

NAE

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Narcotics Awareness and Education Project

Semi-Annual Report #5
May 15, 1992 - November
14, 1992

The Narcotics Awareness and Education (NAE) Project is designed to strengthen the capabilities of Lesser Developed Country (LDC) institutions to design, implement and evaluate effective drug awareness and prevention programs. The project focuses on drug demand reduction through public awareness and education. Key to the overall project strategy are activities that: generate an understanding of the nature and extent of drug abuse in a given country; develop public awareness of the problem among government policy makers, opinion leaders and the general public and of the importance of implementing comprehensive prevention programs before the drug problem gets out of hand; and assist in obtaining the support of key national leaders and institutions to develop and effectively implement national prevention strategies. Among the technical support services involved in the project strategy are technical assistance, training, research, information dissemination, and policy dialogue.

**NARCOTICS AWARENESS AND
EDUCATION PROJECT**

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**Semi-Annual Report #5
May 15, 1992 - November 14, 1992**

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EXECUTIVE SUMMARY

The purpose of the Narcotics Awareness and Education (NAE) Project is to strengthen the capabilities of developing country institutions to design, implement and evaluate effective drug awareness and prevention programs. The first two years of this five-year project have involved the NAE staff in exciting and dynamic activities in several countries, ranging from needs assessments to project design to participation in comprehensive national drug awareness programs. The project got off to a fast start, with the first buy-in request within two weeks of the contract award, to conduct a needs assessment that led to the development and establishment of a national drug awareness and prevention program for Paraguay. The remainder of the twenty-four month period was just as exciting and productive. Buy-ins from ten missions and two bureaus reached a peak of \$2,833,509. Activities under these buy-ins ranged from a simple needs assessment to the conduct of national household drug prevalence studies, to design and assistance in the development and implementation of comprehensive national drug awareness programs. Drug prevalence studies were started in Bolivia, the Dominican Republic, Panama, and Paraguay; an on-site office was established in Bolivia to provide long-term on-site technical assistance to two GOB agencies and two private sector organizations; and short-term technical assistance provided to public and private sector agencies in Ecuador, Colombia, Jamaica, Belize, El Salvador, Guatemala, and Mexico. In addition, the NAE Technical Advisory Group (TAG) met twice to review the NAE research agenda and provide advice and counsel on future directions.

During this reporting period the NAE received one new buy-in (Jamaica Evaluation) and additional funding for three pre-existing buy-ins (Bolivia, Mexico, Brazil) for a total of \$1,268,837. Total Project Funding stood at \$5,258,938 as of the end of the reporting period, an increase of \$1,568,837 over the previous period (See Exhibit #1 in the main body of the report). The NAE staff carried out technical assistance visits to Bolivia, Brazil, the Dominican Republic, Guatemala, Jamaica, México, Panama and Paraguay. Topics covered included ethnographic research on drug use and prevention, project design, institutional development and strengthening, training, evaluation and development of policy dialogue. A report was prepared for the LAC Bureau on the Status of Drug Awareness and Prevention Activities in Latin America and the Caribbean as a prelude to a more detailed assessment on accomplishments over the past eight years. The drug prevalence studies in the Dominican Republic and Bolivia were also completed and results published. In the case of both Panama and the Dominican Republic, the results of both studies were released to the public at a press briefing sponsored by the host country representatives. Extensive media coverage resulted in wide dissemination of the results.

The Bolivia Drug Awareness and Prevention Project, involving two private sector and two public sector agencies, continues to make tremendous progress in research, communications, and institutional strengthening. The NAE has coordinated and provided training and technical assistance in research techniques, use of appropriate research software, materials design and

development, media and communication techniques, and program administration. Of particular note is the progress made by DINAPRE/PROINCO in the analysis and reporting of the results of the national drug prevalence and attitude survey completed during the last reporting period. Our work in Mexico, Paraguay, and Brazil continues to obtain excellent results in strengthening those countries capabilities in drug awareness and education.

The second edition of the International Drug Prevention Quarterly (IDPQ) was printed and distributed to over 700 individuals and organizations worldwide. Project activities in Mexico, Colombia, Bolivia, and Paraguay were featured, as well as the final write-up on the Asia/Near East Regional Narcotics Education Program which had been in operation for three and a half years.

The NAE project has continued its subscription to a number of technical publications and journals which serve to keep the staff abreast of changes in drug awareness matters. During the reporting period the NAE staff continued to identify, review, and acquire relevant studies, trainers manuals, and curricula. These materials are then adapted and either provided to host country organizations directly or used during NAE-conducted workshops. Additionally the NAE staff has compiled a starter package of relevant materials and publications which are provided to interested organizations. During this report period, the NAE began to publish and make available reports on the results of the various studies carried out over the past two and a half years. Appendix 1 contains a listing of the NAE materials available for dissemination.

The third meeting of the Technical Advisory Group (TAG) was held on November 5-6, 1993, just as the reporting period was drawing to a close. Results of the meeting are at Appendix 2. Concurrently, the NAE Mid-term Evaluation and a Project Financial Review started. Results of these two reviews will be available during the next reporting period.

I. INTRODUCTION

A. Introduction

This is the fifth semi-annual report for the Narcotics Awareness and Education (NAE) Project. It covers the period May 15, 1992 to November 14, 1992. The report consists of five chapters. An overview of the project appears below; Chapter II contains a brief summary of the activities covered during the first two years of the project. Chapter III presents project accomplishments during this reporting period, followed by a description of project activities by Regional Bureau and Country Mission in Chapter IV. The report concludes with Chapter V Project Management.

B. Project Overview

Development Associates, Inc. was awarded a five-year contract on May 14, 1990 by the Agency for International Development to implement and operate the Narcotics Awareness and Education (NAE) Project. The purpose of the Project is to strengthen the capabilities of developing country institutions to design, implement, and evaluate effective drug awareness and prevention programs. The project's focus is on drug demand reduction through public awareness and education.

Collaborating with Development Associates on this project are: the Academy for Educational Development, a firm with extensive experience in implementing communications projects; Macro International, Inc., a firm with considerable domestic experience in drug abuse prevention training; and Porter/Novelli, a social marketing and communications firm. Directed by the Office of Education, Bureau for Research and Development, the project is intended to complement A.I.D. Mission bilateral programs and to help stimulate new initiatives. It is a demand-driven project (principal source of funding for in-country activities is mission buy-ins) which has been set up to serve the objectives and needs of A.I.D. Regional Bureaus and Missions. The services to be provided by the project include technical assistance, training, operations research, evaluation, information dissemination, and policy dialogue.

Although the project is designed to cover the training and technical assistance needs of A.I.D. missions world-wide, the major effort to date has been in Latin America, with the exception of a buy-in from the former Eastern Europe/Near East Bureau to conduct a needs assessment in several eastern European countries. As the project progresses it is anticipated that the non-LAC participation will increase. To date, there have been indications of interest from the Philippines, Sri Lanka, and Nigeria. Although nothing definitive has come of these inquiries, the NAE has provided them with materials and information relevant to their programs.

II. SUMMARY OF ACTIVITIES DURING THE FIRST TWO YEARS OF THE PROJECT

The first two years (May 1990 to May 1992) of the project saw significant accomplishments in several countries. The NAE has established its credentials, and with minor exceptions, is seen as a credible and useful provider of assistance to host country organizations involved in drug abuse awareness, education, and prevention activities. Project staff have conducted needs assessments, provided technical assistance and training in program and institutional development, conducted assessments and evaluations, and completed drug prevalence and attitude studies in four countries. The Project has been instrumental in influencing host country governmental agencies in either starting, or improving their drug awareness programs. This has been particularly noticeable in Brazil, Mexico, Panama, and Paraguay. In the case of Bolivia, the NAE Project has played a key role in the planning, formulation, and implementation of four significant organizations working at the national level to address the drug problem in that country.

Technical Support Activity

The project strategy involves offering six types of technical support services to Regional Bureaus and USAID Missions around the world. These are: technical assistance, training, information dissemination, operations research, evaluation, and policy dialogue.

Technical Assistance was provided to the LAC Bureau, Bolivia, Brazil, Colombia, the Dominican Republic, Ecuador, El Salvador, Guatemala, Jamaica, Mexico, and Paraguay, in the areas of strategy development; project design; design of drug abuse prevention, planning, and project implementation activities; organizational development and strengthening; and drug research. Notable outcomes in this area include the establishment of a drug awareness entity under the Ministry of Health in Paraguay, the development and initiation of a four-year national drug awareness and prevention program in Bolivia involving both the private and public sector, and the awakening of interest in drug abuse prevention among public and private sector agencies in Brazil.

Training conducted during the first two years included workshops in Bolivia, Guatemala, Mexico, and Paraguay on program development, institutional development, team-building, research (prevalence, attitude, ethnographic), materials development, designing communication campaigns, and project evaluation. Additionally, the staff started to work with interested organizations in Brazil to develop training of trainers activities in the states of Sao Paulo and Ceara.

In the area of **Information dissemination** the NAE staff has made up a starter kit of materials for initial distribution to drug awareness programs in host countries. These are distributed as necessary along with additional materials and publications that they request or that the staff feels will be useful. Additionally, the International Drug Prevention Quarterly (IDPQ)

newsletter provides a medium of communication between the NAE Project and interested individuals and organizations.

Research activities consisted of an overview of narcotics awareness efforts in the Latin American and Caribbean region, preparation of a strategy paper on promoting sustainability, and analysis of other RD/ED education, communication, and behavioral change projects. The latter work resulted in a document entitled: "Applied Behavior Change--A Framework for Behavior Change." Work was completed on the conduct of a national household study on the prevalence of drug use and attitudes in Bolivia, Dominican Republic, Panama, and Paraguay. Additionally, a Public Opinion Study on Alternative Development in Bolivia was completed as was a paper on alternative development for AID/PPC.

Evaluation activities include the conduct of a cross-cutting evaluation of drug awareness activities in Ecuador, as well as an assessment of FUNDASALVA's first year Action Plan was also carried out. A key element of the NAE's work in Mexico involves training on planning for evaluation of the individual drug programs being carried out by FEMAP.

Policy dialogue consisted of briefings and discussions with senior bureau, mission, and host country officials to obtain on-going support for drug abuse prevention efforts. Additionally, the NAE participated in several on-going USIA-sponsored research seminars for Andean region countries. Discussions have also been held with senior NIDA and ONDCP officials to keep the channels of communication and information open.

After two years of operations the NAE Project was firmly established as a viable training and technical assistance resource in most countries. Despite the scarcity of funds for drug abuse awareness and prevention, buy-ins from the Europe and LAC Bureaus, Bolivia, Brazil, the Dominican Republic, Ecuador, El Salvador, Guatemala, Mexico, Panama, and Paraguay reached a total of \$2,850,101.00. AID/RD/ED core funds provided an additional \$840,000 for total project funding of \$3,690,101.

In the next two chapters we will discuss the Project accomplishments for this reporting period--May 15, 1992-November 14, 1992.

III. PROJECT ACCOMPLISHMENTS BY AREA OF TECHNICAL SUPPORT

A. Overview

This reporting period has seen the culmination of many of the NAE efforts and activities. After two years of planning, discussion, and implementation, tangible results are now available. Survey research results have been published and distributed. Additional copies are available in English and Spanish. Training manuals and workshop curricula have been prepared for specific training courses and are available for use as necessary. The Communication Manual, prepared under the Asia/Near East Regional Narcotics Education Project, has been translated into Spanish and Portuguese and has been adapted for training in Bolivia, Paraguay, and Brazil. Selected publications and materials produced and disseminated by the National Institute on Drug Abuse and the Center for Substance Abuse Prevention have been translated and are now in use in most of the NAE training events. The countries in which the NAE Project has been working have expressed their satisfaction with our efforts by renewing or adding on to previous buy-ins. Bolivia has funded the second two years of its original four year technical assistance project. Mexico funded a second year buy-in, while Brazil came in with a third year buy-in. Buy-ins to the project contract reached a peak of \$4,088,938. Combined with core funding of \$1,170,000, the funding for the project stands at \$5,258,938 (see Exhibit #1). The NAE staff scheduled and carried out training and technical assistance visits to Bolivia, Brazil, Dominican Republic, Guatemala, Mexico, and Paraguay. Topics covered included organizational development and strengthening, project design, drug research, training, and evaluation. Additionally, the NAE staff attended coordination meetings with other agencies such as USIA, ONDCP, INM, CICAD, and members of the Technical Advisory Group.

This was also a period for introspection and review of past activities and accomplishments. Of particular interest was the subject of operations research, an area which clearly needed some attention and fresh ideas. A one-day "brainstorming" session was held with by the NAE staff and the AID Project staff to explore, identify, and discuss innovative ideas and methodologies in drug abuse prevention interventions. Over 70 different ideas were identified which were discussed, condensed, and priorities set for further consideration. The results of this session were presented to the Technical Advisory Group (TAG) at their annual meeting on November 5-6, 1992. (See Appendix 2).

To end the reporting period, the NAE Project hosted two separate review/evaluation teams. The first was a Financial Review of the contract supporting the Narcotics Awareness and Education Project. The purpose of the review (which covered both the prime contractor and the subcontractors) was to ensure that the "parties to the contracts and subcontracts have adequate and sound financial management and accounting procedures in place." The second was the "interim" or mid-term evaluation of the NAE Project. The purpose of this "interim" evaluation was to provide information on whether the project purposes are being achieved through the contract and what lessons have been learned to date. Both inspections started just as the

reporting period was drawing to a close. Final results are expected sometime in February 1993.

