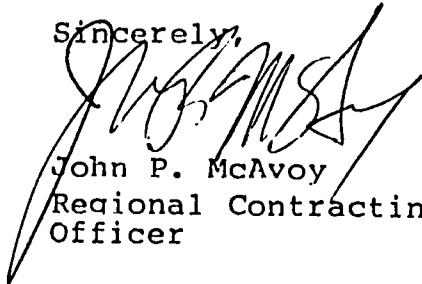
This Agreement is effective as of March 15, 1991 and obligation is made as of the date of this letter and shall apply to commitments made by the recipient in furtherance of program objectives during the period beginning with the effective date and ending October 31, 1992.

This agreement is made to PRIDE on the condition that the funds will be administered in accordance with the terms and conditions set forth in Attachment 1 entitled "Schedule", Attachment 2 entitled "Program Description", Attachment 3 entitled "Standard Provisions for Non-US, Non-Governmental Grantees" and Attachment 4 entitled "Reports" which have been agreed to by your organization.

C.A. 505-0033-A-00-1151-00
PRIDE
Page 2

Please sign the original and seven (7) copies of this letter to acknowledge your receipt of this Agreement and return the original and six (6) copies to USAID/Belize, Attention: Controller's Office.

Sincerely,



John P. McAvoy
Regional Contracting
Officer

Attachments:

1. Schedule
2. Program Description
3. Standard Provision
4. Reports

ACKNOWLEDGED:

By: 

Title: Director Pride B&E

Date: 3/21/91

FISCAL DATA:

Appropriation No.:	72-1111021
Budget Plan Code:	LDHA-1-25505-KG13
PIO/Ts:	505-0033-3-10005
Control No.:	E110160
Project No.:	505-0033
Obligated Amount:	US\$162,547.00
Appropriation No.:	72-1111021
Budget Plan Code:	LDEA-2-25505-KG13
PIO/Ts:	505-0033-3-10006
Control No.:	E110161
Project No.:	505-0033
Obligated Amount:	US\$ 90,000.00
Total Obligated Amount:	US\$252,547.00
Total Estimated Amount:	US\$477,547.00

2

SCHEDULE

A. Purpose of Agreement

To provide for the implementation of a drug awareness education program which will promote a drug-free lifestyle in Belize.

B. Period of Agreement

The effective date of this Agreement is March 15, 1991 and the obligation date is the date of signature by the Regional Contracting Officer. The expiration date is October 31, 1992.

C. Amount of Agreement and Payment

1. The total estimated amount of this Agreement for the period shown in B above is US\$477,547.

2. A.I.D. hereby obligates the amount of US\$252,547 for program expenditures during the period set forth in B above.

3. Payment shall be made to the Recipient in accordance with procedures set forth in Attachment 3 Optional Standard Provision entitled "Payment - Periodic Advance". in addition, the Expenditure/Liquidation Report to be submitted should include, but may not be limited to, the following information by budget line item:

- Approved Budget (1)
- Expenditure for the Period (2)
- Cumulative Expenditure (3)
- Available Balance (1-3)

4. Additional funds up to the total amount of the Agreement shown in C.1 above may be obligated by A.I.D. subject to be availability of funds and to the requirements of the Standard Provisions of the Agreement entitled "Revision of Financial Plans".

D. Financial Plan

The Financial Plan for this Agreement is attached hereto as Annex A to this Schedule. The Financial Plan is illustrative in nature and the Recipient can adjust individual cost lines by a factor not to exceed 15%. Any adjustment exceeding 15% or any increase in the total

Agreement amount requires the prior written approval of the Contracting Officer. Annex B summarizes USAID grant contributions and counterpart contributions to the project.

E. Reporting and Evaluation

1. All program reporting shall be in accordance with Attachment 4 entitled "Reports".

2. Fiscal reporting shall be in accordance with the requirements specified in Attachment 3, Standard Provisions entitled "Payment - Periodic Advance".

F. Special Provisions

1. The provisions of this Agreement are the Mandatory and Optional Standard Provisions in Attachment 3 hereto.

2. The terms "Grant" and "Grantee" are changed to "Agreement" and "Recipient", respectively wherever appearing in Attachment 3, Standard Provisions".

3. The Contracting Officer's technical representative for the performance of this Cooperative Agreement is the Representative, USAID/Belize, or his or her designee. This individual shall have the following authority:

- a. Certification of work performed on all vouchers submitted.
- b. Necessary clarifications of, or minor, non-cost related adjustments to, the Program Description in Section I of Attachment II.
- c. Approval of all reports, plans, timetables or other such technical submissions required under the Program Description.

4. The Recipient must receive prior written authorization for short-term technical assistance personnel, and their international travel from the Contracting Officer's Technical Representative (COTR). Recipient may submit to the COTR an estimated schedule on a quarterly basis. Any subsequent adjustments to the timing of this technical assistance, or minor adjustments to the length of any particular assignment, shall require the approval of the COTR.

5. Salaries or compensation of long-term and short-term personnel require prior written approval by the USAID/Belize Executive Officer.

6. Prior to commencing procurement of goods, the Recipient must submit to USAID for approval a procurement plan for the purchase of commodities under the Agreement which describes the items to be purchased, the quantity of each item, an estimated cost (duty-free) for each item, source and origin information, the need for waivers, a procurement schedule and estimated shipping and delivery costs.

G. Authorized Geographic Code

The authorized Geographic Code for procurement of goods and services shall be in accordance with Optional Standard Provision No. 6

Financial Plan
(in U.S.\$)

Line Item	This Obligation	Future Obligations	Total Estimated Amount
Long-term TA	54,395	36,264	90,659
Short-term TA	18,722	29,918	48,640
Training	10,553	14,400	24,953
Equipment & Suppl.	50,325	13,167	63,492
Other Direct Costs (Org'n'l. represent., project determination, materials production, activities support)	16,000	24,500	40,500
Evaluation & Audit	2,500	17,000	19,500
General & Admin. Costs	100,000	83,054	183,054
Inflation & Conting.	52	6,697	6,749
Total	252,547	225,000	477,547

REVISED SUMMARY OF CONTRIBUTIONS
(in US \$)

CATEGORY	A.I.D. GRANT	OTHER CONTRIBUTIONS	TOTAL
LONG-TERM TECH. ASST.	90,659	19,500	110,159
SHORT-TERM TECH. ASST.	48,640	17,000	65,640
TRAINING	24,953	130,892	155,845
EQUIPMENT & SUPPLIES	63,492	38,163	101,655
OTHER DIRECT COSTS	40,500	46,731	87,231
EVALUATION & AUDIT	19,500	-0-	19,500
GEN. & ADMIN. COSTS	183,054	-0-	183,054
INFLATION & CONTINGENCY	6,749	-0-	6,749
TOTAL	477,547	252,286	729,833

PROGRAM DESCRIPTION

DRUG AWARENESS EDUCATION PROJECT

No. 505-0033

FINAL 2/28/91

**BELIZE DRUG AWARENESS PROJECT
PHASE IV**

25TH JANUARY, 1991

Prepared by:

**Barbara Haan
Santos Mahung
Steve Ridini**

In consultation with:

PRIDE Belize Staff

Under contract to:

**PRIDE, Inc.
Atlanta, Georgia**

TABLE OF CONTENTS

PROJECT BACKGROUND

Phase I.....	1
Phase II.....	2
Phase III.....	3

STATEMENT OF PROBLEM

Overview.....	5
Problem Situations.....	7

PROGRAM OVERVIEW

National Strategy.....	10
PRIDE Belize.....	11
Other Organizations and Programs in Drug Abuse Control.....	13

PROJECT DESCRIPTION

Goal of the Project.....	15
Purpose of the Project.....	15
Project Outputs.....	15
Project Inputs.....	16
Project Financial Plan.....	18
Project Sites.....	21
Project Beneficiaries.....	21

PROJECT OBJECTIVES AND RATIONALE.....22

PRIDE BELIZE PHASE IV ACTIVITIES.....29

PROJECT SUMMARY.....35

PROJECT LOGICAL FRAMEWORK.....40

PROJECT BACKGROUND

Most of this background description is extracted from the project document prepared in March 1990 for Phase III of the drug awareness project. Since that time, no new information has become available but the information in this section remains relevant.

Belize Drug Awareness Project

In 1981 as the sugar exports from Belize fell, and unemployment increased, some Belizeans decided to grow marijuana as a cash crop for export to the United States. With an awareness of the potentially corrupting forces of local drug trafficking and the expressions of concern by the U.S. Government about marijuana coming from Belize, the Government of Belize began several eradication campaigns involving the spraying of marijuana fields in rural areas. As a result of these efforts, Belize has been removed from the status of a major producer of marijuana (Country Development Strategy for Belize, 1991-1995, USAID Mission to Belize, March, 1989). Both governments recognized that a prevention effort was also needed to inform the Belizean public about the health dangers of using drugs and to prevent Belizean young people from experimenting with drugs.

