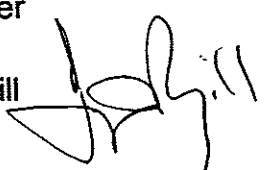


**MILESTONE COMPLETION REPORT**  
**CONTRACT NUMBER : 263-C-00-99-00017-00**

To : Chris McDermott  
COTR

CC : Donella Russell  
Contract Officer

From : Jestyn Portugill  
Chief of Party



Date : July 06, 2000

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**Task Number :** 6  
**Task Description :** *Enhanced Strategic Communications Approaches Improving FP knowledge, Attitudes and Effective Use and Increasing Demand for Methods and Services in Public, NGO and Private Commercial Sector*

**Milestone No.:** 6.6  
**Milestone Description:** **SIS IEC Resource Center 5-year strategic plan developed**  
**Source of Verification:** **Modified IEC implementation plan with cooperative agreements and procedures incorporated letters of collaboration**

**Planned End Date:** **January 31, 2000**  
**Status :** Completed  
**Comments:** SIS/IEC Resource Center 5 Year Plan Attached and incorporated into SIS/IEC Center FY 2000 - 2001 Implementation Plan

# PROPOSAL FOR SIS/IEC CENTER 6.6 MEDIA/MATERIALS CLEARINGHOUSE

June 15, 2000

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## INTRODUCTION

The SIS/IEC Center's programs have proved time and again that well-designed communication materials play a critical role in the success of public health programs. It has also been proven that the value of these products can last well beyond the end of the project for which they were designed. In some cases, pretesting has shown that materials from one project can actually be used in another with very few or no alterations. Also, learning from previous project's experiences and seeing the actual products can save time and expense in project planning and can help materials development specialists learn from each other's experience.

The SIS/IEC Center has been producing effective health communication materials for two decades. Much work and expense (e.g. focus groups, design, pretesting, revision, etc.) go into the development of these materials. Yet samples of these materials have not been consistently and systematically collected or organised for reference, as a resource for future work, or even to be re-used for other campaigns. This is a loss, both educationally and financially, to the SIS/IEC Center and to the health care community at large. Health professionals throughout Egypt and the Arab-speaking world could benefit from seeing and learning about the SIS/IEC Center's health communication work. Knowledge about, and subsequent interest in the SIS/IEC Center's accomplishments can foster greater communication between SIS/IEC Center's counterparts and thus enable more routine sharing of information and experiences.

It is therefore proposed that the SIS/IEC Center set up efficient mechanisms for collecting, archiving and exhibiting the health communication materials which it produces, for sharing images of them and information about them, and for making copies of them available on a case by case basis. The Director of the SIS/IEC Center will dedicate sufficient space in the new SIS/IEC Center offices to establish a Media/Materials Clearinghouse (M/MC), which will be run by a professional librarian with computer skills, assisted by an experienced computer specialist and a library clerk.

In its second year the SIS/IEC Center's M/MC is expected to be fully operational and known by the Egyptian public health community. At this time it is proposed that the M/MC expand its selection criteria to include health communication materials produced by all the other organisations working to promote reproductive health and population issues in Egypt.

## SIS/IEC CENTER M/MC SERVICES

### A. SIS/IEC CENTER MATERIALS ARCHIVE

1. **COLLECTION:** M/MC staff will collect at least one copy of all IEC materials produced by the SIS/IEC Center, including pamphlets, posters, videos, audiotapes, films, flipcharts, novelty items, slide presentations, training materials, and any other communication materials produced to promote good health behavior. They will contact all SIS/IEC Center staff on a regular basis to make sure they get everything. They will also seek out materials from the past – with assistance from the Johns Hopkins Media/Materials Clearinghouse. In the second year of operation they will expand the scope of collection to include health communication materials produced by all other organisations working to promote reproductive health and population issues in Egypt.
2. **CODING AND CATALOGING:** Each item will be assigned a unique code number and recorded in a computer database by title, date, producer, language, intended audience and subjects; this record will also contain a full physical description of the item (size, color, number of pages, etc.), an abstract of the contents and a digital image of the item. The primary language for this database will be Arabic. Research may show that Access database software, widely used in Egypt, might be appropriate.
3. **STORAGE:** At least one copy of each material (labeled with number) will be stored in the M/MC by format in appropriate furniture (e.g. posters in flat file, videos on video rack, pamphlets in lateral file, Tshirts in closet, etc.) in such a way that they are both easy to access and well protected.