The NAE project has continued its subscription to a number of technical publications and journals which serve to keep the staff abreast of changes in drug awareness matters. During the reporting period the NAE staff continued to identify, review, and acquire relevant studies, trainers manuals, and curricula. These materials are then adapted and either provided to host country organizations directly or used during NAE-conducted workshops. Additionally the NAE staff has compiled a starter package of relevant materials and publications which are provided to interested organizations. During this report period, the NAE began to publish and make available reports on the results of the various studies carried out over the past two and a half years. Appendix 1 contains a listing of the NAE materials available for dissemination.

The following sections of this chapter provide more detail on the NAE accomplishments in the technical support areas of the project. Chapter IV addresses accomplishments by region and country activities.

EXHIBIT 1**PROJECT FUNDING
(As of November 14, 1992)**

<u>FUNDING SOURCE</u>	<u>AMOUNT OBLIGATED</u>	<u>PURPOSE</u>
RD/ED	\$ 327,000	Core
RD/ED	13,000	Core
Paraguay, Phase I	200,000	Project Development
Bolivia, Phase I	122,000	Technical Assistance
Bolivia, Phase II	1,100,000	Long-term Technical Assistance
Brazil, Phase I	100,000	Training
Brazil, Phase II	250,000	Training
Dom. Rep.	79,207	Prevalence Study
Ecuador	59,947	Evaluation
RD/ED	400,000	Core
El Salvador	29,036	Evaluation
El Salvador	16,592	Technical Assistance
ENE	66,500	Needs Assessment
LAC 1	100,000	Technical Assistance/Needs Assessment
Guatemala	100,000	Technical Assistance/Training
LAC 2	250,000	Training/Needs Assessment
Mexico	96,050	Technical Assistance/Training
Panama	50,769	Prevalence Study
Paraguay 2	200,000	Project Development
PPC	30,000	Strategy Papers
RD/ED	100,000	Core
Jamaica	44,993	Evaluation
RD/ED	300,000	Core
Brazil III	150,000	Training
Bolivia Phase II Add-on	990,000	Long-term Technical Assistance
Mexico	83,844	Technical Assistance/Training
TOTAL	\$5,258,938	

B. Technical Support Areas

The services provided by the project include technical assistance, training, operations research, evaluation, information dissemination, and policy dialogue.

In the following pages we provide a summary of activities and accomplishments to date.

Technical Assistance

The NAE Project provided technical assistance to 8 USAID Missions and Bureaus, to include host country governmental and non-governmental organizations in those countries. Technical assistance covered topics such as 1) data analysis and reporting of results of national epidemiological drug prevalence studies in Bolivia, Dominican Republic, Panama, and Paraguay; 2) design and evaluation of individual host country projects and activities (Brazil, Paraguay, Panama, Mexico, Bolivia); 3) design, implementation and evaluation of media campaigns and other drug awareness and prevention programs (Bolivia, Paraguay, Brazil, Guatemala); 4) development of management systems to strengthen coordination and institutionalization of organizations working in the field (Bolivia, Guatemala, Paraguay); and 5) strategic planning and sustainability strategy (Mexico, Paraguay). A notable example of technical assistance designed to increase the technical knowledge of host country personnel involved the topic of ethnographic research methods. Assistance was provided to personnel of PROINCO/DINAPRE in Bolivia on the design and implementation of an anthropological study of "street kids."

Training

The NAE Project requirements call for training at three levels; in-country, regional, and outside the region. NAE accomplishments to date have focused primarily on in-country training designed to meet specific needs of A.I.D. Missions and host country organizations, institutions, and individuals. Regional training on research has been proposed to the LAC Bureau, but the Bureau has decided to put that training in abeyance for the time being. Other regional training efforts in the planning stage include regional workshops on evaluation and drugs in the work place. Training outside the region depends to a large extent on the ability of personnel to travel outside their country and availability of funding. During this period personnel from the National Directorate for Drug Use Prevention (DINAPRE) and the Subsecretariat for Alternative Development's (SUBDESAL) Communication Division traveled to the United States in July 1992 to participate in a USIA-sponsored seminar on drug research. Additionally, one person from DINAPRE also traveled to Bogota in May 1992 to participate in an Andean research seminar. The Paraguay Narcotics Awareness Program, MARANDU, has proposed a plan for on-site visits by some of its key personnel to programs in Peru, Bolivia, and Mexico. This plan will be implemented as soon as funding is available. El Salvador's FUNDASALVA has also asked the NAE to suggest possible site visits. Suggestions have been made, but approval of those visits is dependent on a waiver of the requirements contained in the Cooperative Agreement between FUNDASALVA and USAID/El Salvador that preclude expenditure of funds for third country visits.

The NAE Project has provided training on topics ranging from institutional team building for newly formed organizations to the design and evaluation of drug awareness messages and campaigns. For example, as part of a concerted effort to institutionalize a research capability within Bolivia's (GOB) Dirección Nacional de Prevención (DINAPRE), the NAE has conducted training courses on the design of national drug studies (prevalence, focus groups, and ethnographic studies), use of SPSS software, and data analysis.

In Paraguay, the NAE also conducted a week-long training course on Communication, a course that was preceded by several shorter and more informal training sessions on the same topic. The training course provided an opportunity for participants to actually design and conduct a public opinion and attitudinal survey and analyze the data. The results of this survey and a subsequent focus group study were used to develop drug abuse prevention materials in both Spanish and Guaraní. Subsequently, during a technical assistance visit involving strategic planning, two other needs emerged; one, leading to the design and conduct of a workshop on policy dialogue to launch efforts for the development of a national prevention plan, strategy, and design of a national prevention network. The other, a training workshop on development of an annual action plan for MARANDU itself. This is a good example of the fact that the NAE must be prepared to react to rapidly emerging needs, particularly when one considers the costs and efforts in delivering training and technical assistance over such long distances. Although not conducted by the NAE staff directly, the Paraguay Narcotics Awareness Program, MARANDU, an NAE client, has an on-going training program for teachers and health workers, community leaders and policy makers.

Training on evaluation techniques has been on-going in Mexico for the last year, with several follow-up sessions still to come. Additionally, a workshop on new approaches to community and school-based programs has been initiated in Mexico for FEMAP subsidiaries. Sustainability has been a continuing topic of discussion and training in Mexico. Discussions are underway with Cruz Blanca Panameña for the design and implementation of a regional training program on drugs in the workplace.

The Brazil buy-ins are strictly for training of drug abuse prevention providers and trainers. As a result of training sessions conducted during the last report period, agreements have been signed with five organizations in Ceara State to develop and conduct, with NAE assistance and oversight, additional training courses to expand the cadre of trained drug awareness professionals. NAE staff also worked with FUSSESP in Sao Pualo to design their first year action plan to implement their Permanent Program for Drug Abuse Prevention.

All of these training activities and events have been developed in conjunction with both the USAID mission and the host country organizations.

Applied Research

The NAE project has operated from its inception with an applied research framework derived from the contractor's previous experience in drug awareness and education activities as

well as AID's experience with related programs.

That framework involves two instances where research is important in the development and implementation of projects in the field: in terms of problem definition and in terms of evaluation.

In the area of problem definition, the key research component has been an effort to define the nature and extent of the drug problem in order to identify the magnitude of the drug problem in each country, the psychoactive substances that are of the greatest concern and the groups at risk for drug use. Such information permits a definition of the types of prevention programs that are required and the appropriate target groups of those programs.

In a project dedicated to developing innovative approaches to fostering awareness of the drug problem and preventing drug use, research needs to focus on defining the problem in each of the countries where the project is active, providing the basis for designing appropriate interventions and measuring the impact of those interventions on the drug use. It is for that reason that the focus of the NAE's applied research has been measuring the nature and extent of drug use in each country, looking at attitudinal constellations through surveys and through qualitative research (e.g. focus groups and ethnographic studies) as well as looking at the state of public opinion which forms the basis for action within those countries.

Applied research efforts have been tied to those buy-ins which either are focused on problem definition or on those buy-ins where there are sufficient resources to undertake research activities. Specifically, buy-ins from USAIDs in the Dominican Republic and Panama were directed at conducting research to define the nature and extent of the drug problem in each country. Buy-ins in Bolivia, Paraguay and Guatemala have provided funding for research activities. The buy-ins for Brazil and Mexico provide funding for NAE training in research, but do not provide funding for research.

Progress during this reporting period on each of these buy-ins is as follows:

Dominican Republic: The national household survey of drug use and the focus group study on the design of drug prevention interventions has been completed and a report issued. The report was presented at a national seminar in the Dominican Republic, sponsored by the Dominican Republic's National Drug Council. The data is being turned over to the National Council and other agencies for their use in the design of national prevention programs. The prevalence data is also being reanalyzed by the NAE project as part of cross national study of drug prevalence.

Panama: The national household survey of drug use in the three major urban areas of Panama and in one small town has been completed. As in the case of the Dominican Republic the results were presented in a seminar sponsored by Cruz Blanca Panameña. The results of the survey were made available for use by Cruz Blanca Panameña and other drug prevention programs in the design of their efforts. The prevalence data is also being reanalyzed by the NAE

project as part of cross national study of drug prevalence.

Paraguay: As part of the first year of the buy-in and in the interest of defining the drug problem in Paraguay, a national household survey of drug use and related attitudes was conducted under the auspices of the NAE project and the national Paraguayan drug prevention program. The results of this survey were presented in a national seminar and a report was published by the national Paraguayan drug prevention program, Proyecto Marandu. The prevalence data is also being reanalyzed by the NAE project as part of cross national study of drug prevalence.

Bolivia: Bolivia is the only buy-in which provides resources for the design and conduct of a long term research program. There are currently two major components of that program: the conduct of a national research effort by the principal government drug prevention agency, PROINCO/DINAPRE, and the conduct of formative and evaluative research by the private agency conducting mass communication drug prevention interventions, SEAMOS.

PROINCO/DINAPRE's research program for 1992 included the conduct of an ethnographic study, using focus groups, life histories and participant/observation to understand the relationship between street children and drug use. The data gathered by this study will serve to assist in the design of drug prevention interventions directed at street children. PROINCO's research program also included the analysis and dissemination of a national household survey designed by the NAE Project. That survey included measurement of the nature and extent of drug use (drug prevalence), opinions regarding drug use, production and trafficking in Bolivia and various attitudinal measures.

SEAMOS has conducted focus groups as part of the pretesting of a series of documentary television programs directed at informing about drug production, trafficking and use in Bolivia. SEAMOS is also conducting a national survey of decision-makers and opinion leaders.

Information Dissemination

In addition to developing appropriate materials for specific training and technical assistance events, the NAE staff has taken advantage of existing materials to support its training and technical assistance efforts. Relevant materials have been translated for use in training workshops in Brazil, Mexico, and Paraguay. The Communication Training Manual developed under the Asia/Near East Regional Narcotics Education Project was translated into Portuguese during this period by Brazilian counterparts. The document is currently being further adapted by introducing culturally appropriate examples, photographs, etc. For the training course in Paraguay, this manual, enhanced by numerous Latin American specific materials, was used as the basis for development of a new trainers' manual for that course. Specifically included as additional references were similar publications from Ecuador, Bolivia, and Peru, as well as locally produced materials. Similarly, a trainers' manual on the use of SPSS in drug use data analysis was also developed. In the case of Brazil, an important component of all training events is the development of appropriate drug abuse training and prevention materials. These are being

done by host country individuals with the help and oversight of the NAE staff.

The NAE has also developed a quarterly newsletter, IDPQ (International Drug Prevention Quarterly) that is distributed to approximately 700 organizations and individuals world-wide. Comments on its utility have been received from Pakistan, Nepal, Thailand, and even from Rome, where the USIS PAO, who used to be stationed in Peru, saw a copy and wrote asking for additional copies for distribution to local Italian drug awareness and education programs.

During this reporting period reports on drug prevalence studies and special papers were printed professionally and distributed to select individuals and organizations. These include the drug prevalence studies conducted in Bolivia, Dominican Republic, Panama, and Paraguay, as well as the Public Opinion Study on Alternative Development in Bolivia; and special reports on "The Uses of Data in Drug Policy Formulation", "The Role of Applied Research in Public Awareness and Policy Development", and "Applied Behavior Change: A Framework for Behavior Change Interventions and Research." Other studies conducted by Development Associates outside the NAE Project (Haiti, Peru, Guatemala drug studies) are also available. Also in process is a special report on "Sustainability" which will be available in the near future.

The NAE Project has adopted a pro-active approach to information dissemination designed to help host country organizations and institutions develop their own information collection and dissemination capability. In addition to providing technical assistance in the development of documentation center systems and procedures, the staff has assembled a basic packet of materials available from the drug abuse prevention clearing houses for distribution to the organizations with which the NAE works.

Additionally, every effort is made to help documentation centers access other international sources of information. Through the NAE, two country (Paraguay and Bolivia) documentation centers received intensive training from, and became members of the Organization of American States' International Drug Information Network. Through inter-agency collaborative efforts, particularly in Bolivia, host country organizations have access to USIS' information centers and data bases.