Phase I:

In 1985, USAID/Belize contracted for the design of a private sector drug awareness education project in Belize to complement the other U.S. Government activities. PRIDE, Inc. in Atlanta, Georgia signed an agreement on September 23, 1985 to implement the drug awareness project, with a termination date of May 31, 1987. The following general activities were stated in the original purpose of the Phase I cooperative agreement:

1. Establishment of a PRIDE field office to provide training and educational assistance and resources to the various segments of Belizean society;
2. Development and implementation of a national drug use prevalence survey to provide data regarding the nature and extent of drug use by Belizean youth;
3. Formation of a PRIDE Belize National Drug Awareness Action Committee, a National Executive Board, and a Drug Awareness Action Committee chapter in each district;
4. Creation of a Resource Center, consisting of both audio-visual and print materials; the tabulation of lists of potential speakers for youth, parent and civic groups; and publication of a newsletter detailing PRIDE Belize activities and providing relevant drug information;

5. Initiation of parent groups in areas identified by the national drug use prevalence survey as being high-risk areas;
6. Provision of technical and material support to community, church and civic groups in their efforts to promote pro-health, anti-drug programs; and
7. Dissemination of drug awareness messages through the mass media to provide accurate information to the public, as well as persuasive messages to prevent or reduce drug use.

Most of the goals of Phase I of the Drug Awareness Project were met. The evaluation of the project indicated that some of the proposed project activities were inappropriate. Specifically, there was considerable difficulty in organizing a Drug Awareness Action Committee in the district towns. The initiation of parent groups in high-risk areas was unsuccessful because of the complex society in Belize, the absence of many parents, and denial that a drug problem existed.

Phase II:

Based on the recommendations of the Phase I evaluation, the second phase of the National Drug Awareness Education Project continued the National Drug Awareness Program through the cooperative effort of the Government of Belize, Belizean PVOs, community organizations, and schools, assisted by PRIDE.

Specifically, the Phase II cooperative agreement described the following objectives and activities:

Networking: To continue to work with and disseminate information through community groups, such as PTAs, PVOs, civic and church groups, as well as relevant governmental agencies and groups with similar programs abroad. More focus would be directed on groups which work specifically with youth. Also, PRIDE would help to organize discussions, forums and workshops where parents can focus on problems they share, including substance abuse prevention.

School Outreach: The primary school program would be formalized through the collaboration with the Curriculum Development Unit and the feasibility of establishing similar programs at the secondary and tertiary level would be investigated.

Training of Trainers: The training of trainers model would be implemented in a systematic way. The increased demand for the services of PRIDE necessitated training identified leaders who could work as multiplying factors.

Strengthening of Human and Material Resources: To provide accurate and useful information available to all areas of Belize, there was a need to make accessible resource centers available to the entire Belizean population. A training program would be implemented to keep all PRIDE Belize staff informed in their areas of expertise. A Management Information System would be implemented to improve efficiency in necessary data retrieval and daily program operation.

Media Program: A media dissemination program would be elaborated, taking into careful consideration the culture and languages of its target audiences. The principal target audiences in Phase II would be youth, opinion leaders and parents.

Self Sustainability: PRIDE Belize would assist the Government of Belize in assuming project responsibility and suggest possible avenues leading to financial self-sustainability. Essential volunteer assistance would be developed, a fund raising campaign would be implemented, and meetings between Government of Belize and private sectors would be held to determine how efforts could be combined and how the use of resources could be maximized.

Monitoring Impact: The impact of PRIDE Belize activities would be determined by conducting a pre-test/post-test to assess how well informed the youth are about the dangers of alcohol and other drugs.

Phase III:

Phase II of the PRIDE Belize cooperative agreement was scheduled to run from April 1, 1987 through December 31, 1989. Although USAID and PRIDE intended that the Government of Belize would take financial responsibility for the project at the end of Phase II, this was not plausible. USAID extended the second cooperative agreement until April 30, 1990 to allow time for a project evaluation and redesign.

The evaluation team found the project relevant to the overall goal of U. S. policy to reduce drug use prevalence and to promote anti-drug attitudes among the general public, youth and opinion leaders. The evaluation showed that youth and opinion leaders had high levels of anti-drug attitudes. The evaluation also indicated that alcohol education should be more heavily stressed. The majority of the activities scheduled for Phase II were actually accomplished. Activities which were not attempted were those which, in light of the situation, were unrealistic. Based on the recommendations from the evaluation and a needs assessment conducted among PRIDE Belize staff and key informants, the following program objectives were designed for Phase III:

1. To disseminate information to maintain high levels of awareness of the dangers of alcohol and other drugs.
2. To promote sustainable drug-free alternative activity programs.
3. To provide professional and community outreach training in drug use prevention through education.
4. To develop an early intervention program for secondary schools.
5. To conduct student and teacher alcohol and drug education.
6. To serve as a catalyst for affecting change in government policy regarding alcohol and other drugs.
7. To disseminate drug education information and resources to all districts in Belize.
8. To develop a sustainable, effective system for managing the program and personnel of PRIDE Belize.
9. To establish PRIDE Belize as an independent, sustainable PVO.
10. To determine the impact that drugs in Belize make on women's lives and to ensure that PRIDE Belize serves both sexes equally.

The Phase III objectives were scheduled to be completed in a nine-month period. In implementing the work plan, some problems were encountered. Specifically, the PRIDE Belize staff needed additional technical assistance in the areas of media development, drug prevention strategies for professionals in the public and private sector, early intervention programs, community mobilization and evaluation and research. The staff also had difficulty in designing effective programs to reach unemployed and out-of-school youth.

STATEMENT OF THE PROBLEM

The section immediately following is extracted from the project document for Phase III. The final section of the statement of problem, however, is an articulation of specific problem situations identified at a workshop held in January 1991 attended by representatives of different organizations involved in drug abuse control, including the National Drug Abuse Control Council (NDACC), the Ministry of Home Affairs, the Ministry of Social Development, the Belize Police Force, the Ministry of Health (Belize School of Nursing), the judiciary, PRIDE Inc. and PRIDE Belize.

Overview

Belize is estimated to have more than 200,000 inhabitants with about one third of its people living in Belize City. The country's history and geography link it both to Central America and the Caribbean. Under British colonial rule, the Belizean economy traditionally depended on one agricultural product: formerly mahogany, more recently sugar. Recently, the mono-crop economy and international market forces have made it difficult for many Belizeans to find employment. As a result, a significant percentage emigrate in search of work, particularly to the U.S. The families that are left behind are often headed by females, and as more women seek employment in other countries, children are increasingly left in the charge of grandmothers, aunts or individuals paid for their care.

Unemployment is approximately 15%. About half of the unemployed are concentrated in Belize City, and most of the unemployed are teenagers (Country Development Strategy for Belize 1991-1995, USAID Mission to Belize, March, 1989). Fifty-eight percent of the population is under the age of nineteen (1980 census, Fact Sheet: Belize, 1989). The functional illiteracy rate is estimated at 30%. Spanish is the first language of approximately 75,000 people.

The Country Development Strategy for Belize, 1991-1995 (CDSS) indicates that Belize is a transshipment point to the United States of cocaine from South America and marijuana from regions of Guatemala (1989). Although marijuana production has decreased since 1985, Belize still remains in danger of exploitation as a production and operating base for drug trafficking. The CDSS lists narcotics as one of two major international problems (Executive Summary, CDSS, 1989). According to the Executive Summary, Belize National Drug Awareness Household Survey, Final Report (May, 1989), eight out of ten surveyed stated that the use of illegal drugs is a very serious Belizean problem. In this same survey, Belizeans cited drug abuse as one of the three most important problems facing them.

In the report, Household Awareness and Community Awareness Survey for Drug Awareness Education Project, 1989, samples of Belizeans detailed reasons for their concern. Some felt that there had been an increase in peer pressure to use drugs (p. 15). Others cited that "pushing" drugs had evolved in the past five years to make drugs more readily available (pp. 16-18). Most felt there had been an increase in violent crimes and theft associated with drugs (p. 15). There was concern about the use of alcohol (p. 20), and several sample groups noted that there were no outlets for youth.