### B. SIS/IEC CENTER MATERIALS DISPLAY

1. **EXHIBITION:** The M/MC area at the SIS/IEC Center will be designed to function as an exhibition hall, and M/MC staff will mount exhibits on special themes or projects and invite interested parties and the press to see them. In addition, M/MC staff will display materials (such as framed posters) throughout the SIS/IEC Center.
2. **WEBSITE GALLERY:** M/MC staff will exhibit materials on the world wide web (linking to partners such as the Johns Hopkins Media/Materials Clearinghouse) with the long term view of putting the whole database on the web in the future. The language implications of this need to be considered in the meantime.

### C. MEETING REQUESTS FOR SIS/IEC CENTER MATERIALS

1. **CD-ROM:** When the database with images is sufficient, M/MC staff can put it on CD-ROM as a relatively inexpensive way of sharing the collection of SIS/IEC Center materials. These could be given away in response to request from visitors, VIPs, and health professionals working to promote reproductive health – on a case by case basis. M/MC staff can also work with other SIS staff to develop press kits on CD-ROM to be handed out to the press on special days or at special events.
2. **PHOTOCOPYING:** It will be cost-effective to maintain a photocopier for the use of staff and visitors, and to meet requests for information.
3. **VIDEO AND AUDIO:** Requesters may be asked to send in a tape with their request for a copy of any SIS/IEC Center materials in these media.
4. **PRINT MATERIALS:** If excess print materials are available at the end of a project, M/MC staff will keep a limited supply in order to respond to requests.
5. **RECORDING REQUESTS:** M/MC staff will record all requests and the names of all visitors; this data will be useful for planning, reporting, and developing a mailing list.

## IMPLEMENTATION PLAN

### PHASE I (July 1, 2000 thru October 31, 2000)

1. Hire consultant to fill the Media/Materials Librarian position for the first two years of operation. This person will set up the systems and identify and train the Media/Materials Computer Specialist and Media/Materials Assistant. (See Job Descriptions on page 3.) Success will depend more on getting the right people than any other factor.
2. Establish physical plant - rooms and exhibit areas. (See Floorplan on page 7.)
3. Procure equipment. (See Equipment on page 6.)
4. Acquire materials with assistance from all SIS/IEC Center staff and Johns Hopkins M/MC.
5. Select database software.
6. Establish all selection criteria.
7. Contract private sector to assist new staff begin scanning IEC materials for database and website.
8. Mount first exhibition.
9. Create website gallery to advertise the new resource in celebration of the SIS/IEC Center's 21<sup>st</sup> birthday.

### PHASE II (November 1, 2000 thru June 30, 2001)

1. Catalog all SIS/IEC Center materials produced up to June 2001.
2. Start providing all services (as listed above) with continued private sector support.

### PHASE III (July 1, 2001 thru June 30, 2002)

1. First full year of operation.
2. Expand scope to include health communication materials produced by all other organisations working to promote reproductive health and population issues in Egypt.
3. Consultant Media/Materials Librarian to find and train staff Media/Materials Librarian to take over for Phase IV.
4. Both to visit all the major organisations that produce reproductive health communication materials in Egypt – to advertise M/MC and solicit materials.
5. Study tour for staff Media/Materials Librarian at Johns Hopkins Media/Materials Clearinghouse, U.S.A.
6. Review and evaluation at the end of this Phase III.
7. Plan for Phase IV on the basis of evaluation results
8. Staff Media/ Materials Librarian takes over from Consultant.