Appendix 1 is a listing of NAE project materials, including those developed for specific events, special reports, and research study reports. Except for publication of articles in peer-reviewed professional journals (two are in process), the NAE Project is on target in meeting contract requirements. Appendix 1 also contains a list of materials developed by other institutions that were deemed to be useful, and were distributed to host country organizations.

Evaluation and Policy Dialogue Tools

Evaluation and Policy Dialogue are key elements of the NAE overall program. The staff promotes evaluation as a key component of program planning that is essential, not only for donors' assessment of how their funds are utilized, but more importantly for improvement of program activities. Additionally, a well conducted evaluation can be useful in drawing attention

on the part of national authorities of the need for a public-private partnership to formulate a national prevention strategy. (See "The Role of Applied Research in Public Awareness and Policy Development: The Case of Drug Use In Panama", Narcotics Awareness and Education Project, June 1992). A similar presentation was made in the Dominican Republic, where the GODR National Drug Council co-sponsored the public event releasing the results of the household study in that island country.

In Bolivia and Brazil, NAE staff are working closely with local institutions to provide the necessary contacts and activities designed to inform policy makers. Extensive use is made of television spots in Bolivia and workshops with the press are an ongoing activity. In the case of Brazil, NAE staff are working directly with the Sao Paulo and Ceara State government officials to develop policies and programs to address the problem. The NAE Project Director has also entered into preliminary discussions with the United Nations Drug Control Programme representative in Brazil to look at training needs in the design of a national drug plan.

IV. PROJECT ACTIVITIES BY REGIONAL BUREAU AND COUNTRY

Buy-ins from Regional Bureaus and Missions represent a major focus of NAE project activities. This chapter describes project progress on the work performed under buy-ins. All buy-ins obtained to date are covered as well as potential buy-ins. Information on the buy-ins include the amount and date of the buy-in as well as the project number and funding source. The focus of activity, methodology and accomplishments are also described. Add-ons to existing buy-ins from the same source are distinguished by PIO/T numbers, but are seen as a continuation of the initial buy-in. They are differentiated as Phase I, II, etc.

Information is presented on a Regional Bureau and country basis. The following countries are discussed in this section:

- **Latin America and Caribbean Bureau**

- Bolivia
- Brazil
- Dominican Republic
- El Salvador
- Guatemala
- Jamaica
- México
- Panama
- Paraguay

- **Europe Bureau**

- **Africa Bureau**

- **Asia Bureau**

LATIN AMERICA/CARIBBEAN (LAC) BUREAU

Phase I

Amount of Buy-in: \$100,000

Date of Buy-in: June 7, 1990

Project No.: 598-0657

Funding Source: LAC Bureau

Phase II

Amount of Buy-in: \$250,000

Date of Buy-in: August 9, 1991

Project No.: 598-0657-3-16530000

Funding Source: LAC Bureau

Phase I

Summary of Scope of Work

1. Conduct up to five strategy development trips of approximately one month duration to assist with narcotics awareness and education interventions in LAC countries.
2. Prepare an overview of narcotics awareness and education activities and approaches in the region, highlighting AID-supported activities.

Accomplishments:

1. Provided technical assistance to the USAIDREP/Paraguay in the design of a narcotics awareness program and establishment of an organizational structure to carry it out. Also provided technical assistance to USAID/Jamaica to: 1) develop a monitoring system for the Jamaica/Western New York Partners community NGO project to assess that program's objectives; (2) reviewed previous epidemiological studies on drug abuse in Jamaica and made recommendations regarding future studies; and (3) assessed the feasibility and made recommendations regarding the establishment of an overall management information system for the National Council on Drug Abuse (NCDA). Made two technical assistance visits to Belize to explore ways and means of developing a low cost drug tracking system. Unable to reach satisfactory solution to USAID/Belize's request.
2. A draft paper on LAC narcotics awareness and education activities and approaches was developed and submitted to LAC/DR/HPN. At LAC's request, the paper was expanded to serve as the basis for the development of a LAC narcotics awareness strategy for distribution to the field.

Phase II

Summary of Scope of Work:

1. To design and conduct two regional training workshops as well as provide technical assistance services as necessary.
2. Provide technical assistance, on request, in the areas of needs assessments; definition, documentation of strategies, programs, and projects.
3. Maintain a database of AID-funded narcotics awareness and education activities and produce semi-annual updates.
4. Produce up to four narrative reports per year.

Previous Accomplishments:

Provided the services of a three-person technical team in support of the preparation of a drug awareness and education project for Colombia. A preliminary project paper was written and distributed to appropriate agencies for review and comment. Although the paper was initially found to be sound in principle, it was subsequently rejected after criticisms by other agencies as to its design.

Prepared a report on the current status of LAC Bureau programs in drug awareness and prevention. The report includes a brief background of LAC Bureau activities in drug awareness and prevention since 1984, goals and purposes of current activities, lessons learned, impact measures available by program, and recommendations for the future. This is followed by individual country profiles. This report was distributed to the various Missions for review and comment.

Accomplishments This Report Period:

Provided copies of all NAE-sponsored studies for inclusion in the LAC Management Information Data Base.

Arranged for, and coordinated a briefing on Cruz Blanca Panameña activities for LAC staff. Briefing conducted by the Administrative Director of Cruz Blanca.

The regional workshops originally contained in the buy-in scope of work have been placed in abeyance for the time being pending receipt of comments to the report mentioned above and further review between LAC and NAE staff on the training needs of the LAC region.

BOLIVIA

Phase I

Amount of Buy-in: \$122,000

Date of Buy-in: September 26, 1990

Project No.: 936-5834

Funding Source: USAID/Bolivia

Phase II

Amount of Buy-in: \$1,100,000

Add-on Funding: \$990,000

Date of Buy-in: May 2, 1991

Date of Add-on: Aug 25, 1992

Project No.: 511-0613

Funding Source: USAID/Bolivia

Phase I

Summary of Scope of Work:

Provide technical assistance to USAID/Bolivia and four Bolivian agencies during the initial planning stages of USAID/Bolivia's Drug Awareness Project. The four agencies include two non-governmental organizations--the Educational System for Social Mobilization and Anti-Drug Addiction (SEAMOS), and the Educational Campaign Against Narcotics (CESE) and two Government of Bolivia (GOB) agencies, CONAPRE and SUBDESAL.

The stated outcome of this initial buy-in, with a completion date of April 30, 1991, was to have the USAID/Bolivia Drug Awareness Project Paper approved; the four Bolivian organizations would have developed and submitted drug awareness proposals to USAID, and would be in a position to begin implementation of their approved individual action plans.

Accomplishments:

1. Facilitated the processing and approval of the USAID/Bolivia Drug Awareness and Prevention Project Paper and helped the two private sector organizations (SEAMOS and CESE) design and prepare drug awareness proposals for submission to the Mission. Project Paper was approved in December 1990 and project authorized on April 5, 1991.
2. Reviewed proposed project activities with the USAID Project Officer. Coordinated, and agreed on procedures for long-term technical assistance for the local organizations. Based on discussions between the NAE Project Director and USAID staff arrangements were made for the Mission to proceed with the technical assistance buy-in immediately in order to continue the current support without interruption. The PIO/T for the long-term TA buy-in was finalized and

a buy-in for four years (incremental funding) of technical assistance was approved on May 2, 1991. Dr. Russell Stout was selected and assigned as the resident Chief of Party for the long-term technical assistance team.

Phase II

Summary of Scope of Work:

1. To implement the current USAID/Bolivia Drug Awareness and Prevention Project and the technical assistance buy-in to the Narcotics Awareness and Education Contract.
2. Provide long-term technical assistance to USAID/Bolivia and four Bolivian agencies in the implementation of USAID/Bolivia's Drug Awareness and Prevention Project.
3. The Contractor, Development Associates, will establish an office in La Paz, Bolivia and provide the services of a high quality, Spanish speaking, technical assistance team, with experience in designing and implementing drug education and awareness programs and in organizing private agencies to carry out such programs. This team will assist interested Bolivians in strengthening and expanding the private sector organization, Educational System for Social Mobilization and Anti-Drug Addiction (SEAMOS), provide training in drug education and awareness campaigns, and help SEAMOS mobilize local and international financial support for drug education and awareness activities.
4. The Contractor will also provide technical assistance to the private sector organization, Educational Center Against Narcotics (CESE), as well as to the public sector organizations, CONAPRE and SUBDESAL.

Previous Accomplishments:

1. The La Paz office of the NAE long-term technical assistance team opened in July 1991 with Dr. Russell Stout as resident Chief of Party. The NAE staff provided technical assistance to the four Bolivian groups CESE, CONAPRE, SEAMOS and SUBDESAL in the development of proposals to be submitted to USAID; attainment of PVO status; and development of project implementation plans. To facilitate coordination among all parties concerned, a Project Coordinating Unit was formed. This PCU meets monthly and is attended by representatives from USAID, USIS, UNDCP, and host country organizations.
2. Technical assistance was provided to CONAPRE (now DINAPRE) in the design, development and conduct of a national drug prevalence and attitudes study. CIEC

(Centro Interdisciplinario de Estudios Comunitarios), a private research firm was contracted to do the field data collection. The field work was completed in February 1992. Data analysis was undertaken by DINAPRE with technical assistance from the NAE staff. As part of this technical assistance effort, PROINCO staff (research arm of DINAPRE) received extensive training in the use of data analysis statistical packages such as SPSS. This gives PROINCO staff beginning expertise that will enable them to design and carry out subsequent research efforts.

3. At the request of USAID/Bolivia the NAE carried out a study of attitudes towards alternative development and other matters among Bolivians in several regions of the country affected by the impact of the alternative development program. Penn + Schoen Associates, Inc., of New York was contracted to carry out this study. The study was completed in early May 1992.
4. A series of implementation and training workshops have been held to help the four Bolivian organizations develop proposals and action plans for presentation to USAID. Cooperative Agreements between USAID and SEAMOS and CESE are in effect. CESE has been established as an independent anti-drug PVO, active in training teachers and developing educational materials. SEAMOS has obtained a totally new staff that is actively engaged in production of spots and documentaries. The PROINCO research unit is fully staffed with competent researchers and a national communications unit was established within SUBDESAL, with assistance and training by NAE staff and consultant specialists.

Accomplishments This Report Period

The USAID/Bolivia Drug Awareness and Prevention Project continued to make excellent progress during this reporting period. USAID/Bolivia funded the second half of the four-year buy-in for technical assistance to the four host country organizations. All four organizations are on schedule with their accomplishments of major output items. The Project Coordinating Unit (PCU) continued to meet monthly to coordinate project activities among the members. Specific accomplishments of note are as follows:

1. DINAPRE continues to improve its research capability through training and technical assistance from the NAE. A statistician has been contracted for the La Paz office, and two researchers for each of the COPRES in La Paz, Cochabamba, and Santa Cruz. They have also purchased much-needed computers (hardware and associated software) to set up shop as a full-time research unit. The project-supported research element of DINAPRE has been re-organized as a semi-autonomous unit, Proyecto de Investigación y Concientización en Prevención del Uso Indebido de Drogas (PROINCO). The data from the national prevalence study, which was completed in March 1992, has been analyzed and the first portions (opinions/attitudes) of the study report sent to the printers in September

1992. During this period, PROINCO, with the help of Dr. Philippe Bourgois, designed and carried out an ethnographic study of drug use among street children. Also, PROINCO had three statistics/research methods workshops during this reporting period. Looking towards the future and a possible change in GOB direction, the Senior staff in DINAPRE/PROINCO have taken action to ensure that a research capability continues to exist in Bolivia. The staff has initiated a proposal to form a non-governmental organization to carry out drug-related research. This proposed organization would be affiliated with, but not supervised by, DINAPRE. This will ensure, to some extent, the retention and maintenance of a research capability on drug-related matters.

2. SEAMOS continued to strengthen its staff and began to take action to improve its visibility and influence in drug awareness issues. The NAE staff, through Porter/Novelli, provided technical assistance in redefining and sharpening their communication and social mobilization programs. Additionally, SEAMOS has initiated a program of round table discussions to address specific issues and generate interest among public opinion leaders. The first of these were on alternative development and the "role of investigative journalism in anti-drug activities. The organization also sponsored a radio-novela (soap opera) competition, with the winning script to be broadcast nationally.
3. CESE has expanded its hot line ("A Tí") telephone call-in service to Santa Cruz and Cochabamba. They have continue their workshops and seminars for schoolteachers and students. CESE's involvement in youth-oriented anti-drug efforts has resulted in widespread coverage in the national press. They have also maintained the police/armed forces workshops on drug prevention that are sponsored by NAS/US Embassy.
4. SUBDESAL continues to receive technical assistance in communication and social marketing from the NAE. They recently contracted two additional professional social communicators to serve La Paz, North Yungas, and Cochabamba. The National Communications Unit also began publication of their monthly newsletter that appears as a supplement to "Presencia", a national daily newspaper. The newsletter provides up-to-date information on alternative development and drug prevention activities that affect the rural coca-producing areas. They also prepared anti-drug materials for radio broadcasts to rural coca producers.
5. The attitude and opinion study on alternative development in the Chapare was translated and distributed in English and Spanish to GOB and US Embassy officials. The study shows support for alternative development, balanced by a widespread suspicion that the GOB cannot deliver on promises made. Drug use is viewed as objectionable behavior. Coca leaf production is seen as an economic necessity, but processing leaf into coca-derivatives is not seen as a positive activity. The results, though mixed, indicate that it is highly likely that a well-

managed, focused, prevention and education program can affect opinions and behavior.