Alcohol is the most widely used drug in Belize. The 1989 PRIDE Prevalence and Patterns of Drug Use Survey indicated that more than half of the students surveyed had used wine in the past year and more than a third had used beer. Beer and wine are probably more available to students than any other drug. As students get older, they use alcohol more often, and they are more likely to use liquor. More than half of the fifth and sixth form students reported consuming liquor. The 1989 PRIDE survey indicates that first use of alcohol occurs at age 10 and that alcohol use increases sharply between first and second form.

Very few students in Standards 4-6 used marijuana, and virtually all of those students had used the drug only once in the past year. By the time the students reached Forms 1-4, more had used marijuana in the past year. Although most had used the drug only once in the past year, almost as many had used the drug once a week or more frequently. By this time, then, a dangerous trend has started. Students in Forms 5-6 reported the highest level of marijuana use.

Since the first survey was conducted, crack cocaine has become available in Belize. There was very little use of cocaine, in any form, among the primary school students surveyed. Three percent of students in Forms 1-4 had used cocaine, however. Among these students, more had used the drug on a frequent basis than those who had tried it only once in the past year. Fifth and sixth form students used the drug more than any of their younger counterparts. Of this group, 3.2% reported using cocaine three times per week or more often. There is evidently a cocaine-dependence problem among this group. The Belizean community must be made continually aware of the dangers of cocaine in order to prevent cocaine use and the resultant addiction of more children.

Prescription drugs were not widely used. The methods of use indicated by the students surveyed suggest that these drugs were being used to cope with stress. Students used them on week nights and before school.

All groups of students reported alcohol and drug use at home. Older students were more likely to use drugs in "other places" or in the streets. These data imply that there are gathering places for older students where alcohol, marijuana and other drugs are available. On weekends was the most popular time for drug use. During school was the least popular time for drug use.

In summary, alcohol is the drug of choice of Belizean youth. Alcohol use increases sharply between 1st and 2nd form. First use occurs at approximately age 10. Alcohol and other drugs are used by youth most frequently in the home. Orange Walk has the highest usage of alcohol, marijuana and other drugs. Subjective and objective observations indicate that the availability of drugs has increased. Belize has been identified as a transshipment point of drugs to the United States. However, except for cocaine, use of illicit drugs among youth has remained virtually the same over the period the Project has been active.

Problem Situations

The following is a list of problem statements articulated at the workshop referred to earlier. While this list is not considered exhaustive, it is perhaps the most comprehensive listing of various situations and how these contribute to the drug problem and drug abuse control in Belize.

1. Ineffective nurturing and guidance due to lack of parents, lack of parenting skills and single parents result in children who lack coping skills, information, self-discipline, responsibility and spirituality.
2. Inadequate legislation and inadequate enforcement of existing legislation dealing with drugs increase the availability of drugs, encourage trafficking and use of drugs, raise community tolerance of drugs, and foster corruption.
3. Lack of knowledge of the costs of drug use to society among the general population, professionals and policy makers masks the importance of the drug problem and is an obstacle to the recognition and treatment of this problem.
4. The large number of unemployed and unskilled youth are at especially high risk for alcohol and other drug use.
5. The systematic and negative influence of the media creates curiosity, acceptance and tolerance for and glamorizes alcohol and other drug use.

6. The geographic, demographic and topographic situation of Belize make it a vulnerable transshipment point for illicit drugs.
7. The economic situation of the country including the lack of infrastructure, economic opportunity, and agricultural diversification makes drug trafficking and production an lucrative source of income.
8. The lack of positive peer groups, basic communication and coping skills and positive role models creates a population vulnerable to alcohol and drug use.
9. The lack of effective communication between parents and children, between political parties, and between community groups obscures the drug issue and prevents constructive action and effective use of resources.
10. The ready availability of drugs and insufficient motivation to be involved in alternative activities create vulnerable, at-risk youth, especially the unattached.
11. The lack of motivation for community involvement inhibits mobilization of resources to address the drug problem.
12. The cultural attitudes and beliefs condoning alcohol and other drug use perpetuate that use.
13. Lack of treatment facilities, support systems, and trained professionals exacerbates the drug problem, perpetuates the cycle of drug abuse, and discourages efforts by family and community members to address the problem.
14. Inadequacies of the educational system (e.g., overcrowding, untrained staff, shortage of materials and resources) limit the development of programs designed to address alcohol and other drug use prevention.
15. The challenges of adolescence leave youth open for influence by negative peer pressure, negative role models and lack of self-esteem which in turn can lead to drug use.
16. The positive initial experiences (e.g. excitement, curiosity, escaping reality) with alcohol and other drugs encourages their use and obscures their long-term negative effects.
17. The lack of knowledge of what works and does not work in drug prevention education generally and within Belize results in less effective prevention programs and treatment of the problem.

18. The lure of easy money, material values and raised expectations encourages involvement in the drug trafficking and consumption.

PROGRAM OVERVIEW

National Strategy

The objective of articulating the problem situations described in the previous section was twofold. The first was to better understand the nature of the situation being dealt through an identification and analysis of the various elements involved. The second was to provide the basis for determining strategies for drug abuse control. The following is a list of strategies relating to the problem situations articulated by the group. These are recommended for adoption by government and public service organizations involved in drug abuse control as a national strategy.

1. Develop programs for drug prevention education within the youth and adult population.
2. Develop programs for drug treatment and rehabilitation.
3. Develop a program for systematic data collection, analysis and information dissemination.
4. Develop research and evaluation programs for drug prevention programs.
5. Develop intervention programs for specific target groups.
6. Increase opportunities and motivation for participation in alternative activities by specific target groups.
7. Foster effective communication among parents and children and between community organizations involved in drug prevention.
8. Encourage adequate legislation and enforcement.
9. Increase programs directed at unemployed and unskilled youth.
10. Promote responsible programming in the media.
11. Promote regional and international cooperation in drug prevention.
12. Promote economic development.
13. Promote positive role models and peer groups.
14. Promote and induce change in attitudes and values toward alcohol and other drugs.

15. Improve educational opportunities through development of infrastructure and support systems.
16. Promote programs for the education of professionals, community leaders and workers, and appropriate public officers.
17. Develop additional community-based programs and mobilize community involvement.
18. Develop a capacity for project identification, proposal writing and project funding source identification.

PRIDE Belize

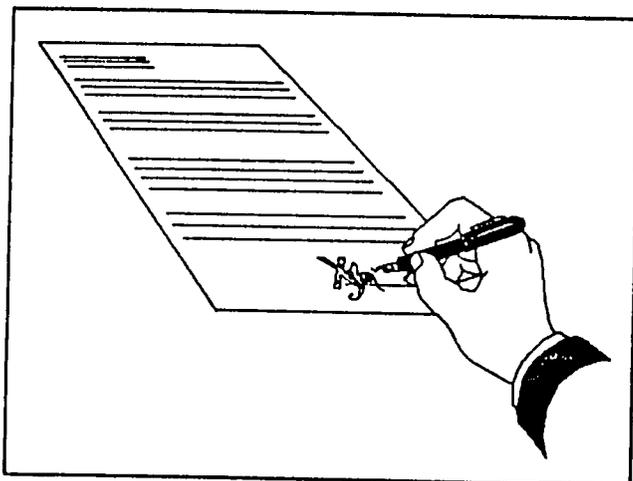
PRIDE is recognized by the general public as being actively engaged in drug prevention. Denial of the dangers of drugs has decreased and Belizeans recognize that there are a host of problems in their country caused by alcohol and other drug use. In Phase II of the PRIDE Drug Awareness Education Project, the goal was to decrease the prevalence of drug use among the youth of Belize by increasing the public awareness of the dangers of drug use. Since 1985, when the project began, levels of awareness of the dangers of drugs have become very high. When asked in 1989 how much they have heard or read about drug-related problems in Belize, a resounding majority of the respondents (86.1%) answered a great deal or a fair amount (Belize National Drug Awareness Household Survey, Finally Report, May, 1989: Executive Summary). Similarly, virtually all youth surveyed in 1990 (97%) had heard or read about alcohol and other drug related problems (Youth Survey, Evaluation of the Belize Drug Awareness Project, 1990).

Now that the Belizean public is acutely aware of the dangers of drug use, the next step in the evolution of effective drug prevention is the institutionalization of drug prevention strategies at the community and national levels. PRIDE must continue mass social marketing efforts to keep the level of awareness of the dangers of drugs high. Over the next five years, however, PRIDE will decrease delivery of direct services and will concentrate on activities which build the capacity of schools, churches, youth and civic organizations, government, families and health services to provide drug prevention leadership. PRIDE's focus will be on information collection and dissemination, training, facilitation and advocacy.

PRIDE Belize's mission statement summarizes the role and functions of the organization within this changing situation. It has also incorporated value statements on culture, gender issues, unattached youths, politics, and organizational posture.