### PHASE IV (July 1, 2002 thru June 30, 2003)

1. First full year of operation under staff Media/Materials Librarian.

### PHASE V (July 1, 2003 thru June 30, 2004)

1. Expand website to include searchable database.

### PHASE VI (July 1, 2004 thru October 31, 2005)

1. 25th Anniversary of SIS/IEC Center.
2. Special anniversary products.
3. Special anniversary events.

## JOB DESCRIPTIONS

### **MEDIA/MATERIALS LIBRARIAN**

(This job may be performed by a consultant for about two years, during which time he/she will identify and train a permanent staff member.)

#### Qualifications:

Proven experience as a professional librarian.  
Computer literacy.  
Fluent in Arabic and English.

#### Duties:

Manage daily operations of SIS/IEC Center M/MC.  
Make recommendations to Director of SIS/IEC Center on workplan and budget.  
Identify, train and supervise Media/Materials Specialist and Media/Materials Clerk.  
Establish selection criteria (with guidance from Director).  
Acquisition.  
Cataloging.  
Design databases.  
Reference.  
Greet visitors.  
Network with other resource centers, libraries and the press.  
Identify resources that may support M/MC.  
Promote M/MC services.  
Supervise exhibitions.  
Report to Director on:  
    Number of materials collected  
    Number of requests  
    Number of materials distributed  
    Number of visitors  
    Anecdotal evidence of M/MC impact

### **MEDIA/MATERIALS COMPUTER SPECIALIST**

#### Qualifications:

Computer expertise.  
Proven experience working with databases that include images.  
Experience designing and developing websites.  
Fluent in Arabic and English.  
Knowledge of a/v equipment.

#### Duties:

Assist Librarian in developing databases that include images.  
Scan materials.  
Some cataloging.  
Identify computer resources that may support M/MC.  
Work with consultants to design and develop web pages and web-based databases.  
Maintain three computers.  
Make recommendations to Librarian regarding computer needs.

## **MEDIA/MATERIALS ASSISTANT**

### Qualifications:

Computer literacy.

Fluent in Arabic and English.

Ability to learn to operate a/v equipment.

### Duties:

Labeling.

Filing.

Daily maintenance of the collection.

Greet visitors.

Photocopying.

Arranging duplication of video/audiotapes.

Mailing/distribution.

Typing.

Operate a/v equipment.

Support services as assigned by Librarian.

## **FURNITURE**

SHELVING, GLASS FRONTED (6) – 3 to shelve audio and videotapes in the a/v materials area, 3 to shelve training materials, binders and books on IEC subjects, and three-dimensional items in the print materials area.

DISPLAY CABINETS, GLASS FRONTED (6) – 3 on each side of the exhibition area to display all kinds of media/materials.

DISPLAY BOARDS (6) – 3 at each end of the print materials area, hung above the files to display print media.

LATERAL FILES (5) – three-drawer lateral units to store pamphlets, stickers, T-shirts, bags, press cuttings, etc. in print materials area.

FLAT FILES (4) – 10-drawer units to store posters, calendars, artwork, key rings, contraceptive packaging, household items, etc. in print materials area.

CHAIRS (33)

COMPUTER CHAIRS (3)

DESK (1)

COMPUTER DESKS (3)

LIBRARY TABLES (3) – large tables to spread out large materials on.

COMPUTER EQUIPMENT TABLE (1) – for scanner and printer in office.

A/V EQUIPMENT UNIT (1) – for a/v equipment, sound systems, board and controls.

ENTRANCE SIGNBOARD – to welcome visitors to exhibitions.

EXHIBIT PANELS (3) – moveable, for special exhibitions.

SHELVING, REGULAR (6) – 4 for the office to shelve materials that are in process of being cataloged, 2 to shelve supplies in the supply room.

SLIDE CABINET (1) – table-top version can be placed on flat files countertop.

COUNTERTOP LITERATURE RACKS (2) – for displaying selected publications on the lateral files in the print materials area.