BRAZIL

Phase I

Amount of Buy-in: \$100,000

Date of Buy-in: July 3, 1990

Project No.: 598-0616.09

Funding Source: USAID/Brazil

Phase II

Amount of Buy-in: \$250,000

Date of Buy-in: June 29, 1991

Project No.: 598-0616-3-10012

Funding Source: USAID/Brazil

Phase III

Amount of Buy-in: \$150,000

Date of Buy-in: September 11, 1992

Project No.: 598-0616-3-2004

Funding Source: USAID/Brazil

Phase I

Summary of Scope of Work:

1. Help Brazilian organizations to develop training materials and train trainers to design and undertake a pilot drug abuse prevention project.
2. Conduct a preliminary assessment through site visits and discussions with professionals to determine strengths and weaknesses in the area of development of appropriate materials on narcotics awareness and prevention.
3. Identify interested individuals and organizations willing to work towards the development of a core cadre of trainers that will take on the responsibility for training other organizations and communities in the development of materials.
4. In conjunction with host country individuals and organizations, design, develop, and conduct appropriate training workshops.

Accomplishments:

The level of effort called for in Phase I was completed during this reporting period. A summary of activities and accomplishments under this phase are as follows:

1. A Social Marketing and Planning workshop was carried on in Sao Paulo for a core group of 11 professionals which came to be known as the "Paulista Group" and FUSSESP (Fundo Social de Solidariedade do Estado de Sao Paulo). About 15 institutions (governmental, NGO's and private) participated in this event, which was inaugurated with the participation of the seven Secretaries of State and the First Lady of Sao Paulo. As an outcome, 10 projects were designed and submitted to NAE-USAID for consideration for funding. They were merged into six projects to receive financial and technical assistance support. Final agreements were entered into with GREA, to execute a training of trainers research workshop; Pastoral do Menor, training in drug prevention of about 50 field workers in one of the biggest Sao Paulo "favelas"; PROAD, training of leaders in drug prevention; COMUNICARTE, training of about twenty FUSSESP officers in communication, and the inclusion of Drug Prevention messages in three soap operas that have an audience of 30 million people per program.
2. An audiovisual materials development workshop was implemented and the following materials were designed: A manual "A Vida es Uma Conquista", that includes drug prevention guidelines for FUSSESP and all the State Secretariats; tee shirt; poster and logo. These audiovisual materials were printed in large quantities by FUSSESP and distributed during the anniversary of the Permanent Drug Prevention Program. NAE staff met with the First Lady, and president of FUSSESP, Mrs. Nair Passos Fleury, discuss the need for FUSSESP to step up funding and activities in its permanent drug prevention program, and try to have closer relationship not only with USAID Brasilia but with other funding agencies such as UNDCP and UNESCO.
3. The first anniversary of the Permanent Program was celebrated during this reporting period, with participation of the Governor and other authorities. A special professional video tape which included information about achievements in the past year was prepared and distributed to mass media and participating agencies.
4. The first Lady of Sao Paulo in a short visit to Washington DC, met with officers from the State Department, LAC Bureau, NAE and was interviewed by Voice of America. Most arrangements for this visit were done by NAE.
5. Work in the State of Ceara started in the same manner as it did in Sao Paulo. A group of 11 professionals from Ceara State and the First Lady Patricia Gomez, participated in a three week drug prevention workshop held in the United States,

under the auspices of USAID/Brazil. This was followed by a visit by the NAE Communication Specialist to Fortaleza, to meet with the Ceara Group, the First Lady and other Secretaries of State. A Communication and Planning workshop was set to be executed for about thirty institutions during which integrated drug prevention projects were to be developed. The workshop was held in Fortaleza. Eleven projects were designed, and those approved for funding were: Fundacao Ceareanse de Combate as Drogas, Ministry of Health, Universidad Federal de Ceara, Desafio Jovem, and Fundacao de Estudos da Familia. Others are still under consideration.

Towards the end of the reporting period, the NAE Project Director and the Communications Specialist met with UNDCP and UNESCO representatives in Brasilia. The purpose was to emphasize the need for them to fund programs in the short run. Both the UNDCP and the UNESCO representative expressed interest in supporting drug prevention activities in Brazil. UNDCP indicated there was a set aside of funds to support a national program. These funds would be made available provided Brazil came up with a national prevention plan. As the report period came to a close, the Governor of Sao Paulo was in contact with the UNDCP representative to offer Sao Paulo's and FUSSESP's help in developing a national plan. UNDCP also indicated that they had recently approved funding for a second drug prevalence study in Sao Paulo to be carried out by Dr. Carlini and his staff.

Phase II

Summary of Scope of Work:

To provide training to develop and strengthen the capacity of key institutions and organizations in Brazil so as to increase awareness of the social consequences and costs of narcotics abuse in Brazil in order to assist Brazilians in mobilizing against narcotics use and trafficking. *Also*, to develop the leadership needed within Brazil to seek solutions to the problem of narcotics abuse and to expand national commitment to this end. This buy-in will continue and expand the efforts started with the earlier buy-in.

NAE staff will continue to work with local organizations, groups, and individuals to develop and conduct appropriate training courses to develop awareness among and strengthen the capabilities of lead institutions to mobilize public response to the problem of drug abuse in Brazil.

NAE staff will coordinate closely with USAID/Brazil in the identification and development of training concepts and strategies to be targeted at other areas of Brazil. NAE staff will also collaborate with other USAID-funded organizations (SUNY, National Association of the Partners of the Americas, etc.) to maximize the limited training resources available.

Phase III

Summary of Scope of Work:

NAE will work with state (Sao Paulo and Ceara) public, private, and community-based entities which have a high potential to develop effective ways of developing drug prevention and demand reduction programs in several municipalities in their states. The program will first develop pilot educational interventions in key sites and will scale up according to evaluations developed, lessons learned, and goals achieved. Specific goals include:

Support on-going training activities and help develop new ones, targeting drug abuse prevention professionals, researchers, opinion leaders, senior executives and program managers.

Support training which will increase the capacity of health professionals to mobilize action to affect policy regarding narcotics abuse.

Continue providing training to advance the collaborative efforts of drug abuse prevention institutions in working with multilateral donor agencies.

DOMINICAN REPUBLIC

Amount of Buy-in: \$79,207

Date of Buy-in: August 9, 1991

Project No: 517-0000.91

Funding Source: USAID/Dominican Republic

Summary of Scope of Work:

1. To undertake a national survey to measure the nature and extent of drug use in urban areas of the Dominican Republic.
2. To undertake a focus group study of different types of anti-drug media interventions in the Dominican Republic.
3. To assess the capabilities and needs of existing GODR agencies and NGOs to carry out viable drug awareness and education activities in the Dominican Republic as well to provide short-term technical assistance services in the areas of institutional development and drug research methodology.

Previous Accomplishments:

1. The NAE staff designed the instrument for a national survey, designed a national urban sample, and conducted a pretest of the instrument. It also undertook background research on the problem of drug use and abuse in the Dominican Republic.
2. The staff selected a local survey research firm, Asesorias e Investigaciones, S.A. (ASISA), to undertake the fieldwork for the survey. The University of Santo Domingo agreed to participate in the study as the local sponsoring agency.
3. The NAE staff selected Orientación Mercadológica (OMSA) to undertake the focus group study. Three sets of storyboards for television advertisements were designed to be tested by the focus groups. The design work was undertaken by a Dominican advertising agency.
4. The focus groups study was completed in December 1991, and a draft report submitted to USAID in mid-January 1992.

5. ASISA completed pre-test of the drug prevalence survey instrument in November, 1991, final version of the instrument was printed in December, and field data collection started in January 1992. The field data collection was completed in late February 1992. Data analysis was undertaken in conjunction with ASISA, with the objective of providing that organization with the capability to undertake similar efforts in the future.

Accomplishments This Report Period:

1. The final report of the study was completed and accepted by USAID/Dominican Republic.
2. The NAE Research Director, Joel M. Jutkowitz, traveled to the Dominican Republic at the end of September to participate in a workshop to present the results of the study. The presentation was sponsored by the National Council Against Drug Abuse of the Dominican Republic. The content of the report was presented by the directors of ASISA and OMSA and Dr. Jutkowitz. Commentaries were provided by Dr. Elpidio Feliz Feliz, Research Director of Hogares Crea and Senator Jacinto Peinado, President of the National Council who also presided over the session. The workshop was given national coverage on television and in the newspapers. Copies of the report were distributed in Spanish as well as in English.
3. According to Senator Peinado, the data will be used to provide the basis for future Council programs. The data also will be used by Hogares Crea in the design of a prevention intervention.

EL SALVADOR

Amount of Buy-in: \$16,592

Date of Buy-in: March 3, 1992 (effective Feb 21, 1992)

Project No.: 519-0377

Funding Source: USAID/El Salvador

Summary of Scope of Work:

Provide technical assistance to FUNDASALVA in developing a long-term strategic plan, with specific measurable objectives based on a logical and coherent institutional policy. Specifically, the TA team will meet with USAID/El Salvador, FUNDASALVA Board and staff; review existing documentation; and in conjunction with FUNDASALVA staff develop a draft strategic long range plan which will include, but not be limited to, institutional mission and objectives, functions and responsibilities, short and long-term goals, program strategies, and feasibility.

Previous Accomplishments:

The NAE Project deployed a two-person team to San Salvador on February 24, 1992 for a two week period. Consultations were held with the appropriate individuals and a draft strategic plan developed. This draft was reviewed by NAE staff in Arlington and comments provided to the specialist in charge of drafting the report. A second draft was written and submitted to FUNDASALVA on April 1, 1992.

Accomplishments This Report Period:

During this reporting period, NAE was notified by USAID/El Salvador that FUNDASALVA was not satisfied with the strategic plan as developed. The NAE Director contacted the Executive Director of FUNDASALVA with the objective of trying to arrange a short visit to clarify FUNDASALVA's concerns and complete the document to their satisfaction. As of the end of the reporting period this issue had not been resolved.

GUATEMALA

Amount of Buy-in: \$100,000

Date of Buy-in: June 29, 1991

Project No.: 520-0000.2

Funding Source: USAID/Guatemala

Summary of Scope of Work:

1. To support drug prevention activities in Guatemala through training, technical assistance and funding of both private and public sector activities.
2. To evaluate the effectiveness of various approaches to drug abuse prevention.

Previous Accomplishments:

1. Activities in Guatemala were initiated through a two-day workshop organized by the Consejo Nacional Contra el Alcoholismo y la Drogadicción (CONAPAD). The workshop was held in Guatemala City. NAE's Research Director, Dr. Joel M. Jutkowitz, served as a speaker and as a resource person for the workshop. CONAPAD is a public sector agency, chaired by the Vice President of the Republic. Its Board of Directors includes members drawn from both the public and private sectors. It is charged with coordinating all drug prevention activities in Guatemala. The buy-in's scope of work called for CONAPAD to serve as the pass-through and coordinating agency for NAE activities in Guatemala.
2. At the initial workshop over forty individuals representing the full range of drug abuse prevention activities and agencies participated in the formulation of a national strategy for drug abuse prevention and the establishment of common goals for the forthcoming year. The participants agreed that as a first step in implementing this design, they would organize a workshop to unify criterion regarding drug prevention. That workshop was held in Mixco, Guatemala. NAE provided a consultant as a co-organizer and resource person for the workshop. There were around forty participants at that workshop which refined the definition of the activities to be undertaken during the course of 1992.
3. Michael Ramah, NAE Communications specialist, in conjunction with Carlos Arenas, CONAPAD's Executive Director, met with and provided drug awareness orientations to several leaders of the mass media in Guatemala City. Topics discussed were the "Partnership for a Drug Free America" model and its potential

application to Guatemala. Additionally, with the help and involvement of USIS, two half hour video interviews were conducted; one targeting the private sector in general and the other the advertising industry. A half hour and a 3-minute segment were also recorded with the Voice of America for regional and national transmission.

4. CONAPAD began implementation of its annual work plan. Activities initiated included: formation of youth drug prevention councils, organization and training of student leaders in private and public schools, training of health workers and educators, information dissemination to the mass media, research on appropriate messages, and production of drug abuse prevention spots. Organizations and agencies participating in these efforts include the Ministry of Health; the Board of RETORNO, a drug rehabilitation organization; School Coordinator (Zone 21); ASORPRED; ANAPRE; ADIC, and two local ad agencies. CONAPAD began to build up its documentation center and begin the publication of an information bulletin. The first issue was printed in 350 copies. Work began on the design of the process and impact evaluation that will take place at the end of the project year.