Mission Statement

PRIDE Belize will take a leadership role in drug prevention through education and training, research, dissemination of information, support to professionals, public service organizations and outreach activities to youths and the community. PRIDE Belize is a non-political, private voluntary organization. It will respect cultural integrity and maintain credibility; be mindful of gender issues and the needs of unattached youths, and will act responsibly in addressing the needs for drug prevention in Belize.



Strategies

PRIDE Belize has identified strategies for the next two years in four areas of concern consonant with its mission. These strategies are within the framework of the national strategy identified earlier.

1. Developing the organizational capacity of PRIDE Belize and ensuring program sustainability.
 - develop a cadre of resource personnel who are proficient in drug education techniques.
 - develop organizational capacity and mechanisms for effective operation of PRIDE Belize.
 - institutionalize programs of PRIDE Belize.
2. Maintaining the high level of awareness and increasing knowledge of the dangers of drug use (disease concept, negative consequences, resources, intervention and prevention measures).
 - conduct media campaign and provide resource centers in Belize City and districts
 - develop, implement and/or support programs for drug prevention education.
 - encourage and support the development and implementation of early intervention programs.

- support programs directed at increasing opportunities and motivation for participation in alternative activities for specific target groups to encourage a drug-free lifestyle.
3. Providing reliable, pertinent and useful information accessible to the general public and relevant audiences.
 - develop research capacity and agenda to gather information on the extent of the problem
 - obtain evaluation data to guide and assess program development and implementation.
 - communicate and cooperate with other public service organizations involved in drug prevention.
 4. Promoting and inducing change in cultural values and attitudes and public and private policies regarding alcohol and other drugs.

Other Organizations and Programs in Drug Abuse Control

Since the inception of PRIDE Belize in 1985, a number of programs or organizations in drug abuse control have been initiated. The major programs are described below. PRIDE Belize as an organization or a member of its staff individually has been instrumental in the inception and/or development of several of these programs, including the first two listed below. PRIDE Belize also maintains close linkages with these organizations.

o The Government of Belize's National Drug Abuse Control Council

This organization was formed in 1987 to advise the Government of Belize on the supply and demand of licit and illicit drugs in Belize. For the first three years of the Council's existence, it had little authority. Recently, however, the Council has received funding from the United States Embassy to Belize and has submitted proposals to international donors for funding. The United Nations Fund for Drug Abuse Control (UNFDAC) has agreed to support a program in which three teachers/coordinators will receive training and technical assistance for the development of infusion curriculum materials. In this program, district centers will be established and each managed by a coordinator. Assistance of PRIDE Belize and the Ministry of Education will be sought in the implementation of this program.

The European Economic Community has also agreed to fund the establishment of an alternative activity center in each district. The centers will include playing fields for track

and field. A total of six teachers will be trained under two-year programs in physical education to the Bachelor degree level to act as coordinators of the activity centers. The British Voluntary Services Organization (VSO) and Peace Corps Belize will provide volunteers to assist in the centers to provide job placement services and some limited skills training.

These proposals will allow for the training of nine teachers in the areas of drug prevention education and physical education, among other activities.

- o **Belize School of Nursing's Psychiatric Nurse Training Program**
This three-year project began in January, 1991 in cooperation with Memorial University School of Nursing in Newfoundland, Canada. Over the life of the project, eighteen Belizean nurses will be trained to provide community-based psychiatric nursing, including substance abuse intervention, rehabilitation and aftercare to Belizeans with addictive disorders.
- o **The Government of Belize's Ministry of Social Services**
The Ministry of Social Services employs a full-time National Youth Development Officer who is responsible for the training and organization of youth who are both in and out of school. The Ministry takes a holistic approach to the development of Belizean youth by encouraging their participation in community-based alternative activities. The Ministry coordinates eleven district youth commissions who are also involved in designing a national youth program.
- o **Le Patriarche Therapeutic Community**
This French-based rehabilitation center operates in the district of Stann Creek. The treatment is conducted through a therapeutic approach. The Government of Belize assists in drug rehabilitation by paying the passage for needy Belizeans to receive treatment outside of the country, when necessary.

There are a number of other community-based health-related organizations which include drug prevention education activities in their outreach programs. These organizations operate in Belize City and the districts.

Project Description

Goal of the Project

The goal of the project is to contribute to the social stability and economic development of Belize by maintaining its social fabric through family and community well-being. It is expected that there will be a statistically significant decrease in socially and economically deleterious effects due to alcohol and drug use such as drug use related accidents.

Purpose of the Project

The purpose of the project is to promote a drug-free lifestyle in Belize. It is expected that there will be at least a 5% decrease in alcohol use, no increase in use of cocaine and marijuana.

Project Outputs

1. Reliable, pertinent and useful information on the extent of the problem and effectiveness of programs

PRIDE Belize will position itself as the national source of drug prevention data by developing a research and evaluation capacity and agenda. The organization will collect inferential indicators of drug use from existing data, will survey the patterns and prevalence of drug use, will conduct an analysis of existing programs in Belize, identifying gaps, and will prepare an annual report describing the national drug situation.

2. Awareness and Knowledge of the Dangers of Drug Use

PRIDE Belize will continue to take a leadership role in maintaining the high level of awareness of the danger of drug use. It will also seek to maintain the high level of knowledge of the physiological, emotional and social effects of drug use among secondary school students and increase this knowledge among primary students and the general public.

3. Organizational Development

PRIDE Belize will continue to develop organizational strength by obtaining research and evaluation data to guide and assess program development and implementation. PRIDE Belize will develop its organizational capacity and mechanisms for the effective operation of the organization now that it is administratively

independent. Finally, PRIDE Belize will continue to institutionalize its programs so that its activities will continue in the absence of USAID funding.

4. Changes in Values and Attitudes Regarding Alcohol and Other Drugs

PRIDE Belize will seek to influence and change values and attitudes towards the use of alcohol and other drugs. The major thrust of its efforts will be to effect the development of public and private policies with regard to the use of alcohol and other drugs, e.g., implementation of drug-testing requirements and employee assistance programs, more responsible advertising, enactment of appropriate legislation and enforcement policies. While the media campaign will be one mechanism, direct contact with employers and policy makers will be utilized. Another measure is the use of PRIDE Belize's position on the Board of the National Drug Abuse Control Council (NDACC) and its linkages with other organizations involved in drug abuse control.

Project Inputs

1. Staff and Infrastructural Development

This includes the acquisition of new staff, identification of resource personnel and the development and implementation of operational procedures and policies. Also included is the acquisition of necessary equipment and facilities required for the effective delivery of services and management of the organization. Essential among these are additional computer hardware and relevant software, a vehicle and high volume photocopier.

2. Short-term Technical Assistance

It is essential that activities get underway as soon as possible, especially new functions such as the collection and dissemination of information on the extent of the problem and changes in public and private policies if results are to be seen in two years. In this connection it will be imperative that PRIDE Belize obtain technical assistance in various areas including the initiation and development of the research and evaluation function, operating procedures and policies and program support services.

3. In-country and Participant Training

While every attempt should be made to acquire permanent members of staff and resource persons who possess as much as possible the required competence to carry out their jobs, there will be need to upgrade and develop new skills and competencies. It is expected that such persons will undergo short training programs designed to

develop specific competencies rather than long-term training. Where it is feasible and warranted, training should be imported and delivered to PRIDE Belize staff and resource persons and perhaps to representatives of other organizations in-country.

4. Multi-Media Social Marketing Campaign and Resource Centers

PRIDE Belize will conduct a information-based media campaign, utilizing television, radio and print media. The media campaign will stress information about the health effects of alcohol and other drugs.

PRIDE Belize, in its nation wide resource center system, will maintain the country's largest and most comprehensive collection of drug prevention materials. PRIDE's staff will review professional-level journals and will distribute abstracts to the professional community

5. Technical Assistance Services

National Training Programs

PRIDE Belize will continue to be the leader in training Belizeans to conduct drug prevention programs. PRIDE's program will include on-site community training programs in each region of Belize, training of professionals including nurses, teachers, community health workers and government officials, training of trainers, and work site training, including employee assistance programs and prevention programs for employers.

Educational Materials Development

Historically, PRIDE Belize has been the forerunner in developing targeted, timely drug prevention education materials. PRIDE Belize will continue to develop educational materials for training programs, public awareness campaigns, professional publications and for use as youth group and school classroom aides. These educational materials will include not only print materials, but audio-visual products too.

Technical and Logistic Support

PRIDE Belize will continue to support the schools of Belize and other organizations in their efforts to provide drug prevention education. PRIDE Belize will provide drug prevention education training to schools, health professionals and government and will sponsor community-based drug prevention education programs.