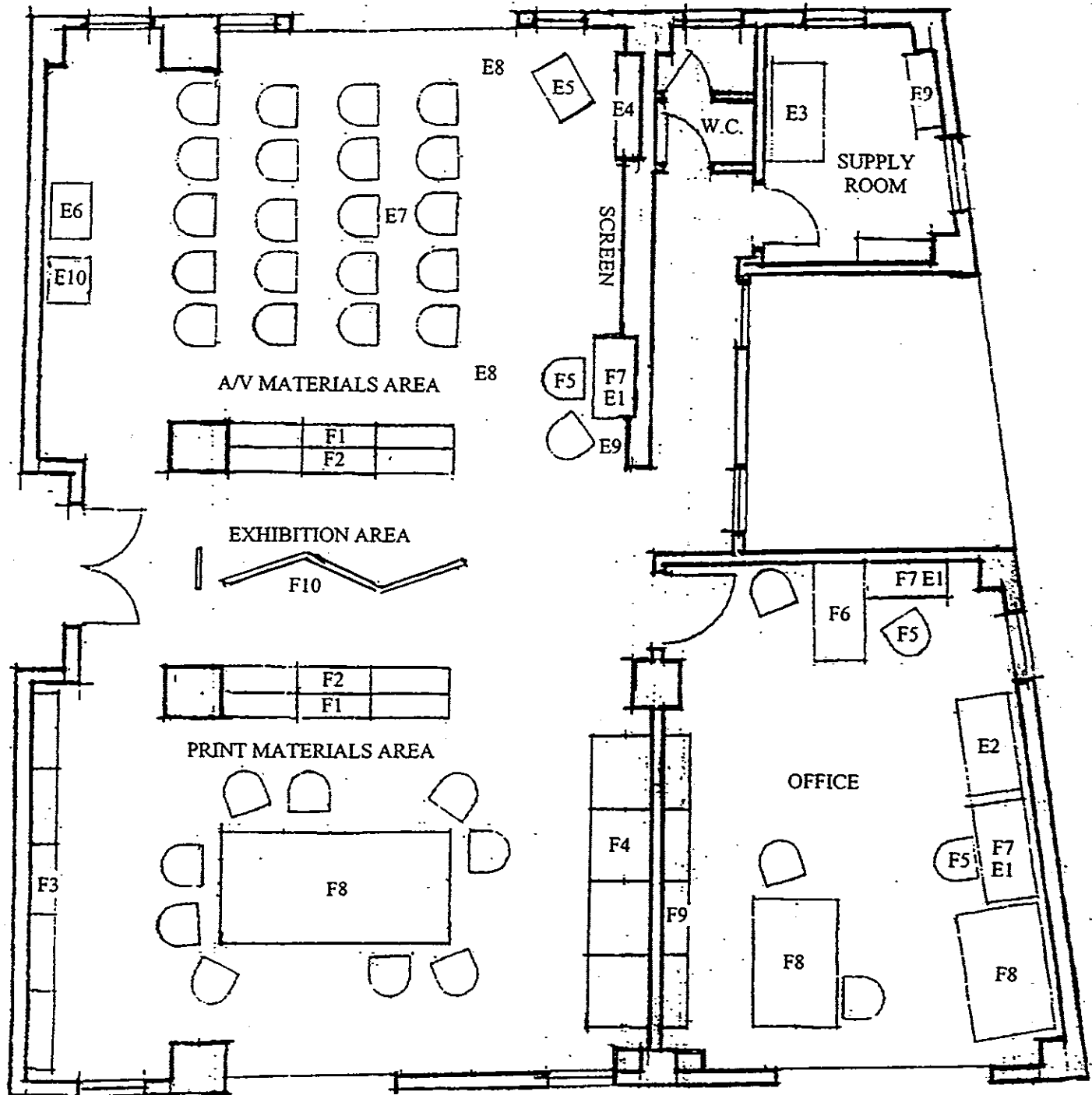
## EQUIPMENT

Computers with monitor, CD-ROM reader, keyboard, and mouse (3)  
External CD-ROM writer  
Laserjet printer (1)  
Scanner (1)  
Library database software  
Fax card and modem  
Photocopier  
Paper-cutter, stapler, hole-punch, etc.  
VHS multi-standard video recorder/players (2)  
Television (1)  
Cart for TV and VCR (1)  
Video/data projector – ceiling mounted (1)  
Screen  
Audio system  
Audiotape recorder/player with dual deck  
Slide projector on cart  
Overhead projector on cart  
Laser pointer  
Air conditioning units  
Telephones  
Light dimmers (may be unnecessary, but worth considering)  
Digital camera  
Countertop light box  
Table top display board and carrying case  
Literature stand

## SUPPLIES

Stationery  
Library supplies  
Computer supplies  
A/v supplies  
Camera supplies  
Mailing supplies  
Photocopy supplies  
Exhibit supplies

# FLOORPLAN



## FURNITURE

- F1 = Shelving, glass fronted
- F2 = Display cabinets, glass fronted
- F3 = Lateral files, with a countertop and display boards above
- F4 = Flat files, with a countertop and display boards above
- F5 = Computer chairs
- F6 = Desk
- F7 = Computer desks
- F8 = Library tables
- F9 = Shelving, regular
- F10 = Exhibit panels

## EQUIPMENT

- E1 = Computers
- E2 = Printer and scanner
- E3 = Photocopier
- E4 = A/v equipment, board and controls
- E5 = TV/VCR on cart
- E6 = Slide projector on cart
- E7 = Video/data projector, ceiling mounted
- E8 = Speakers, ceiling mounted
- E9 = Light dimmers (may not be necessary)
- E10 = Overhead projector on cart



# BUDGET

## PHASE I (July 1, 2000 thru October 31, 2000)

### SALARIES covered by Government of Egypt

Media/Materials Librarian.....

Media/Materials Computer Specialist .....

Media/Materials Assistant.....

SALARIES covered under SIS/IEC Center line item H.4. (non-GOE personnel,  