Accomplishments This Report Period:

1. Highlights of the current semester include the creation of two manuals, one directed at primary school and one at secondary schools. These manuals provide guidelines for teachers in the development and implementation of in-school drug prevention programs. The manuals were developed at workshops whose participants were teachers as well as CONAPAD trainers. The manuals developed in the workshops were tested in both public and private schools. As a result of those tests, materials were adjusted. The final versions of the two manuals will be reproduced by CONAPAD (2000 copies of each one) and distributed to schools throughout the country. Private organizations will be solicited to sponsor the reproduction of additional copies. It is hoped eventually to have sufficient copies to distribute the manuals to 15000 secondary and 30000 primary school teachers.
2. CONAPAD's program is being evaluated by ADIC, one of the component members of the Council. A preliminary process evaluation was completed during the semester. The final evaluation will be completed in January. The report will focus on lessons learned from undertaking the various activities. The report will serve as the basis for the design of follow-on activities for 1993.
3. CONAPAD was also able to gain access to two television programs which allowed them to disseminate drug prevention messages to women and youth throughout the country. The first program aired on the most widely viewed television network in the country and targeted women; the second was patterned

after the U.S. popular music video show, MTV, to reach a much younger age group.

4. To raise drug prevention awareness, CONAPAD also organized "National Drug Prevention Month" in June, which was an array of festive events, such as concerts, athletic events and exhibitions, all designed to raise the public's awareness of the drug abuse problem.
5. A special effort was directed at training health professionals to raise their levels of both consciousness and knowledge regarding drug [problems and drug abuse prevention.

JAMAICA

Amount of Buy-in: \$44,993

Date of Buy-in: August 20, 1992

Project No.: 532-0161

Funding Source: USAID/Jamaica

Summary of Scope of Work:

1. To conduct a mid-term evaluation of the GOJ's National Council on Drug Abuse five-year "Drug Abuse Prevention Project" funded by USAID/Jamaica. This was to include: "an assessment of project accomplishments in the areas of training, community development and research and to identify what future training, service delivery and research needs under the current project are the most likely to have an impact on reducing demand for narcotics."
2. In addition, USAID/Jamaica staff asked that the team identify promising program strategies and areas for future program development and, specifically, to make recommendations for project components likely to reduce the demand for illicit substances with emphasis on crack/cocaine.

Accomplishments This Report Period:

1. NAE's Program Design and Evaluation Specialist, Dr. Henry Kirsch led a five-person team which conducted a mid-Term evaluation was conducted of 5 year USAID/Jamaica Drug Abuse Prevention Project for which the NCDA is the primary implementing agency. This included three major program components: training, community-based efforts and development of an drug information system and data base including research activities. The implementing agencies reviewed included: the NCDA, and two PVOs: the Jamaica/Western New York Partners, and the Kingston Restoration Company. The final report was submitted in October 1992 and accepted by USAID/Jamaica.
2. A framework for a comprehensive USAID/Jamaica project was developed to fit into newly defined overall US Mission anti-narcotics strategy. The programmatic and operational components designed included: (1) communication and information; (2) early treatment; (3) program support, technical assistance and training for PVOs and NGOs conducting drug abuse activities; (4) research and evaluation; and (5) project management. The recommended project goal is: "To inform and educate the Jamaican public about the specific effects of drug abuse,

and to prevent an increase in the incidence and prevalence of crack use through the establishment of a viable public and private sector information, education, prevention counseling, and early treatment program.

MEXICO

Amount of First Year Buy-in: \$96,050

Date of Buy-in: June 27, 1991

Project No.: 598-0651.12

Second Year Add-on: \$83,844

Date of Add-on: August 25, 1992

Funding Source: USAID/Mexico

Summary of Scope of Work:

Provide technical assistance to FEMAP and to other organizations such as CORA, the DIF/Nuevo León Foundation and others identified by USAID/Mexico. These services, to include the conduct of training workshops and on-site technical assistance, will be designated by USAID/Mexico and will address the needs identified, to the extent that buy-in resources will allow, over a three-year period. Priorities, nature, and timing of specific activities will be determined in consultation with USAID/Mexico and the client organization to receive the assistance.

Previous Accomplishments:

1. A workshop on the planning and evaluation of drug abuse prevention programs was presented in Ciudad Juarez, January 13-17, 1992. Through the workshop participants developed capabilities to plan and implementing a management focused project evaluation and familiarized themselves with computer hardware and software applications for evaluation purposes and with the process of analyzing baseline surveys.
2. FEMAP was assisted in preparing a project proposal for marketing and delivery of drugs-in-the-workplace prevention programs as part of the priority objective of achieving self-sufficiency.
3. Follow-up technical assistance for the Monterrey, Matamoros and Tijuana project sites focused efforts on helping individual sites develop and tailor new evaluation instruments and approaches, as well as the process of conducting, documenting and evaluating key informant interviews.

Accomplishments This Report Period:

1. Throughout this reporting period technical assistance was provided the FEMAP central project coordination office at Ciudad Juárez which resulted in the following changes during this reporting period:
 - a greater emphasis by all project sites to collect data to determine the impact of their different interventions. Previous to the technical assistance, none of the projects were undertaking uniform reporting of their output and results. All of the FEMAP programs have developed evaluation forms and have begun to measure the impact of their interventions on knowledge, attitudinal and behavioral change; and
 - a greater emphasis on keeping track and reporting the various cash and in-kind contributions received.

2. A workshop on new approaches to community prevention and coalition building in the community was conducted in Ciudad Juárez, September 4-8, 1992. Workshop activities focused on presenting new concepts and theory in community prevention within the framework of identifying and measuring indicators of change to better evaluate program results. Because FEMAP relies so heavily on the community promotor model, a significant portion of the workshop was dedicated to building coalitions within the community and to the recruiting and retaining volunteers with emphasis on identifying new and/or expanded roles for volunteers. As a result of the workshop, each FEMAP site produced an action plan for 1992-93 that specifically reflected the workshop topics. With the exception of the Cd. Juárez program, all other programs successfully demonstrated an understanding of what they had learned in the workshop. During this period the Cd. Juárez program was undergoing a change in management. The outgoing coordinator spent a considerable amount of time at his private psychiatric practice and the incoming coordinator was often called away to attend to administrative issues.

PANAMA

Amount of Buy-in: \$50,769

Date of Buy-in: June 29, 1991

Project No.: 525-0000

Funding Source: USAID/Panama

Summary of Scope of Work:

To undertake a survey in urban areas of Panama on the nature and extent of drug use.

Accomplishments:

The staff of the NAE in conjunction with a local agency, the Centro de Estudios Latinoamericanos (CELA) designed the survey instrument, selected the sample and undertook the fieldwork for a survey of greater Panama City, Colon and a city in the interior of Panama. Cruz Blanca Panameña, a local drug prevention PVO, served as the local sponsor of the survey.

Field data collection was completed by January 14, 1992 and a preliminary draft report submitted to USAID/Panama on February 7, 1992. After receiving comments from USAID, a final report was submitted on April 22, 1992. This action completed the requirements of this buy-in. Under a separate purchase order the survey report was translated into Spanish and provided to Cruz Blanca Panameña for publication and distribution.

Subsequent to completion of work on this buy-in, Cruz Blanca Panameña contracted directly with Development Associates, Inc., to arrange for NAE's Program Design and Evaluation Specialist Dr. Henry Kirsch to provide technical assistance on strategic planning, program design, and evaluation. The initial request was modified to include assistance in disseminating the results of the Panama Drug Survey to the press and to interested organizations and agencies.

As a result of these efforts the following accomplishments have been made:

Policy Dialogue

- National Assembly's Commission on Narcotics began regular meetings with Cruz Blanca, National Drug Prevention Council, relevant GOP agencies and PVOs to undertake task of developing a comprehensive national prevention plan.

Institutional Strengthening and Sustainability

- A new mission statement and definition of long-term institutional objectives were developed with Cruz Blanca.
- Institutional Strengthening including detailed plan of action for Cruz Blanca's new role. Plan encompasses changes in corporate statutes, role of Board of Directors, organizational structure, administrative and financial management systems and procedures and human resource development.
- Sustainability plan has been developed for Cruz Blanca which includes the establishment of an endowment fund, strategies for raising funds locally and from external donors, and other measures to generate income. Follow on activities implemented thus far have generated \$60,000 in one campaign, initial contacts with Inter-American Development Bank (IDB) for a micro-enterprise project for at risk youth, the European Community and the International Development Agency of Spain. During a visit to Washington by the Director for Finance and Administration, NAE staff arranged for an interview at the IDB. This has resulted in submission of a proposal by Cruz Blanca to the IDB. The IDB subsequently provided additional technical assistance to help Cruz Blanca refine its proposal and provided funding for observational visits by select staff to a similar IDB funded program in Ecuador.
- Drugs in the Workplace program framework developed and presented to Cruz Blanca, President of Panamanian Businessmen's Association (PBA) and Texaco Panama. This is presently being implemented by Cruz Blanca with PBA, Texaco and six other companies.
- Coalition building process began with Cruz Blanca, Ministries of Health and Education, University of Panama, and civic organizations for new programs and greater resource leveraging.

Training

- Evaluation workshop for Cruz Blanca program and administrative managers. As a result of training Cruz Blanca has initiated an operations research program for a pilot school-based program.
- Cruz Blanca Director of Public Relations trained in Workshop on Communication and Prevention held in Paraguay. Most recent application of communication techniques in October Red Ribbon Campaign has generated 1 television spot, 11 radio PSA's, one 16 page newspaper supplement, 6,000 posters, 50,000 mail flyers, 5,000 bumper stickers, 3,600 T-Shirts, press kits, and a closing ceremony with 50 correspondents, directors and owners of Panamanian mass media, USIS

and USAID.

- Cruz Blanca's Manager trained during observational visit to Washington. As a result of this trip, Cruz Blanca offered NAE and LAC Bureau to host a Latin American Regional Conference/Workshop on Drugs in the Workplace in mid-1993. The NAE staff is presently in the discussion stages with Cruz Blanca for the design and conduct of this regional training workshop (jointly sponsored) on drugs in the workplace. Actual implementation of such a workshop is dependent on LAC providing the funds. Barring that, Cruz Blanca Panameña is considering hiring NAE staff to participate in a national workshop on drugs in the workplace, a topic that is now uppermost in the minds of many Panamanian businessmen.

Information Dissemination

- Two Public Presentations in Panama City and Colon of findings of prevalence survey to over 360 representatives of national and international mass media, government agencies, national assembly, PVOs and business associations. Press backgrounder kits prepared and distributed at both events. Press coverage of findings of survey have continued for six months to date with most recent inquiry from Miami Herald in November 1992.
- Survey on Drug Prevalence and Attitudes in Urban Panama published both in Panama (in Spanish by National Assembly) and in United States (in English).
- Main findings of prevalence survey published and widely disseminated in Panama by National Assembly and Cruz Blanca for public at large.
- Special Report on "The Role of Applied Research in Public Awareness and Policy Development" published in English.

PARAGUAY

Phase I

Amount of Buy-in: \$200,000

Date of Buy-in: July 3, 1990

Project No.: 598-0616.06

Funding Source: USAID/Paraguay

Phase II

Amount of Buy-in: \$200,000

Date of Buy-in: September 1991

Project No.: 598.0616.06

Funding Source: USAID/Paraguay

Phase I

Summary of Scope of Work:

1. Design a national drug awareness program.
2. Define technical assistance services to organize and make operational a drug awareness and information center.
3. Provide technical assistance in the areas of institutional development and management, drug research methodology, communications and drug abuse prevention techniques as well as provide some operational support.
4. In conjunction with counterparts design a training and technical assistance program for Paraguay.
5. Monitor progress through periodic visits by NAE specialists.

Accomplishments:

1. The NAE Project Director met with all major government and non-government organizations involved in drug abuse prevention activities as well as with U.S. Embassy staff; worked with the newly appointed Director of Mental Health in the Ministry of Health to assess needs and resources, develop a preliminary national drug awareness program, and outline technical assistance to be provided under the buy-in to the program; and assisted counterparts to design and develop an appropriate organization, structure, procedures, staffing pattern, etc., to implement a national drug program.

2. The NAE Project negotiated a subcontract with the Comité Paraguay-Kansas, a USAID-recognized PVO, to serve as the fiscal agent for the Ministry of Health which is implementing the project.
3. NAE Project staff provided technical assistance in the design of a national drug prevalence and attitude study and assisted in the procurement of services to carry out the study.
4. Provided technical assistance and training in action planning and communication strategy development.
5. By the end of the first year of activities (and the end of Phase I) the Paraguay Narcotics Awareness Program (PNA) had begun the process of collecting materials and other documentation for its resource center, developed and published an organizational newsletter "MARANDU", (which later became the name of the drug awareness project itself) and had organized both the private and public sector organizations and agencies into a network of groups that collaborate in conducting drug awareness activities. A core group of volunteers was recruited and training courses conducted for teachers, public health workers, and non-governmental organizations (NGO) staff.

Phase II

Summary of Scope of Work:

Continue to provide technical and financial support to the Paraguay Narcotics Awareness Program (PNA) with the purpose of strengthening its capability to design, implement, and evaluate effective drug awareness and prevention programs.

Provide technical assistance in the development of Action Plan and budget for Year Two. Monitor progress and provide technical assistance as requested.

Provide financial support in accordance with the Action Plan budget, monitor expenditures, approve liquidation of advances.

Previous Accomplishments:

Epidemiological Study

The NAE Project Director along with the A.I.D. Research and Development Senior Advisor participated in the presentation of the drug prevalence study results to the press and the public in December 1991. During this same visit, meetings were held with the USEMB staff, the representative of the United Nations Drug Control Programme

(UNDCP), the Minister of Health, the Executive Secretary of the National Secretariat Against Addictions (SENAD), and with members of the Anti-Drug Committee of the Paraguayan House of Deputies.