PRIDE Belize will also promote and support existing youth group programs by networking with other organizations which promote or provide drug-free alternative activities for youth. PRIDE

Belize will support these youth groups by training adult and youth leaders of youth groups.

Project Financial Plan

Table 1 is a financial plan for the project showing major categories of expenditure. It is organized to optimize inputs during the first year of the project. Explanatory notes for the various items of expenditure follow.

Long-term Technical Assistance

This line item includes salaries, benefits and allowances for four local technical staff. Analysis of the general functions of PRIDE Belize under the project shows five major areas of services/products: media campaign, drug prevention education, advocacy, information and youth programs support. Advocacy is to remain the within the portfolio of the Director.

It is anticipated that PRIDE Belize will continue to use the services of PCVs in supporting and complementary roles or for implementing specific, terminal tasks. Allocation is made for benefits and allowances amounting to 8% of basic salary and an increase in salary of 5% in the second year of the project.

Short-term Technical Assistance

Provision is made for ninety days of short-term technical assistance during the first year of the project and sixty days during the second year. It is felt that efforts must get under way quickly if the objectives are to be accomplished and it is advisable to gain a certain momentum during the first year, especially with technical outputs. This is especially applicable to the information service/outputs and the advocacy and education efforts.

Staff Training

Provision under this line item is especially for staff development, including the cadre of resource personnel. Because of limited time and limited funds, it is important that staff recruited should come with as much of the required skills and knowledge base as possible. Short-term training using participant training would be used for specific, esoteric skills development. General skills for technical and administrative and support staff would be imparted in-country by bringing trainers in where not available locally. The cadre of resource personnel would generally be trained in-country.

Table 1: Revised Illustrative Financial Plan

	USAID PROJECT FUNDING			In-Country Support	Other Donor Support
	Year 1	Year 2	Total		
Long-term Technical Assistance					
Salaries	50,000	52,500	102,500	19,500	
Benefits	4,000	4,200	8,200		
Short-term Technical Assistance					
Fees	20,250	13,500	33,750	5,500	11,500
Travel/Allowance	13,604	10,664	24,268		
Training					
Int'l. Training	7,000	7,000	14,000		48,000
In-Country Training	9,000	4,500	13,500	9,692	73,200
Equipment and Supplies	40,000	15,000	55,000		
Other Direct Costs					
Orgn'l Representation	3,500	3,500	7,000	3,231	
Project Determination	6,000	1,500	7,500		
Materials Production	10,000	10,000	20,000		15,000
Activities Support	5,000	5,000	10,000	43,500	23,163
Evaluation and Audit	15,000	2,000	17,000		
Gen and Admin Costs	85,000	89,250	174,250		
Inflation and Contingency	6,709	5,465	12,174		
TOTAL	275,063	224,079	499,142*	81,423	170,863

Equipment and Supplies

The major portion of the total amount allocated to equipment should be expended early in the procurement of at least one additional computer with peripherals for use in the information system, a high capacity photocopier and a vehicle. PRIDE Belize already possesses most of the required small equipment such as overhead projectors, video equipment, flip charts. Some of these may need replacement.

* This figure includes \$21,595.00 which were provided by USAID under Grant No. 505-0033-A-00-0447-00 to Pride, Atlanta.

Organizational Representation

There will be occasions in which it will be in the interest of the organization and project for PRIDE Belize to be represented at national and international conferences, etc. The allocation provides for single representation at about two such events per year or double representation at one.

Project Determination

It will be essential for PRIDE Belize staff and USAID to review progress and determine future direction of the project. It is advisable that such reviews be conducted mid-year each year and a implementation planning retreat be conducted at the beginning of the second year.

Materials Production and Activities Support

Allocation is made for the production and distribution of materials in connection with the media campaign, education products and technical assistance services. This is not a big allocation but it is to be complemented by allocations for materials and activities support. The latter is intended to facilitate support to various education and alternative activities programs.

General And Administrative Costs

The allocation cuts it close but can be supplemented from inflation and contingency if necessary. Good fiscal management, beginning with an operational budget will be required. A recommendation is a computerized accounting system which will provide fast monthly statements, including budget performance reports.

In-country Contribution

In-country contribution under long-term technical assistance includes the equivalent of nine person months of input by personnel from various groups and organizations involved in drug awareness education programs that PRIDE directly associates with. Short-term technical assistance consists of the equivalent of two months of time contributed to PRIDE Belize by various professionals in the implementation and development of systems and programs such as the research system and training programs. Contributions under activities support include time and materials and travel costs for various workshops by volunteers; costs for maintaining resource centers (including mini-resource centers), maintaining the system of data collection by various agencies/organizations on-site from which PRIDE Belize will acquire inferential indicators and media time. No figure is included for the infrastructure which must exist for PRIDE Belize to function successfully such as school programs directed at increasing awareness and knowledge of the dangers of drugs. An estimate is that it exceeds US\$100,000.

Project Sites

The office of PRIDE Belize is located at 56 Barrack Road, Belize City. Office space for staff, a central resource center, a meeting and training area, and resource inventory are located at this site. There are six district resource centers located in existing libraries or school libraries. A system of 25 information stations will be located in business, high traffic public areas and in the offices of other private voluntary organizations. Parent training will be located in community health centers and schools in all six districts. Youth, community and school outreach services extend to all districts.

Project Beneficiaries

PRIDE is a nationwide project targeting parents, communities and youth. Other beneficiaries are teachers, adult leaders of youth groups, employers, and others. PRIDE will work in collaboration with government ministries, NGOs, schools and businesses.

PROJECT OBJECTIVES AND RATIONALE

Strategy 1: Collect reliable, pertinent and useful information about the extent of the drug problem in Belize and make it accessible to the general public and relevant audiences.

The objective is to provide the general public and especially policy-makers with accurate information about the extent of the drug problem in Belize. Presently, some indications of alcohol and drug use are collected in Belize. The police department, for example, collects information about drug arrests and the Ministry of Health collects information on all hospital admissions, some of which are drug-related. This information is not, however, compiled by any agency. Further, there are types of information which are not collected and disseminated at all. Except for information contained in surveys conducted by PRIDE Belize, there is no information on the patterns and prevalence of drug use. That data was last collected in 1989; new data is needed.

Professional organizations in Belize do not distribute literature reviews on the latest information on drug prevention. This is an area, however, which is well-researched, and current information is available.

PRIDE Belize will collect and disseminate inferential indicators of alcohol and other drug use and of societal attitudes about that use. PRIDE Belize will conduct drug use prevalence surveys and disseminate the results in usable form to government, the media and other relevant groups. All data will be disaggregated with respect to gender, age, ethnic group, youth/parents and correlated to determine priority needs. Finally, PRIDE Belize will conduct and disseminate professional-level literature reviews to relevant audiences.

Strategy 2: To maintain the high level of awareness and to increase knowledge of the dangers of drug use.

The objective is to make the Belizean public aware of the dangers of alcohol and other drug use by increasing their knowledge of the physiological effects and social impact of specific drug use.

In surveys conducted in 1989 and 1990, over 80% of the adults and 97% of the youth surveyed stated that they were aware of harmful effects of drug use. Results of the same survey indicate that 90% of the respondents were aware that PRIDE provides drug prevention services.

Although PRIDE has general information that the public is aware that drugs are dangerous, the organization will assess the public's knowledge of the effects of specific drugs to determine what types of drug prevention education is needed.

In Belize, the majority of people get their information about drugs from radio and television (Youth Survey, Evaluation of the Drug Abuse Awareness Project, 1990 and Belize National Drug Awareness Household Survey, Final Report, 1989). Because of the educational opportunities that radio and television can provide, PRIDE will produce a series of information-based public service announcements.

In Belizean school and medical libraries, there is a lack of professional-level materials which address alcohol and other drug education. Teachers, health educators and the public have expressed a need for drug information in all areas of Belize. PRIDE Belize will maintain a resource center system which will include a central resource center housed in the organization's Belize City office. The system includes six district resource centers which are housed in schools or existing libraries. PRIDE Belize will expand the system to place "information stations" in the offices of health-related private voluntary organizations throughout the country. The system will provide the public with books and videos available on loan and will distribute pamphlets, bumper stickers and posters.

Presently, drug prevention education programs are conducted in primary and secondary schools in Belize. Educators have shown increasing interest in including drug prevention education material in their curricula. To facilitate inclusion of this information, PRIDE will provide staff development sessions for educators which will focus on drug prevention education curriculum infusion techniques.

Strategy 3: To develop a cadre of resource personnel trained in drug prevention education techniques.

The objective is to train a team of individuals who will promote PRIDE Belize's drug prevention education efforts to parents and others in each district of Belize.