Consultants..... *v.e., consultants)*

### EQUIPMENT & FURNITURE covered under SIS/IEC Center line items F.2.1 and F.2.3

Shelving, glass fronted (6).....

Display cabinets, glass fronted (6).....

Display boards (6).....

Lateral files, three-drawer (5).....

Chairs (33).....

Computer chairs (3).....

Desk (1).....

Computer desks (3).....

Library tables (3).....

Computer equipment table (1).....

A/v equipment unit.....

Signboard (1).....

Exhibit panels (3).....

Shelving, regular (6).....

Countertop slide cabinet (1).....

Paper-cutter, stapler, hole-punch, etc.....

Cart for TV and VCR (1).....

Slide projector on cart (1).....

Overhead projector on cart(1).....

Laser pointer.....

Countertop light table (1).....

Flat files, ten-drawer (6 five-drawer units + 3 bases).....

On Pathfinder list – already procured overseas

Flat files, ten-drawer (2 five-drawer units + 1 base).....

Photocopier.....

Table top display board and carrying case.....

Literature stand.....

Audiotape recorder/player with dual deck (1).....

27" television (1).....

VHS video recorder/players (2).....

Video/data projector – ceiling mounted (1).....

Screen (wall mounted).....

Digital camera.....

### AIR CONDITIONERS covered under SIS/IEC Center line item F.2.2

Air conditioning units (3).....

### COMPUTER SOFTWARE & EQUIPMENT covered under SIS/IEC Center line item F.2.4

External CD-ROM writer (1).....

Scanner (1).....

Library database software.....

Fax card and modem.....

On Pathfinder list – already procured overseas

Computers with monitor, CD-ROM reader, keyboard, and mouse (3).....  
Laserjet printer (1).....

TELECOMMUNICATION covered under SIS/IEC Center line item F.2.5

Telephones (3).....  
Internet connections (3).....

AUDIO SYSTEM covered under SIS/IEC Center line item F.2.6

Audio system for a/v area.....