Marandú staff contacted the Director of the Health Sciences Research Institute, National University of Asunción to coordinate the University's participation in the publication of the drug study for national distribution.

Institutionalization

Following up on the accomplishments of the previous reporting period, two NAE specialists provided technical assistance in the development of a long range drug awareness strategy for the Paraguay Narcotics Awareness Program. Activities included development of an organizational philosophy and mission statement, review of organizational structure and staffing patterns in light of on-going operations, review and assessment of current and projected resources, and actions required to attain self-sustainability. Additional technical assistance included review of on-going drug awareness activities and the impact of the drug prevalence survey findings on those activities. As part of its institutionalization, PNA has moved to improve its name recognition and has adopted the name of its information bulletin, MARANDU. Accordingly, the Paraguay Narcotics Awareness Project is sometimes referred to as PNA, and other times as Project Marandú. In Paraguav, it is always known as Marandú.

Other Activities

Marandú staff continued their on-going activities in Communication, Community Outreach, and School Strategy. The information bulletin, MARANDU, is published on a regular basis; work is continuing in the development and refinement of "teaching guides" for use in the elementary grades; and health educators are being trained in prevention methodologies.

Accomplishments This Report Period:

Institutionalization

Drs Henry Kirsch and José Carneiro conducted a National Workshop on the Design of the National Drug Prevention Strategy under the auspices of the Ministry of Health and Proyecto Marandú. The workshop was held in April 1992, but was omitted from the previous report. Twenty-five participants from 13 public and private sector organizations attended.

This event and follow-up technical assistance resulted in the identification of strategic priority intervention areas and the formation of a high-level GOP-NGO working group to begin the development of a national prevention plan. Four weeks following this

technical assistance, weekly coordinating meetings were begun. General Marcial Samaniego, Secretary of the National Anti-Drug Secretariat personally chaired these meetings held at the headquarters of Proyecto Marandú.

Within two months this group was formally constituted into the Prevention Consultative Council of SENAD with three NGOs, representing the private sector. The purpose of the Commission is to design a Three Year Action Plan. The secretariat of this Council continues to reside with Marandú.

At the same time, an umbrella Coordinating Commission bringing together all the NGOs working in the area of drug prevention and treatment was formed through the initiative of Marandú for the purpose of ensuring the active participation and input of the private sector in the development of the National Prevention Plan. All of the above accomplishments take on much greater significance within the context of democratic initiatives in Paraguay after decades of the Stroessner dictatorship.

Self-sustainability

As follow-up to the identification of external and internal funding sources undertaken in the previous reporting period, Dr. Henry Kirsch and Marandú representatives met with the UNDP Deputy Resident Representative to inquire into the availability of UNDCP funding for Paraguay. Dr. Henry Kirsch assisted in preparing the basis for a three-year integrated prevention project for UNDCP consideration. This project framework was presented to UNDCP officials in Vienna by the UNDP Resident Representative who reported that it was favorably received and that upon completion of the National Plan, the UNDCP looked forward to receiving the fully developed project proposal.

Communication

A six-day Workshop on Communication and Drug Abuse Prevention was conducted for 33 participants from public and private sector agencies. A rapid assessment action research model was employed wherein participants conducted focus groups and a public opinion and attitudinal survey in a high-risk target community in Asunción. The findings of this qualitative and quantitative research were used to develop a theme and specific messages for printed materials, radio PSAs and 2 TV spots which were then produced. The radio PSAs were broadcast in Spanish and Guarani immediately following the completion of this training event. The TV spots were aired later during this reporting period.

During this reporting period a total of 44 articles were published in newspapers and 16 one-hour radio programs were aired.

Marandú's newsletter continued to be published on a regular basis.

A video entitled "Mental Health and Substance abuse in Paraguay" was produced and copies distributed throughout the country.

Information and Documentation Center

Through NAE assistance, Marandu's Information and Documentation Center was incorporated into CICAD/OAS' Inter-American Drug Information System (IADIS). Marandú's librarian received one week's training in the operation of the system. As of September 1992, SENAD has designated the Center as the official Paraguayan information resource for international networks including the South American Agreement on Drugs (ASEP), a Latin American international agency whose Permanent Secretariat is located in Buenos Aires.

School-based Program

The teacher's guides for grades 4, 5 and 6 were pre-tested in two schools and revisions made to this material.

Training

Training accomplished during this period has reached 21 teachers and supervisors, 54 students in schools of education, 16 community prevention agents, 19 municipal leaders, 30 leaders of Lambaré, the Asunción community targeted in the NAE communications workshop, 37 health service supervisors and providers, 29 journalists, 870 parents, and approximately 700 students.

EUROPE BUREAU

Amount of Buy-in: \$66,500

Date of Buy-in: May 24, 1991

Project No.: 180-0249

Funding Source: Europe Bureau

As the countries of Eastern Europe have entered into the international market, the nature and extent of their drug problems have altered. Poland, for example, has seen a dramatic expansion of heroin use. One immediate consequence of that use has been to expand the risk of HIV infection through needle sharing. Czechoslovakia had created its own indigenous supply of drugs by reprocessing prescription medicines. In all the countries, only limited efforts have been made to address prevention efforts through awareness and education.

Summary of Scope of Work:

1. To develop an understanding of the nature and extent of drug use and drug related HIV infection in five countries in Eastern Europe;
2. to assess the capabilities of existing drug prevention agencies; and
3. to propose appropriate forms of technical assistance and training for those agencies.
4. The Narcotics Awareness and Education Project will field a three-person team to conduct a five country, three week-long needs assessment in Poland, Czechoslovakia, Hungary, Rumania and Bulgaria.
5. Upon completion of the trip, the team will provide a summary report outlining the results of the visits and propose appropriate types of training and technical assistance, if deemed necessary.

Accomplishments:

A three person team consisting of Dr. Joel Jutkowitz, Dr. Henry Kirsch, and Dr. Hans Spielman conducted a series of interviews and briefings with personnel from the U. S. Mission to the European Community, officials of the European Community and the Council of Europe, and Health and Education officials in the five countries, Poland, Romania, Czechoslovakia, Hungary, and Bulgaria. The assessment was conducted during the period January 26 through February 21, 1992.

An initial report on the findings and recommendations was submitted to the NAE Cognizant Technical Officer on February 20, 1992. On March 20, 1992, a briefing was held for selected individuals from A.I.D., and INM. The Europe Bureau reviewed the draft report and provided pertinent comments which were incorporated into the final report. Subsequently, at the request of the Europe Bureau NAE provided additional copies for distribution.

AFRICA BUREAU

Although the NAE Project has not received any buy-ins from either the Bureau or individual countries in Africa, the NAE staff has continued to communicate and coordinate with interested parties. During this report period, NAE and RD/ED staff travelled to Baltimore to meet with personnel participating in the Hubert H. Humphrey Fellowship Program in Drug Abuse. At one of these meetings the staff received an excellent briefing from a Humphrey Fellow on the drug problems in Ethiopia, Uganda, Ghana, Nigeria, and Egypt.

The NAE staff also provided information to the Africa Bureau on availability of relevant prevention materials and videos in French. Also, at the request of the RD/ED CTO, the staff prepared and submitted a proposal to the USAIDREP/Nigeria to conduct a needs assessment of the drug problem in that country. The NAE has been informed that USAID/Nigeria is looking at alternative means of carrying out this needs assessment.

ASIA BUREAU

Development Associates' Regional Narcotics Education (RNE) contract with the former Asia/Near East Bureau ended in December 1991. There was no follow-on effort on drug awareness and education in that region, however, individual country host personnel, government and private citizens, have maintained contact with former RNE staff who are now members of the NAE staff. The NAE has also maintained those organizations and individuals on the mailing list to receive the NAE newsletter. As a result, the NAE manages to stay current on the various indigenous programs and activities. One net result was a request from the Sri Lanka Anti Narcotics Association (SLANA) in Sri Lanka for a proposal to provide that organization with technical assistance. The proposal was submitted, and as of the end of the reporting period, that request was being reviewed by USAID/Colombo, the funding agency for SLANA.

The NAE staff has also been in contact with the Philippine Council of Non-Government Organizations Against Drug and Substance Abuse (PHILCADSA) to discuss possible technical assistance in drug awareness research. A proposal on drugs and AIDS prevention, involving PHILCADSA, the School of Public Health at the University of the Philippines, and NAE, was submitted to USAID during this report period, but it was not accepted due to funding constraints.

During a visit to Washington by PHILCADSA staff, NAE provided some technical assistance in designing and developing a drug awareness and prevention project.

NAE continues to maintain contact with drug awareness organizations in Asia. The International Federation of Non-Governmental Organizations Against Drug Abuse (IFNGO) invited Drs. Jutkowitz and Day to make keynote presentations at their annual conference to be held in Malaysia in December 1992. Unfortunately, neither one will be able to attend. The NAE staff has also continued interaction on workplace program issues following the International Drugs in the Workplace Conference held in Manila in November 1991. The Sri Lanka Anti Narcotics Agency (SLANA) continues to provide us with copies of their monthly reports. The President of the Board visits NAE offices when he is in the United States. We have provided off-site technical assistance in proposal development, use of volunteers, sustainability, and research (weighting adjustments to their public opinion survey). For Indonesia, the NAE made logistical arrangements for site visits to prevention/rehabilitation/treatment programs in Washington, D.C., by representatives from BERSAMA, a national NGO umbrella organization. We also made arrangements, in conjunction with one of our TAG members, Dr. Lonnie Mitchell, for 20 drug program directors from Indonesia to attend a month-long course in Drug Abuse Therapy Management at Coppin State College in Maryland.

Nepal conducted two studies (Drug Use Survey of High School and College Students and an Ethnographic Study of Street Children) with assistance from the former Regional Narcotics Education Project. NAE, subsequently supported the finalization of the Ethnographic Study, and is now reviewing and revising the final report as a prelude to publication.

Thus, although the NAE does not have any buy-ins from Asia, we do continue to exert some influence on the activities of those programs with which we have been involved in the past through current members of the staff.

V. PROJECT MANAGEMENT

Good management is fundamental to the successful implementation of a large project with worldwide opportunities involving a prime contractor and three subcontractors. It also involves the ability to learn from past actions and make changes as appropriate to correct or improve future activities that will support project objectives. This chapter provides additional details about project management during this reporting period. Management topics are discussed in the following three sections.

A. Planning Project Activities

Effective planning is dependent on good communication between the CTO and NAE Project staff as well as on the development and use of viable planning documents. The communication procedures between project staff and the CTO established early in the project have provided a solid foundation for subsequent interactions. Communication between project staff and the CTO are characterized by flexibility and responsiveness. Both dimensions enable the CTO and NAE project staff to keep each other informed and to take advantage of potential opportunities for project activity. While these communication strategies allow short-term adjustments to changing scenarios, longer-range plans are also useful.

During this reporting period action was taken to place increased emphasis on Operations Research. For the past two years the project staff had been concentrating, rightly so, on addressing client requirements as stated in the individual buy-ins. While some buy-in requirements called for research designed to establish the nature and extent of the drug problem in a particular country, there was no demand, nor provisions, for research that would expand our understanding of effective and implementable drug prevention strategies in a developing world context. In light of these constraints it was deemed necessary to explore means for improving project performance in this area. A "brainstorming" session was held in July to explore, identify, and discuss innovative ideas and methodologies in drug prevention interventions as a first step. NAE Project staff, AID/RD/ED, and selected representatives from Macro International, Academy for Educational Development, and Porter/Novelli participated in the one-day meeting which generated over 70 ideas for discussion. These were subsequently synthesized into five major clusters of activities for further consideration. Along the same lines, as the reporting period was drawing to a close, the NAE Project Director met with the AID/RD/ED Cognizant Technical Officer to discuss the need for an individual to assume ownership for moving forward the applied research agenda for the Project. The idea was to make one person responsible for active pursuit of opportunities to conduct and report on applied research interventions. The next semiannual report will have more information on the results of this approach.

Towards the end of the reporting period, the NAE was informed that it would be subject to a Financial Review, and separately, a mid-term project evaluation. The evaluator for the mid-term evaluation participated as an observer during the TAG meeting. He was also provided with

documentation and reports relative to the activities and accomplishments of the NAE Project. The final report on the evaluation is due by February 28, 1993. The purpose of the Financial Review is to look at the accounting systems in place (Development Associates and its subcontractors) and the internal control system for obligations, receipts, and disbursement of A.I.D. funds. It will also conduct a verification of personnel used on the contract, to include salaries, allowances, overhead rates, etc., and will review supporting documentation for travel, equipment and supplies, program support and training, office space rental, etc. The final report on this review is due early in the next reporting period.

Travel under the Project is an area requiring careful planning to allow sufficient time for CTO and client approvals as well as country clearances. Every effort is made to process travel requests in sufficient time to permit careful screening and evaluation of the request. As with all plans, sometimes client requirements result in a request for expedited approvals. Every effort is made to keep these down to a minimum. Exhibit 2 presents a table which summarizes overseas travel undertaken for the project during this reporting period. All travel was accomplished under buy-ins.