Surveys indicate that parents and community members are aware that drugs are harmful to health. In the 1990 Youth Survey, Fourth Form Students indicated that they receive the most information about drugs from their parents. Parents, therefore, are the most important teachers of drug information.

PRIDE Belize will train impactors such as health workers and teachers who have communication skills and are currently engaged in educating parents informally and formally on other health and safety issues. Trainers in each district will be responsible for

conducting meetings in their districts and for infusing drug education and parenting skills into the messages they currently provide to parents.

PRIDE Belize will select, train, monitor and support the parent trainers. PRIDE Belize will work closely with the Ministry of Health, the Belize Family Life Association, rural health centers and others to implement this program.

Strategy 4: To develop, implement and support programs for drug prevention education.

The objective is to facilitate increasing the amount of drug prevention education which is presently offered in schools and in the community.

Drug prevention education is currently offered at the primary and secondary school levels, but key informants and the Ministry of Education believe that more such education is necessary. Some teachers in training at Belize Teachers College are trained in drug education. There are other established teachers, however, who no longer attend regular teacher preparation course work. For these teachers and principals, in-service training is offered each year.

Many Belizeans who are not in the school system are interested in drug prevention issues. These individuals are willing to attend community meetings to be educated.

PRIDE Belize will identify drug prevention education needs, then will provide assistance and training in the further development and training of primary and secondary school drug prevention education tools. PRIDE Belize will directly provide drug prevention education to schools, health professionals and government. PRIDE Belize will also sponsor and facilitate community-based drug prevention education programs.

Strategy 5: To support programs directed at increasing opportunities and motivation for participation in alternative activities for specific target groups to encourage drug-free lifestyles.

The objective is to encourage the youth of Belize to participate in the many on-going drug-free alternative activities.

Drug-free alternative activities are presently offered by the YMCA, YWCA, the Ministry of Social Services' National Youth Officer, the Peace Corps, the Ministry of Youth and Sports, the National Sports Council, the Belize Amateur Athletic Association, the Chamber of Commerce, the Belize Family Life Association and the National Arts Council. Some of these activities are well-promoted

and well-run while others need technical assistance to improve participation.

Surveys indicate youth are aware of the harmful effects of drugs (Youth Survey, 1990). Youth need additional training in leadership, self-esteem, and decision-making skills. Youth groups are an important ongoing avenue to teach and reinforce these skills. However, PRIDE does not have the number of staff required to initiate and maintain multiple youth groups or conduct frequent meetings and activities.

PRIDE Belize will develop its existing youth training programs into complete courses for youth organization leaders. The PRIDE Youth staff will work through existing community and church youth organizations and programs by:

1. Training leaders of these youth organizations to incorporate drug education into their regular activities, and
2. Providing direct training to youth in peer leadership/coping skills.

Strategy 6: To encourage and to support the development and implementation of early intervention programs.

The objective is to develop and support early identification, counselling and education to students and others identified "at risk" for using alcohol and other drugs, or who have begun to use illegal drugs.

Currently, there are few rehabilitation services in Belize. School personnel may observe problem behaviors but there are no public assessment or counseling services to refer youth for secondary prevention or intervention services. Teachers and counselors need more knowledge in the progression of addiction to effectively recognize behavior symptoms. There are no in-school programs to support and educate at-risk youth about drug use and the resultant personal and family problems. Students exhibiting symptoms of use are suspended or expelled.

In the program, school staff will be trained to use a behavior checklist and apply the steps of the intervention process. PRIDE Belize will encourage schools to develop policies to clearly delineate steps in the intervention process. Selected staff will be trained to serve as an intervention team. The counselor in each school will receive further training in support group facilitation.

Employers have expressed frustration over not knowing what to do with employees who are using alcohol and other drugs. PRIDE Belize will assist employers in establishing employee assistance

programs to refer employees to support groups and treatment programs.

Strategy 7: To collaborate with other public service organizations involved in drug prevention.

The objective is to assist other organizations in providing drug prevention to the public.

A number of organizations have recently become active in providing drug prevention education to the public. Often, however, efforts are duplicated as there is little coordination of services. The National Drug Abuse Control Council (NDACC) is one organization that has become empowered recently. NDACC is becoming a forerunner in the area of national drug policies and drug prevention. The council will continue to impact many areas of mutual interest to PRIDE Belize.

PRIDE Belize will share drug prevention education information and current research with other service organizations. This information will include not only drug information, but data on clients and services offered by PRIDE Belize, so other organizations can make referrals to PRIDE Belize rather than duplicate its services.

PRIDE Belize will maintain its collaborative relationship with NDACC by providing technical assistance and other support services. As other organizations offer community-based health-related projects, PRIDE Belize will participate in these activities. PRIDE Belize will co-sponsor these events where appropriate.

Strategy 8: To advocate change in values and attitudes and public and private policies regarding alcohol and other drugs.

The objective is to foster change in the attitudes and policies which make alcohol and other drug use acceptable.

The Government of Belize and key opinion leaders have historically sought the advice of PRIDE Belize on issues related to drug use prevention. At the same time, there are many drug use policies in Belize which are either problematic or inadequately enforced. Although it is illegal for persons under 18 years of age to purchase and consume alcohol, this law is not enforced. Similarly, drunk driving laws are unevenly enforced. Alcohol and tobacco advertisements account for more than half of all the advertisements on television. Alcohol is frequently given as prize on radio call-in programs; youth are frequently the recipients of these prizes. The legions of youth who are unemployed and out of school constitute a group which is at very high risk for alcohol and other drug use.

PRIDE Belize will conduct a media campaign which emphasizes that youthful alcohol use is illegal and unhealthy. PRIDE Belize will lobby government, media representatives and the business community to discourage alcohol and tobacco advertisements targeted to young audiences. PRIDE Belize will also encourage communities to mobilize to protest these irresponsible alcohol and tobacco advertisements.

PRIDE Belize will facilitate a forum on the plight of youth who are unaligned, that is those youth who are unemployed and out-of-school. PRIDE Belize will encourage the business community to take an active role in providing services to these youth.

Strategy 9: To obtain research and evaluation data and statistics to guide and assess program development and implementation.

The objective is to determine the effectiveness of programs and activities to guide project development and implementation. PRIDE Belize provides a wide variety of services to the public and specific groups. The organization has recently implemented a system for collecting process and outcome evaluation data as staff provide services. This data is necessary to ensure that activities are accomplishing their objectives.

PRIDE Belize will continue to collect information on client services and will implement a database to maintain this information. All data will be disaggregated with respect to gender, age, ethnic group, youth/parents and correlated to determine priority target audiences and services according to need. PRIDE Belize will train its staff on research methods and will develop a research and evaluation plan. PRIDE Belize will also implement a process for managing and utilizing the data generated by the research activities.

Strategy 10: To develop organizational capacity and mechanisms for effective operation of PRIDE Belize.

The objective is to develop PRIDE Belize as a fully functioning and sustainable PVO. The PRIDE Belize project has been administered by PRIDE International in Atlanta, Georgia since 1985. During Phase III, PRIDE Belize implemented new administrative policies as a step toward operational autonomy.

In Phase IV, PRIDE Belize will revise its operations manual to include the following: organizational structure, personnel policies, job descriptions and a performance appraisal system, vehicle policies, a financial management system, procurement policies, travel policy, records management and a property management system. PRIDE Belize will develop a training plan to give the management, technical and support staff the skills they

assignments. This training plan will include assessment techniques, research and focus group procedures, media campaigning techniques. The organization will plan so the staff will have the supplies to complete their tasks. PRIDE Belize will have plans, including plans for short-term PRIDE Belize will develop quarterly and

analyze the programs of PRIDE Belize.

to ensure that the effective activities of PRIDE Belize continue in the absence of funding from USAID.

to be a transshipment point to the United States from Central America and of marijuana from regions where marijuana production has decreased since the 1970s. Persons in danger of exploitation as a result of drug trafficking. The CDSS lists drug trafficking as a major international problem (Executive Summary, Development Strategy for Belize, 1991 - 1995,

to be concerned about the effects of drug use on society. In the report, Belize National Survey, Final Report (May, 1989), eight percent of respondents stated that the use of illegal drugs was the most serious problem.

In the same survey, Belizeans cited drug use as the most important problems facing them.

to increase the awareness of the dangers of drug use among the students surveyed, most drug use has decreased, despite increasing availability of drugs. However, among the population of students surveyed, approximately 3% between 1986 and 1989.