OFFICE SUPPLIES covered under SIS/IEC Center line item F.1.1

Stationery.....  
Library supplies.....  
Mailing supplies.....  
Photocopy supplies.....  
Exhibit supplies.....

REMODELING covered under SIS/IEC Center line item F.1.2

Repair.....  
Painting.....

COMPUTER SUPPLIES covered under SIS/IEC Center line item F.1.3

Computer supplies.....

A/V SUPPLIES covered under SIS/IEC Center line item F.1.4

A/v supplies.....  
Camera supplies.....

**PHASE I TOTAL**.....

**PHASE II (October 31, 2000 thru June 30, 2001)**

SALARIES covered by Government of Egypt

Media/Materials Librarian.....  
Media/Materials Computer Specialist.....  
Media/Materials Assistant.....

SALARIES covered under SIS/IEC Center line item H.4.

Consultants.....

OFFICE SUPPLIES covered under SIS/IEC Center line item F.1.1

Stationery.....  
Library supplies.....  
Mailing supplies.....  
Photocopy supplies.....  
Exhibit supplies.....

COMPUTER SUPPLIES covered under SIS/IEC Center line item F.1.3

Computer supplies.....

A/V SUPPLIES covered under SIS/IEC Center line item F.1.4

A/v supplies.....  
Camera supplies.....

TELECOMMUNICATION

Telephone service.....

Internet service.....

**PHASE II TOTAL**.....

PHASE III (July 1, 2001 thru June 30, 2002)

SALARIES covered by Government of Egypt

Media/Materials Librarian.....

Media/Materials Computer Specialist .....

Media/Materials Assistant.....

SALARIES covered under SIS/IEC Center line item H.4.

Consultants.....

OFFICE SUPPLIES covered under SIS/IEC Center line item F.1.1

Stationery.....

Library supplies.....

Mailing supplies.....

Photocopy supplies.....

Exhibit supplies.....

COMPUTER SUPPLIES covered under SIS/IEC Center line item F.1.3

Computer supplies.....

A/V SUPPLIES covered under SIS/IEC Center line item F.1.4

A/v supplies.....

Camera supplies.....

TELECOMMUNICATION

Telephone service.....

Internet service.....

SAME AS PHASE II + 10%

TRAVEL

Visits to major materials producers in Egypt.....

Study tour in U.S.A.....

**PHASE III TOTAL**.....

PHASE IV (July 1, 2002 thru June 30, 2003)

SAME ANNUAL BUDGET AS PHASE III minus travel costs + 10%

**PHASE IV TOTAL**.....

PHASE V (July 1, 2003 thru June 30, 2004)

SAME ANNUAL BUDGET AS PHASE IV + 10%

**PHASE V TOTAL**.....

**PHASE VI (July 1, 2004 thru October 31, 2005)**

**SALARIES covered by Government of Egypt**

Media/Materials Librarian.....

Media/Materials Computer Specialist .....

Media/Materials Assistant.....

**SALARIES by SIS/IEC Center**

Consultants.....

**OFFICE SUPPLIES**

Stationery.....

Library supplies.....

Mailing supplies.....

Photocopy supplies.....

Exhibit supplies.....

**COMPUTER SUPPLIES**

Computer supplies.....

**A/V SUPPLIES**

A/v supplies.....

Camera supplies.....

**TELECOMMUNICATION**

Telephone service.....

Internet service.....

**Special Projects**

25<sup>th</sup> anniversary events.....

25<sup>th</sup> anniversary products.....

**PHASE VI TOTAL.....**



# RESOURCE CENTER CHECKLIST

As an international resource center providing sample family planning, reproductive health, and related communication materials, the Media/Materials Clearinghouse (M/MC) at the Johns Hopkins Center for Communication Programs often assists developing country organizations in setting up resource centers. In order to expedite this process, the M/MC has developed this checklist, which has been tried and tested over the past few years.