Several buy-ins have been completed during this report period without being renewed or extended. These include the Dominican Republic, El Salvador, Jamaica (one-time evaluation), and Panama. Work under the current LAC buy-in was minimal during this report period. Nonetheless, the NAE continues to maintain some level of contact with programs in these countries and provides assistance and information within time and resource availability. Assignment of specific country responsibilities to individual NAE staff members facilitates these efforts as well as maintaining oversight and monitoring of active buy-ins. Henry Kirsch continues as the person responsible for Panama and Paraguay, as well as backup for Mexico and Brazil; Elva Perez has primary responsibility for Mexico, and Juan Braun for Brazil. Harry Day remains responsible for the English-speaking Caribbean; and Joel Jutkowitz, is responsible for backup support to Bolivia in addition to his responsibility for Guatemala and the Dominican Republic. As the report period ended, Dr. Henry Kirsch was being considered for the job of Research Coordinator with responsibility for active pursuit of research opportunities and monitoring of on-going research activities.

The NAE project has completed its efforts at integrating the various databases that it uses. Additionally, diskettes containing all NAE technical reports generated during its existence have been provided to LAC Bureau for inclusion in the LAC Management Information System. As new reports are generated they will be forwarded to LAC for inclusion.

EXHIBIT 2

NAE PROJECT TRAVEL

May 15, 1992 - November 14, 1992

Country Name	Trip Dates	Travelers	Firm
Bolivia	06/06/92-06/13/92	Joel Jutkowitz	Development Associates
	06/08/92-06/18/92	Philippe Bourgois	Development Associates
	07/20/92-07/25/92	Philippe Bourgois	Development Associates
	08/08/92-08/15/92	Matt Leavy	Development Associates
	08/10/92-08/22/92	Linda Ximenes	Porter/Novelli
	08/15/92-08/23/92	Joel Jutkowitz	Development Associates
	08/15/92-08/23/92	Michael Ramah	Porter/Novelli
	08/31/92-09/04/92	Ancel Martinez	Porter/Novelli
	10/1/92-10/15/92	Michael Ramah	Porter/Novelli
	10/1/92-10/15/92	Jerri Oshima	Porter/Novelli
	10/04/92-10/16/92	Hernando Bernal	Academy for Educ. Dvp.
	10/24/92-10/28/92	Jerry Oshima	Porter/Novelli
	11/07/92-11/13/92	Patrick O'Malley	Development Associates
Brazil	07/01/92-07/11/92	Juan Braun	Academy for Educ. Dvp.
	07/02/92-07/11/92	Reynaldo Pareja	Academy for Educ. Dvp.
	08/19/92-09/05/92	Juan Braun	Academy for Educ. Dvp.
	08/23/92-08/29/92	John Garcia	Development Associates

Dominican Republic	09/21/92-10/03/92	Joel Jutkowitz	Development Associates
Guatemala	08/27/92-09/03/92	Oscar Perez	Macro International
Jamaica	09/09/92-09/22/92	Melanie Dreher	Development Associates
	09/10/92-10/03/92	Henry Kirsch	Development Associates
	09/14/92-09/26/92	Michael Ramah	Porter/Novelli
Mexico	05/10/92-05/16/92	Elva Perez	Macro International
	05/10/92-05/16/92	Sally Andrade	Macro International
	05/24/92-05/27/92	Elva Perez	Macro International
	05/24/92-05/27/92	Sally Andrade	Macro International
Panama	05/22/92-05/29/92	Henry Kirsch	Development Associates
Paraguay	07/05/92-07/19/92	Henry Kirsch	Development Associates
	07/12/92-07/19/92	Fausto Jaramillo	Academy for Educ. Dvp.
	07/12/92-07/19/92	Juan Braun	Academy for Educ. Dvp.

B. Working with the Three Subcontractors

The NAE Project Director maintains continuous, formal and informal, communication with each subcontractor on an as-needed basis. Specific assignments were made to the Academy for Educational Development, Porter/Novelli and Macro International during the reporting period.

1. Academy for Educational Development (AED)

During this reporting period, the Academy has provided technical assistance to Brazil, Paraguay, and Bolivia. Dr. Juan Braun, who continues as the person responsible for Brazil, participated as a member of a training team to Paraguay to conduct a National Workshop on the Design of the National Drug Prevention Strategy. The workshop was conducted under the auspices of the Ministry of Health and Proyecto Marandú. Training and technical assistance in Bolivia has been primarily with SUBDESAL's (Subsecretariat for Alternative Development) Communication Unit which is responsible for reaching the people of the Chapare, the coca growing area in Bolivia.

2. Porter/Novelli

During this reporting period, Porter/Novelli has provided technical assistance to SEAMOS in Bolivia where they helped the organization begin to firm up policy and strategy in their mass media efforts. They have also provided assistance in team building involving all the components of the Bolivia Drug Awareness and Prevention Project. Porter/Novelli also played a key role in the mid-term evaluation of the USAID/Jamaica Drug Awareness Project.

3. Macro International, Inc.

Ms. Elva Perez has been the training specialist to the NAE Project during this reporting period. Ms. Perez has responsibility for all training activities as well as primary responsibility for all work conducted under the Mexico buy-in. In addition to Ms. Perez, Macro provided consultants for the Mexico buy-in as required. Macro also provided technical assistance to CONAPAD, the National Drug Council in Guatemala, during a national training workshop.

C. Technical Advisory Group (TAG)

The Technical Advisory Group (TAG) was formed to advise the Contractor (Development Associates, Inc.,) and the A.I.D. project managers on the scientific and technical soundness of project activities. The TAG meets periodically at the call of the A.I.D. Cognizant Technical Officer. The third meeting of the TAG took place in Arlington, Virginia, on November 5 and 6, 1992. Chaired by Mr. Antonio Gayoso, RD/ED, the TAG, consisting of technical experts

from the U. S. government and the private sector, met to discuss issues related to the NAE research component. More specifically, the TAG received information on and reacted to NAE proposals for applied research efforts in Bolivia and Jamaica. The results of the meeting were positive. The comments and recommendations relative to planned research efforts were deemed extremely useful to the staff. Appendix 2 is a report of the Technical Advisory Group meeting.

APPENDIX 1

NAE PROJECT MATERIALS

Special NAE Project Reports

- Jamaica Drug Abuse Prevention Project Mid-Term Evaluation, October 1992
- National Study of Drug Prevalence and Attitudes Towards Drug Use in Haiti, June 1991
- Guatemala Needs Assessment, April 1991
- NAE Technical Advisory Group Meeting Report, December 1990
- NAE Technical Advisory Group Meeting Report, November 1991
- Survey on Drug Prevalence and Attitudes in the Dominican Republic, September 1992 (English and Spanish versions)
- NAE Semi-Annual Report #1, May - November, 1990
- NAE Semi-Annual Report #2, November 1990 - May 1991
- NAE Semi-Annual Report #3, May - November, 1991
- NAE Semi-Annual Report #4, November 1991 - May 1992
- Narcotics Sectoral Assessment for Ecuador, August 1991 (English and Spanish versions)
- Encuesta Sobre Prevalencia de Drogas y Actitudes in Panamá Urbana, Abril 1992 (English and Spanish versions)
- Needs Assessment of the Drug Problem in Eastern Europe, March 1992
- The Uses of Data in Drug Policy Formulation, August 1992
- Applied Behavior Change: A Framework for Behavior Change Interventions and Research, January 1991
- Report on the Status of Drug Abuse Awareness and Prevention Activities in Latin

America and the Caribbean, May 1992

- Organizational Assessment of the Anti-Drug Foundation of El Salvador (Fundasalva), October 1991 (English and Spanish versions)
- The Role of Applied Research in Public Awareness and Policy Development - The Case of Drug Use in Panama, June 1992
- Final Report - Alternative Development in Bolivia - A Public Opinion Study, May 1992 (English and Spanish versions)

Manuals

- Prevención en la Comunidad: Nuevos Enfoques y Alianzas
- Planificación y Evaluación de Programas de Prevención
- Manual de SPSS y Estadística
- Manual de Evaluación de Programas de Comunicación para la Prevención del Uso Indebido de Drogas
- Manual de Comunicación y Prevención del Uso de Drogas

Translations in Support of Specific Training and Technical Assistance Events

- Communication Manual for Drug Abuse Prevention Programs
- Selected Passages from Prevention Plus II: Tools for Creating and Sustaining a Drug-Free Community
- Selected Passages from Prevention Plus III: Assessing Alcohol and Other Drug Prevention Programs at the School and Community Level
- OSAP Prevention Monograph 8 - Preventing Adolescent Drug Use: From Theory to Practice

APPENDIX 2

**NARCOTICS AWARENESS
AND EDUCATION PROJECT**

**REPORT
TECHNICAL ADVISORY GROUP MEETING
November 5 & 6, 1992**

Submitted By:

**Development Associates, Inc.
1730 North Lynn Street
Arlington, Virginia**

November 1992

NARCOTICS AWARENESS AND EDUCATION PROJECT

TECHNICAL ADVISORY GROUP MEETING

INTRODUCTION

The third meeting of the Technical Advisory Group (TAG) to the Narcotics Awareness and Education Project (NAE) took place at Development Associates' headquarters in Arlington on November 5 and 6, 1992. The purpose of the meeting was to review the results of the "Brainstorming Session" which was held on July 24, 1992 with representatives from AID and NAE's subcontractors, Academy for Educational Development, MACRO International, and Porter/Novelli, and look at how these results and other ideas could be applied to several of the buy-in countries, and assess the potential impact of proposed research activities.

The TAG is comprised of a group of independent advisers to the project, appointed by AID. TAG members are appointed on an individual basis, not as institutional representatives. The group consists of recognized experts in research methods, communications, social marketing, and behavioral change (see Attachment I). There were observers from the Organization of American States (OAS), and the various bureaus of AID (see Attachment II). Attachment III contains a list of subcontractor representatives present.

In the previous two meetings the TAG members were provided with a overview of the project and the status of research activities and then asked to address specific issues designed to elicit guidance and recommendations for follow-on research efforts. For this meeting it was decided to take a less structured approach that would permit a more open discussion on selected research interventions, either underway or in the planning stages. The process involved a presentation by the NAE staff followed by an open discussion by both TAG members and observers. The group discussion after each situation description was expected to treat the subject as completely as possible before going on to the next topic.

DISCUSSION

To set the stage for the two-day meeting, TAG members received a short briefing on a "brainstorming" session held on July 24, 1992, to explore, identify, and discuss innovative ideas and methodologies in drug prevention interventions. At this meeting the NAE staff and selected professionals from the Research and Development Bureau of AID, Development Associates, Inc., the Academy for Educational Development, Macro International, and Porter/Novelli reviewed the progress and accomplishments achieved by the Project during its first two years. Outcomes of this brainstorming session resulted in the suggestions that the NAE should; 1) attractively package existing work so as to improve the visibility of the Project (work has started on this--TAG members were provided with copies of recently printed reports and studies sporting a new and distinctive cover), 2) place more emphasis on intervention research, and 3) develop interventions targeted primarily at youth and women, and develop a delivery strategy (i.e., a shared theoretical model) to get that message across. With this in mind the group

proceeded to look at ways of carrying out these suggestions. In the process the group put together a list of "action alternatives" to address the above mentioned problem areas. In looking at alternatives the group identified over 75 different ideas which were discussed, condensed, and priorities set for further consideration.

Reactions from the TAG to this presentation were mixed. Issue was taken with the statement that the NAE was placing too much emphasis on epidemiology research, although it was recognized that the NAE did need to begin to focus more on interventions (operations research). It was also stated that epidemiology data could be linked to a variety of interventions, particularly, in trying to improve resistance skills and change attitudes and behavior. On the topic of a "shared theoretical model", the TAG was informed that this would be one topic where TAG members' review and comments would be of major importance during this meeting. In fact, one of the presentations would be on such a concept. A suggestion was made that instead of theoretical model, we should talk about a "shared discussion framework." It was felt that the former would be too limiting and myopic; and it would be best to look at additional variables and perceptions.

After additional discussion on the merits of epidemiology studies, target groups, and means for addressing the problem of drug abuse, Drs. Jutkowitz and Middlestadt provided a brief presentation on the "Theory of Reasoned Action," emphasizing that it is a popular theory of behavior that assumes that behavior is determined by internal, cognitive and emotional determinants; and it can be useful in designing, monitoring and evaluating behavior change interventions (Attachment IV is an outline of the presentation). During the discussion, it was stated that the Theory of Reasoned Action is only one of the major social science theories which postulates that behavior is determined by internal, cognitive and emotional determinants. Dr. Jutkowitz then went on to point out that data from the NAE studies in Dominican Republic, Panama, and Bolivia are available and can be used to test out the Theory of Reasoned Action.

There was considerable discussion, pros and cons, on the usefulness of the Theory of Reasoned Action, focusing primarily on the fact that it has not been applied in the area of drug use. It was also suggested that there were more comprehensive models that have been used, and if this one is to be used, it should probably be used in addition to or in conjunction with other models. This suggestion incorrectly assumed that models and theories were the same thing, but in fact there are only a few behavioral theories, none of which have been fully applied in drug research. Many felt that since we have the survey data, we should test hypotheses based on the Theory of Reasoned Action. This might result in identifying variables which could increase the impact of a particular intervention. It was also thought that this could provide a useful conceptual framework for evaluation research related to drug prevention interventions.