Over the next two years, the staff of PRIDE Belize will continue to provide products and programs to meet changing needs. PRIDE Belize will continue to play a major role the organization expects to play in the sector initiatives. PRIDE Belize will continue to play a major role and necessity of its drug prevention programs. PRIDE Belize will ensure that the valid results are the conclusion of this project. The staff will continue to work to either integrate or coordinate the government of Belize activities, and will continue to seek funding for these activities. Further, PRIDE Belize will continue to play a major role in its activities and to provide the services it provides.

Activities

to be associated with individual

to disseminate and useful information to the public in Belize and make it available to relevant audiences.

to include a survey of services including inferential and other drug use, drug use and a survey of services

to include a national needs assessment in Belize, the media and other

to include literature reviews to

to include a major problem in Belize with drug use and other

to be distributed to professional

to be aware and to increase

to be aware of the dangers of drug

to be a media campaign.

to be strict resource centers and other NGO's.

to be for educators.

to be among the general public in

to be aware of the dangers of drug use among the general public.

- Maintain level of knowledge of the dangers of drug among secondary school students.
- Five minutes of new television and radio public service announcements.
- Eighteen press releases distributed to newspaper, television and radio.
- One central resource center, six district resource and five NGO-based information stations.
- Four staff development programs held for educators.

Strategy 3: Develop a cadre of resource personnel trained in drug prevention education techniques.

- Activity 1: Design training program to teach resource personnel about drug prevention education, training techniques and PRIDE Belize programs.
- Activity 2: Identify and train resource personnel; implement resource personnel network.

Results:

- Fourteen resource personnel nation-wide trained in drug prevention techniques, training techniques and PRIDE Belize programs.
- A comprehensive training program to teach parents drug prevention techniques.

Strategy 4: Develop, implement and support programs for drug prevention education.

- Activity 1: Identify drug prevention education needs.

- Activity 2: Provide assistance and training in the further development and implementation of elementary and secondary school drug prevention education tools.
- Activity 3: Provide drug prevention education training to schools, health professionals and government.
- Activity 4: Sponsor community-based drug prevention education programs.

Results:

- Two curriculum infusion models developed.
- Fifty teachers trained in curriculum infusion model.
- Four community-based drug prevention education programs.

Strategy 5: Support programs directed at increasing opportunities and motivation for participation in alternative activities for specific target groups to encourage drug-free lifestyles.

- Activity 1: Identify and support existing alternative activity programs for youth.
- Activity 2: Assist and develop programs in alternative activities directed at youth.

Results:

- Training program for adult leaders of youth groups developed.
- Collaboration on eight youth drug-free alternative activities.

Strategy 6: Encourage and to support the development and implementation of early intervention programs.

- Activity 1: Identify and support existing early intervention programs through training and technical assistance.
- Activity 2: Adapt model early intervention programs which may be implemented at schools and other locations.

Results:

- Training and technical assistance provided to five existing early intervention programs.
- Two model early intervention programs implemented.

Strategy 7: Collaborate with other public service organizations involved in drug prevention.

- Activity 1: Share drug prevention education information and current research with other public service organizations.
- Activity 2: Maintain collaborative relationship with NDACC.
- Activity 3: Collaborate on community-based health-related projects where appropriate.

Results:

- Six quarterly drug prevention education updates provided to other public service organizations.
- Collaboration on five community-based health-related projects.

Strategy 8: Advocate change in values and attitudes and public and private policies regarding alcohol and other drugs.

- Activity 1: Conduct media campaign directed at changing attitudes about alcohol and other drug use.
- Activity 2: Lobby government, media representatives and business community to make alcohol and tobacco advertising more responsible.
- Activity 3: Facilitate forum on the plight of unemployed and out of school youth.
- Activity 4: Encourage community to protest irresponsible alcohol and tobacco advertisement.

Results:

- Five minutes of new television and radio public service announcements.
- Eighteen press releases distributed to newspaper, television and radio.

- Representation to government, Belize Broadcasting Authority, Belize Chamber of Commerce and Industry and medical authorities.
- One forum on the plight of unemployed and out of school youth.
- Four articles published which encourage community members to protest irresponsible advertising.

Strategy 9: Obtain research and evaluation data and statistics to guide and assess program development and implementation.

- Activity 1: Collect information on client services and implement database.
- Activity 2: Train personnel on research methods.
- Activity 3: Develop research and evaluation plan.
- Activity 4: Implement process for managing and utilizing data.

Results:

- Client service information collected and entered into database for every public service activity.
- All PRIDE Belize program staff trained in basic research methods.
- Two annual research and evaluation plans developed.
- All administrative staff trained in database management.

Strategy 10: Develop organizational capacity and mechanisms for effective operation of PRIDE Belize.

- Activity 1: Develop an operations manual for PRIDE Belize which includes:
- Organizational Structure
 - Personnel Policies
 - Job Descriptions and Performance Appraisal System
 - Vehicle Policies
 - Financial Management System
 - Procurement Policies
 - Travel Policy
 - Property Management System
 - Records Management System

Activity 2: Develop a training plan for management, technical and support staff.

Activity 3: Develop a procurement plan.

Activity 4: Develop annual implementation plans, including plan of short-term technical assistance.

Activity 5: Develop annual operational budgets.

Results:

- Operations manual developed.
- Two annual training plans developed and implemented.
- Two annual procurement plans developed.
- Two annual implementation plans developed and implemented.
- Two annual operational budgets developed.
- Two end-of-year internal assessments to evaluate validity of programs.

Strategy 11: To institutionalize the programs of PRIDE Belize.

Activity 1: Evaluate the validity of each facet of PRIDE Belize's program.

Activity 2: Develop a plan for the financial viability PRIDE Belize's programs including, but not limited to international donor funding, integration of programs into Government of Belize programs, service fees and fund raising.

PROJECT SUMMARY

PRIDE Belize will continue to use a multi-faceted approach in its efforts to contribute to the social stability and economic development of Belize by maintaining its social fabric through family and community well-being. PRIDE Belize's approach consists of implementing the following strategies in the period 1991 - 1993.

1. **Collect reliable, pertinent and useful information about the extent of the drug problem in Belize and make it accessible to the general public and relevant audiences.**

PRIDE Belize will conduct an annual national assessment to determine the extent of the drug problem in Belize, the services which are available to address the problem, and the gaps which exist in drug prevention services. PRIDE Belize will collect and disseminate inferential indicators of alcohol and other drug use such as the number of liquor licenses granted, drunk driving violations, hospital admissions for drug-related cases, and drug arrests, among other data. All data will be disaggregated with respect to gender, age, ethnic group, youth/parents and correlated to determine priority target audiences. PRIDE Belize will maintain this information in a computerized database. The data will be analysed and disseminated in usable and appropriate form to government, the media and to the general public.

To determine the prevalence and patterns of drug use, PRIDE Belize will conduct surveys. These surveys will include PRIDE International's school, parent, and work place surveys as well as a household survey to be designed by an independent consultant. The survey results will be disseminated, in non-technical terms, to government, the media and other relevant groups.

The staff of PRIDE Belize will maintain subscriptions to professional journals and will regularly review that literature. Literature reviews will be released to the professional community and other relevant audiences.

2. **Maintain the high levels of awareness and increase knowledge of the dangers of drug use.**

PRIDE Belize will use the surveys outlined above to assess levels of awareness of the dangers of alcohol and drug use. This data will allow the organization to know where it should focus its attention in educating the public.

Based on the findings of the above surveys, PRIDE Belize will

conduct an information-based media campaign. The media campaign will include presenting pre-tested messages through television, radio and newspapers.

PRIDE Belize will continue to maintain its system of resource centers. The organization operates a central resource center in its Belize City office. District resource centers have been established and will be maintained in each of the districts. Resource center volunteers who have been trained by PRIDE Belize will continue to receive in-service training in this phase of the project. PRIDE Belize will establish "information stations" with basic drug information in other non-governmental organizations.

PRIDE Belize will regularly provide staff development for educators to keep them up-to-date on the drug issue.

3. Develop a cadre of resource personnel trained in drug prevention education techniques.

PRIDE Belize will continue to train parents and others to train the public on effective drug prevention techniques. PRIDE Belize will design a training program to teach resource personnel about drug prevention education, effective training techniques and PRIDE Belize programs. This training program will be piloted with a small group of community workers. Based on recommendations from the pilot group, PRIDE Belize will modify the training programs, select and train the resource personnel and implement the trainers network.

4. Develop, implement and support programs for drug prevention education.

PRIDE Belize will continue to support the schools of Belize in their efforts to provide drug prevention education to their students. PRIDE Belize will assist school management and the Ministry of Education in identifying their drug prevention education needs. PRIDE Belize then will provide assistance and training in the further development and implementation of elementary and secondary school drug prevention education tools. These tools will include drug prevention curriculum infusion models. As NDACC receives funding from UNFDAC to implement drug prevention curricula nationwide, PRIDE Belize will concentrate on providing technical assistance to NDACC rather than directly to schools.