This checklist has been used by managers of reproductive health programs in several countries who have perceived the need for a new resource center or for improvement of an existing resource center. Although each resource center has different needs, different audiences, and different financial resources, managers of local agencies, government bureaus, and international organizations have found this checklist helpful both in forming their plans and in discussing their proposals with funding agencies.

This checklist has four main sections—Analysis, Planning, Implementation, and Maintenance.

## ANALYSIS

First, discuss these issues with all key decision-makers:

- 1. Is there a need for information and materials that cannot currently be met?
- 2. How well could other libraries, resource centers, etc. meet this need?
- 3. Is there long-term support for the time, funding and personnel needed to maintain a successful resource center?

## PLANNING

### 1 Who will use this resource center?

- policy makers
- health professionals
- students
- government employees
- educators
- trainers
- communication professionals
- mass media professionals
- journalists
- NGO staff
- information specialists
- trainers
- others



**2 What subject matter will the resource center cover?**

- all reproductive health issues (family planning, HIV/AIDS, maternal/child health, women's health)
- family planning
- HIV/AIDS
- maternal/child health
- women's health
- demography
- others

**3 What will be the geographic scope of the resource center?**

- local
- national
- regional
- international

**4 Identify the types of materials that will be needed:**

- statistics
- online databases
- PC-based databases
- CD-ROM databases
- reference books
- pamphlets
- posters
- videos
- audiotapes
- curricula
- films
- photographs
- journals/periodicals
- reports
- novelty items
- slide presentations
- conference proceedings
- official documents
- presentation materials
- training materials
- others

**5 What services / facilities will be needed?**

- reference [find information]
- photocopying
- duplication of videos/slides/audiotapes
- database searches
- filing
- current awareness searches [periodic searches on specific topics to keep users up-to-date]
- exhibits [design, set-up and storage of exhibits]
- presentations [design, technical production, technical assistance with actual presentation]
- video production/editing [using existing footage to put together a finished presentation, including text and sound]
- distribution [storage, packaging, mailing]
- videotaping [using a video camera to tape events]
- computer graphics
- referrals to other resources/organizations
- inter-library loan
- loan of resource center's materials to users
- use of materials in-house only
- a/v equipment purchase, rental, repair
- presentation facilities
- washroom facilities
- maintenance/cleaning
- others

**6 Are there already existing resources that can support/provide the above services?**

- video duplication company
- photography company
- presentation/exhibit company
- computer graphics company
- other libraries with online searching capability
- other libraries covering related subjects
- government services
- video production studios
- international brokers, clearinghouses, document services
- maintenance company

7 Can you estimate the number of requests for materials / assistance that will be received?

8 What size resource center will be needed?

- small [e.g. located in an existing office, consisting of several bookshelves of materials, minimal a/v equipment, requiring 1 professional librarian and a library clerk]
- medium [e.g. occupying existing rooms with a/v facilities, requiring 1-2 professional librarians, 1 a/v specialist, a library clerk and a secretary]
- large [e.g. custom-built facility, requiring 2 professional librarians, a library assistant, a graphic designer, a computer specialist, an exhibit specialist, a secretary and a receptionist]

9 What is the best location?

- consider accessibility for users
- consider proximity to other resource centers
- consider local services

**NOTES**







M/MC RESOURCE CENTER CHECKLIST

- video projector
- slide projector
- microphone
- laser pointer
- computer printer (black/white; color)
- slide viewers/light tables
- overhead projector
- 6mm film projector
- mailroom equipment
- other

**Supplies**

- stationery
- video tape
- audio tape
- camera film
- slide supplies
- computer supplies
- mailing supplies
- library supplies
- other

**Facilities**

- air conditioning  
[need for large viewing areas; for proper storage of audio, video and film]
- lighting [dimming capability for viewing areas]
- humidity control  
[for storage of audio, video, and film]
- other

**Total of Space, Equipment, and Supplies:**

**12 What will be the total cost?**

Add totals of all costs in #10 and #11

**TOTAL**

**13 Is there funding available for this? If so, for how many years?**

**IMPLEMENTATION****1 Identify space**

- Use currently available space?
- Build a new space?
- Get enough space for reasonable expansion of size and range of services offered.