Since Bolivia is the biggest NAE client (\$2.1 Million, four-year buy-in), it also offers the best potential for intervention research, Dr. Russell Stout, the NAE/Bolivia Chief of Party was asked to provide a detailed presentation on the USAID/Bolivia Drug Awareness and Prevention Project. USAID/Bolivia's drug awareness activities date back to 1986 when the Bolivian Confederation of Private Businessmen started SEAMOS (the Educational System for

Social Mobilization and Anti-Drug Addiction), subsequently receiving financial support from the USAID Mission in 1987. The current program continues to support SEAMOS and also involves CESE (Educational Center Against Narcotics), DINAPRE (National Division on Prevention of Drug Abuse), and SUBDESAL (Sub-Directorate for Alternative Development). The latter two are Government of Bolivia agencies, while CESE is a private organization originally started with the support of the United States Information Service and the Narcotics Affairs Section in the U. S. Embassy. All four organizations currently receive financial support from USAID/Bolivia under specific Cooperative Agreements. The NAE Project through the NAE/Bolivia office provides technical assistance to both the Mission and to the four cooperating organizations. In discussing the overall operation of the Bolivia project, Dr. Stout emphasized the interest and commitment of the USAID Mission Director and the entire US country team to the Project. Major accomplishments singled out by Dr. Stout were: 1) establishment of a close working relationship between the public and private sector; 2) progress made by DINAPRE in attaining a research capability (participation in the conduct and analysis of the national study on knowledge, attitudes, and practices of drug users, and conduct of an ethnographic study of street children); 3) all entities are now in the process of carrying out prevention and awareness activities; and 4) an interim evaluation is scheduled for December 1992.

Dr. Stout then proceeded to provide an overview of the Bolivian culture, potential target groups, and means of reaching those target groups. Included were Bolivian attitudes towards alcohol use and the influence of the local brewers, making it difficult to address the issue of alcohol as a gateway drug. Methods of production, trafficking, and accessibility of drugs (coca paste, cocaine, inhalants, etc.) by children was discussed at length. As a side note, Dr. Philippe Bourgois pointed out that in the United States, in an attempt to reduce glue sniffing by children, manufacturers have taken to mixing mustard in with commercial glues.

The study of street children by DINAPRE, under the technical assistance of Dr. Bourgois, an NAE consultant, was discussed in considerable detail. Also explored were other potential topics for research interventions such as the use of comic books as a teaching tool, work with soccer teams, additional work to reach street children and determine use patterns and habits. TAG members were excited by the on-going activities and the rich potential for additional research. Attachment V contains a list of completed, on-going, and planned research interventions in Bolivia, as well as in other countries.

After lunch, the discussion turned to Jamaica where the NAE staff recently conducted a mid-term evaluation of USAID/Jamaica's drug awareness program and developed some recommendations for future changes in direction. As a result of a recent audit of the organization implementing the USAID program, action is being taken to find a new implementing organization, which may be the NAE. The NAE has submitted a proposal to USAID/Jamaica to provide the necessary technical assistance, training, and program support, to the extent that buy-in resources will allow, to Jamaican agencies conducting drug abuse prevention activities. Such agencies would include the Kingston Restoration Company and other organizations designated by USAID/Jamaica, such as Addiction Alert and Breakthrough Limited. Tentative plans for the re-direction of the program would include support for the Drug-free Teen

Center run by the Kingston Restoration Company and other organizations (e.g. the Breakthrough/Addiction Alert Self-Esteem Empowerment and Adolescent Drug Abuse Prevention Program for schools). These grants would serve several purposes:

- to promote prevention activities aimed at high risk groups, primarily youth between the ages 12 - 25;
- to test different approaches to the problem of drug abuse in the Jamaican context;
- to strengthen the capabilities of drug prevention agencies to implement effective programs which may be replicated at the national level.

The group discussed these programs at length, pointing out some of the pitfalls and the lack of baseline data. For example, in the Kingston Restoration Company's YESS (Youth Educational Support System), which targets high school youth between the ages of 12 and 19, there are no benchmark data nor are there formal assessments of norms and behavior. The TAG discussed various ways of dealing with this problem so as to improve the program, assuming that it is decided to go ahead with it. The group also looked at a proposal to use and train natural leaders in schools to take the lead in drug abuse prevention activities. There did not seem to be much enthusiasm for such a technique, but Dr. Ramiro Castro de la Mata pointed out that CEDRO in Lima, Peru had tried this in several schools and appeared to have been very successful, although a formal evaluation had never been done. There was considerable discussion over the quality and validity of drug use prevalence studies conducted in the past, along with a discussion of the need for another ethnographic study of cocaine use, this time looking at men.

The opportunity to try new techniques, which may be afforded through a buy-in in Jamaica certainly whetted the interest of all the attendees at this meeting. There was considerable enthusiasm for exploring alternate approaches to what was proposed, or at best to try to improve proposed programs. One of the TAG members, Dr. Lonnie Mitchell, was particularly interested since he was involved with similar activities with youth in Baltimore. Dr. Mitchell offered to work with the NAE staff to review and refine the proposed Addiction Alert Organization's intervention design study.

The first day ended on a positive note. Prior to closing for the day, the TAG members were asked to take some time during the evening to do some free-thinking and be prepared to present to the group on the following day:

What would you do (assuming you had carte blanche) or modify, in each of the sites where we are working?

Looking at what the NAE is doing, what do you consider is a waste of time and should be discarded?

Any other constructive ideas--design suggestions, etc.

DAY TWO

The second day started off with remarks by Antonio Gayoso, who talked for a few minutes on possible scenarios for drug abuse prevention under the new administration. He also asked for suggestions to bring up to the new administration. Lloyd Johnston pointed out that it appeared, by the players involved, that international demand reduction will continue with the new administration.

Dr. Susan Middlestadt started off the main business of the day by making a presentation on her recommendation for an intervention project in Bolivia using the soccer associations to create a valued drug-free social environment working with SEAMOS as the implementing agency.

She was followed by Eduardo (Ned) Roberto who pointed out that this was a different atmosphere from the first and second meetings where there was not enough of the NAE project to talk about, and now there was. He also felt that based on previous TAG recommendations and his observations from the previous day indicate to him that we know enough to continue doing what we are doing. The question now is to look at the circumstances and conditions under which we have to implement prevention activities and measure the various indicators to determine the outcomes. He also questioned the usefulness of theoretical models, particularly the Theory of Reasoned Action. He also stated that the NAE should have done a case study on the Bolivia project, and should still do it. Also felt that the NAE should have provided a summary of the "brainstorming" session to the TAG members for their reaction. He went on to say that the NAE was not truly international since its work was confined to Latin America. Dr. Meyer provided a brief overview of events leading to the loss of Asia from the Project, the lack of interest from both Europe and Africa. Ned went on to offer his assistance in trying to make inroads in the Philippines through the current President whom he knows and who used to serve as the Chief of Narcotics in the National Police.

Zili Amsel expressed satisfaction with the infrastructure that has been established in Bolivia. She also reiterated that there is never enough epidemiology, and would like to see a comprehensive epidemiological intervention program at the national and international level addressing policy issues. She also called for school, household, street, and ethnographic surveys followed by comprehensive interventions, tying in with the police wherever possible. In the case of the Bolivia street children, she felt that there is a need for data comparing user/non-user families, and the dynamics of bonding and academic activity on school dropouts.

Barbara Smela was pleased with the progress of the NAE. She feels that epidemiological research should continue so that trends can be established; although she also feels that there is a need for more focus group and other types of qualitative research. She feels that we are using a "shotgun" approach and we need to tighten up on our research design. She also is not convinced that behavioral change should be the focus of prevention activities--need to find out

why some people don't use drugs.

Lloyd Johnston made a strong statement in favor of the need to build an infrastructure. For successful drug awareness and prevention programs institution building should be a top priority. He also reminded the group that "attitudes" have been a powerful force for change, citing the case against smoking as an example. This supports the importance of maintaining interest in longer term objectives. We should not refrain from initiating a worthwhile project just because it can't be completed during the contract time-frame. He cautioned against wasting valuable time on poorly designed projects, such as the Jamaica project. When questioned, Lloyd modified his remarks about the Jamaica intervention, saying that there were clearly good ideas, but the objectives were too broad and the intervention needed considerable reshaping. He emphasized the need for epidemiology research followed by qualitative research on sub-populations identified by the larger study.

Lonnie Mitchell agreed with the comments expressed before him, except with those on Jamaica. He believed that the Jamaica project concept is good, although not well articulated. He offered to help the NAE improve it. He went on to identify some of the problems such as lack of a clear goal and mission statement; too many objectives--non measurable; lack of baseline information; need for training supervisory staff, etc. He complimented the NAE staff on their work, singling out the Smith/Elder paper as an outstanding example of our work. He recommended that NAE publish the results of the "brainstorming" session.

Ramiro Castro de la Mata also thought the NAE is succeeding well. In looking at future interventions, he felt that there is a need to develop a conceptual network that will help define measurable objectives. He also pointed out the long-term objective is not to reduce drug abuse BUT to change attitudes and habits that lead to drug use. He also concurred in Lonnie Mitchell's comments on Jamaica.

Paul Touchet suggested that the NAE establish a capability for a longitudinal study in Bolivia, and broaden the data base horizontally. As to the future of the Project, he felt that we need to focus on "resistance behavior", assuming we can believe the data we have. On the issue of "resistance behavior" we need to look at the access to drugs, using the "club" model, i.e., peer pressure to help kids resist drugs. Paul also felt that the NAE has an inherent "public salience", i.e., there is so much interest in drug issues, that NAE publications will be well received. There is a need to write up Bolivia and Peru as case studies or models for others to review and test. Also liked the YESS project.

John Mayo, like Paul Touchet, was not able to attend the second TAG meeting; and both were pleased to see the progress that has been made in the two years since their first meeting. John was glad to hear that this is a ten-year project thus providing sufficient time to really come out with lessons learned. He felt that the Project should move expeditiously to do interventions; the Theory of Reasoned Action was a good starting point. Stated that this is the time to concentrate our resources to help host country organizations develop a capability to do research. As did Lloyd Johnston, John thinks we need to get them started even if we can't finish before

this first five-year phase of the project ends. Should also begin to report results and get reactions and comments. He felt we need to downplay epidemiology studies.

Antonio Gayoso thanked the TAG members for their comments, stating that this has been a rich and fruitful experience. He then elicited comments from the floor. Philippe Bourgois expressed his appreciation for being invited to attend. He is glad to see that the Project is open to qualitative research and feels that there is a need to do more. Thought that the TAG should have an ethnographer on board. Mary Debus also stated that we need to get the word out on the NAE and get interventions going. Mary also underscored the need for an analysis of use from a product or marketing perspective. She implied we need to develop a better understanding of the "target audience." Dwight Wilson was struck by the lack of discussion at the policy level; also felt a need to pay attention to institution building. He was very interested in the Bolivia experience and thought a case study on Bolivia would be useful to the AID Bureaus. He also recommended more frequent cross-fertilization between domestic and international efforts, an area that had been brought up earlier by Zili Amsel, when she offered to make key publications and documents available.

CONCLUDING REMARKS

Tony Meyer expressed his thanks to the TAG members for their attendance and contribution. He pointed out that he has attended many TAG meetings in other projects, but that this one has been the most productive one yet. Its concrete and focussed suggestions are an effective resource to the Project. Peter Davis asked the TAG to look back at what has been done and after proper reflection to drop us a note on how the NAE can best disseminate its products. Karen Moore also noted the quality of the talent available in the TAG members and stated that the Project needs to look at how the staff can work more with the TAG. Antonio Gayoso announced that he will be leaving the Project and considered it a privilege to have been associated with this group from the beginning. He believes that we have a group that can solve many of the problems we face in the fight against drug use. He then closed the session.

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THEORY OF REASONED ACTION

WHAT IS IT?

It is one popular theory of behavior.

It assumes that behavior is determined by internal, cognitive and emotional determinants.

- intention
- attitude
- subjective norm
- beliefs about consequences
- normative beliefs about others expectations

- perceived skill

It recognizes that external, structural determinants are also important.

- demographics
- policies and laws
- availability
- actual benefits and costs
- actual skills

It assumes that external determinants act on behavior through internal ones.

External----- > Internal----- > Behavior

It has a well-defined measurement model.

It provides an empirically based technology for identifying potential intervention points.

Therefore, it is useful in designing, monitoring and evaluating behavior change interventions.

Middlestadt, 1992
Academy for Educational Development

THEORY OF REASONED ACTION

HOW CAN IT BE USED TO DESIGN INTERVENTIONS?

It helps define and specify the behavior to be changed.

use
try
stop
reduce
refuse offer

cocaine
marijuana
alcohol

It helps define target audience on the basis of predisposition (intentions, attitudes and subjective norms).

Index based on internal determinants is often more stable than prevalence based on usage, particularly for low prevalence activities.

One can target for prevention rather treatment.

It helps identify potential intervention points.

attitudinal vs. normative factors
which nonhealth consequences
which important others

friends
boyfriend/girlfriend

which external, structural determinants

It increases the precision and validity of impact evaluation.

Middlestadt, 1992
Academy for Educational Development