PRIDE Belize will provide drug prevention education training to schools, health professionals and government. This training will allow those trained to assist PRIDE Belize in promoting a drug-free lifestyle in Belize.

PRIDE Belize will sponsor community-based drug prevention education programs. These community-based programs will focus on giving participants specific information about the social and health costs of alcohol and other drug use.

5. **Support programs directed at increasing opportunities and motivation for participation in alternative activities for specific target groups.**

PRIDE Belize will promote and support existing youth group programs by networking with other organizations which promote or provide drug-free alternative activities for youth. PRIDE Belize will support these youth groups by training adult and youth leaders of youth groups. This training will emphasize effective ways to develop leadership and coping skills. The PRIDE Belize youth staff will continue to provide peer leadership and drug prevention training to existing youth groups.

6. **Encourage and to support the development and implementation of early intervention programs.**

PRIDE Belize has assisted in piloting early intervention programs in secondary schools in Belize. PRIDE Belize will support these existing programs through training and technical assistance. PRIDE Belize will provide schools with training and technical assistance in support group facilitation, referral procedures, and other topics as necessary.

PRIDE Belize will adapt model early intervention programs which may be implemented at schools and other locations, including work sites.

7. **Collaborate with other public service organizations involved in drug prevention.**

PRIDE Belize will share drug prevention education information and current research with other public service organizations. PRIDE Belize will share information on the health and social costs of alcohol and other drug use with organizations whose goals are similar to those of PRIDE Belize.

PRIDE Belize will continue to collaborate with the National Drug Abuse Control Council of which PRIDE Belize is a member. Collaborative activities will include training, resource centers, research, and materials development.

PRIDE Belize will collaborate on community-based health-related activities. The organization will participate in health fairs, community awareness programs and other appropriate activities.

8. Advocate change in cultural values and attitudes and public and private policies regarding alcohol and other drugs.

PRIDE Belize will conduct a media campaign using television, radio and print media directed at changing attitudes about alcohol and other drug use in the general public. PRIDE Belize will use information from the national needs assessment to focus the campaign on the drugs about which the public has the most dangerous misconceptions.

PRIDE Belize will lobby government, media representatives and the business community to make alcohol and tobacco advertising more responsible. PRIDE Belize will discourage advertisements targeted to youth under 18 and advertisements which condone drunkenness. Similarly, PRIDE Belize will mobilize communities to protest those irresponsible alcohol and tobacco advertisements.

PRIDE Belize will facilitate a forum on the plight of unaffiliated youth. PRIDE Belize will make presentations to business and community organizations to encourage them to sponsor programs for unemployed and out-of-school youths.

9. Obtain research and evaluation data and statistics guide and assess program development and implementation.

PRIDE Belize will continuously collect information on client services and will implement and maintain a database to manage this information. All data will be disaggregated with respect to gender, age, ethnic group, youth/parents and correlated to better determine and provide service according to need.

PRIDE Belize will train members of its staff on research methods so the organization's activities can be carefully monitored for effectiveness. PRIDE Belize will also develop a research and evaluation plan. As information is collected, PRIDE Belize will implement a process for managing and utilizing that data.

10. Develop organizational capacity and mechanisms for the effective operation of PRIDE Belize.

PRIDE Belize will revise an organization operations manual which includes: organization structure, personnel policies, job descriptions and a performance appraisal system, vehicle policies, a financial management system, procurement policies, travel policy, records management system and a property management system.

PRIDE Belize will develop a training plan for management, technical and support staff. This training will keep the staff current on the skills they need to perform their assignments.

PRIDE Belize will also develop a procurement plan to assure the staff has the equipment it needs to fulfill its goals.

PRIDE Belize will develop annual implementation plans in which it will schedule activities to accomplish the objectives outlined in this paper. This will include planning for short-term technical assistance. Finally, PRIDE Belize will develop annual operational budgets.

11. Institutionalize the programs of PRIDE Belize.

PRIDE Belize will evaluate the validity of each facet of its programs. PRIDE Belize will then develop a plan for the financial viability of those activities which remain valid at the conclusion of the USAID-sponsored project. To assure financial viability, PRIDE Belize will seek international donor funding for some of its activities, while others will be integrated into Government of Belize programs. PRIDE Belize will investigate the possibility of establishing itself as a subcontractor for drug prevention projects funded by the Government of Belize and international donors.

PROJECT LOGICAL FRAMEWORK

Narrative SummaryObjectively Verifiable IndicatorsMeans of VerificationAssumptionsGoal:

1.1 To contribute to the social stability and economic development of Belize by maintaining its social fabric through family and community well-being.

1.1.1 Statistically significant decrease in socially and economically deleterious effects due to alcohol and drug use such as drug use related accidents and new public and private policies against drug use.

Appropriate inferential indicators and surveys of public and private sector organizations including major employers.

Drug-free lifestyles contribute to greater social stability and individuals who are economically more productive.

Purpose:

2.1 To decrease prevalence in the use of alcohol and other drug use in Belize.

2.1.1 A minimum of 5% decrease in the use of alcohol among target groups.

2.1.2 A decrease in the rate of growth in the use of marijuana and cocaine among target groups

Prevalence surveys

The development of attitudes and behaviors consistent with a drug-free lifestyle will not be offset by other factors causing or promoting contrary attitudes and behaviors.

Outputs:Narrative Summary

3.1 PRIDE Belize as a sustainable and fully functioning PVO providing leadership, training and education, technical assistance support, information to the public and relevant audiences.

3.2 Maintenance of the current levels of awareness and knowledge about the dangers of drug use among high school students and attainment of high level of knowledge in the general public

3.3 Regular provision of reliable, pertinent and useful information on the extent of the problem and effectiveness of programs.

Objectively Verifiable Indicators

3.1.1 PRIDE Belize registered as PVO and functioning Board

3.1.2 Annual work plan approved and implemented.

3.1.3 Staff and operational system in place and functioning

3.1.4 Revenues from operations and income (funds) from non-project source amounting to at least 33 % of operational costs.

3.2.1 Maintain current level of awareness and knowledge of the dangers of drug use among secondary students

3.2.2 50% of upper primary students and 75% of the general public will have basic knowledge of the dangers of drug use.

3.3.1 Two annual assessments of the drug problem in Belize with distribution of results to the Government of Belize and other relevant audiences.

3.3.2 Six quarterly literature reviews distributed to professional community and other relevant audiences.

3.3.3 Two annual research and evaluation plans developed.

Means of Verification

Project progress reports

Project progress reports

Financial and compliance audits performance appraisal and annual reports

Annual Financial reports

Awareness surveys

Quarterly project progress reports and annual reports

Assumptions

3.4 Changes in values and attitudes and public and private policies regarding alcohol and other drugs.

The adoption and implementation of public and private policies with regard to alcohol and other drugs including development of policies with respect to drugs in sports and in the work place, advertising of alcohol and the enactment of new regulations with regard to licit and illicit drugs.

Surveys and records of board meetings and specific activity reports.

4.0 Inputs:

Marrative Summary

Objectively Verifiable Indicators

Means of Verification

Assumptions

4.1 Acquisition of staff, equipment and facilities

4.1.1 Development and adherence to annual implementation plan and quarterly schedules

4.2 Training of staff and volunteers

4.2.1 Development and implementation of staff development plan

4.3 Short-term technical assistance to PRIDE Belize

4.3.1 Use of at least 80% of funds allocated for SITA under project

4.4 Media campaign and maintenance of resource centers

4.4.1 Five minutes of new television and radio public service announcements.

4.4.2 Regular press releases distributed to newspaper, television and radio.

4.4.3 One central resource center, six district resource and five NGO-based information stations.

4.5 Technical and logistic support to existing drug prevention programs and for development of new programs

4.5.1 Two curriculum infusion models developed.

4.5.2 Fifty teachers trained in curriculum infusion model.

4.5.3 Twelve community-based drug prevention education programs.

4.5.4 Training program for adult leaders of youth groups developed.

4.5.5 Collaboration on eight youth drug-free alternative activities.

4.5.6 Training and technical assistance provided to ten existing early intervention programs.

4.5.7 Two model early intervention programs implemented.

4.5.8 Six quarterly drug prevention education updates provided to other public service organizations.

4.5.9 Collaboration on five community-based health-related projects.

4.6 Data collection system, research and evaluation agenda and capacity

4.6.1 Personnel hired and trained

4.6.2 Computer hardware and software acquired

4.6.3 Data collection system in place

4.6.4 Research and evaluation agenda developed and implemented