**2 Contract architect/designer as needed****3 Prepare physical site****4 Hire personnel**

It is important that the professional staff (librarians, a/v specialists, computer specialists) have demonstrated expertise and several years' experience in working in this type of setting. Consider subject knowledge, language expertise, and management experience for the librarian positions.

**5 Establish materials selection criteria**

- Subject matter
- Format
- Cost

**6 Obtain furniture, equipment and supplies**

- Visit similar resource centers to research how/where they obtained the items needed
- Hire a contractor and/or local craftsmen
- Purchase equipment from vendors
- Determine office/computer/library supplies needed to start work

**MAINTENANCE**

Once staff is hired, the following can be done:

**1 Obtain materials that conform to your selection criteria**

- Write to major organizations such as International Planned Parenthood Federation, World Health Organization, UNICEF and/or local clearinghouses for donations of free materials
- Contact local libraries for donations of duplicate or unneeded materials
- Contact local organizations for samples of their materials

**2 Establish acquisitions procedures**

- Recording requests for materials
- Recording receipt of materials

**3 Organize materials**

- Separate materials by medium and organize by:
  - region/country
  - subject
  - both

**4 Catalog materials**

- Use standard library cataloging system
- Develop a specialized system to meet the needs of your clients and staff

**5 Establish user systems**

- How to request materials and/or services
- How and where to use materials
- How to borrow materials
- Copyright issues (i.e. which materials can legally be copied and re-used without permission from the original producer?)

**6 Establish visitor systems**

- Who greets visitors?
- How are visitors routed through the center?
- Who follows up with visitors to maintain contact with them?
- How are visitors recorded?

**7 Establish requests systems**

- How are requests filled?
  - Who determines what materials to provide?
  - Limits on quantity of materials (e.g., one per customer)?
  - Referrals to other agencies when necessary?
  - Who prepares the materials (photocopying, other duplication)?
  - Mailing procedures?
  - Billing procedures (when applicable)?
- How are requests recorded?
- Who follows up with the requestor to make sure he/she received the necessary materials and to find out how they were used?

**8 Establish circulation system**

- Record materials circulated
- Devise system to remind user to return materials
- Establish system of fines for late materials?

**9 Establish other systems**

- Staff communication — regular meetings, reports on progress
- Housekeeping / maintenance
- Personnel
- Finance — billing, payments to vendors, reporting of expenditures to donor agency

**10 Publicize**

- Place notices concerning the resource center in professional publications and on the Internet
- List the resource center in local, national, regional and international library listings
- Publish a regular newsletter describing center activities and visitors and well as new materials
- Attend conferences and post signs or set up an exhibit to publicize the center

**11 Evaluate**

- After the first year have your clients fill out a survey to determine whether the center is meeting its original purpose, and whether it should expand in size/scope/services. Have a professional researcher design and tabulate the survey and analyze the data.

**12 Report**

- Your funding source(s) may require regular reports on the size of the collection, number of clients served, amount of materials distributed, and expenses.

**We want to hear from you!**

Write to us if you would like additional information or advice about setting up a resource center. Please also send your suggestions and comments regarding the usefulness of this checklist, and share your experiences in setting up and running a resource center.



THE MEDIA/MATERIALS CLEARINGHOUSE (M/MC) at the Johns Hopkins Center for Communication Programs is an international resource for health professionals who seek samples of media/materials that promote reproductive health. Health professionals are welcome to write or visit the M/MC in their quest for specific materials.

The M/MC is part of the Population Information Program, which also produces Population Reports, a quarterly review journal of important topics in family planning and related health issues, and POPLINE, the most comprehensive and widely available, online and via CD-ROM, bibliographic database on population, family planning, and related issues.

Developed by Susan Leibtag and Hugh Rigby, Media/Materials Clearinghouse  
Phyllis Tilson Piotrow, Ph.D., Director, Johns Hopkins Center for Communication Programs  
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