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Population Communication Services  
Center for Communication Programs  
The Johns Hopkins University

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# **Population Communication Services**

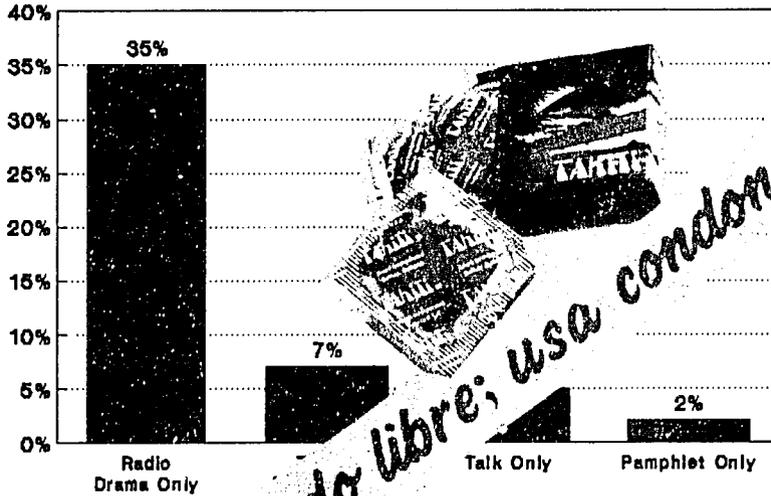
**ANNUAL REPORT  
FISCAL YEAR 1990**

**COOPERATIVE AGREEMENT-2  
DPE-3004-A-6057-00**

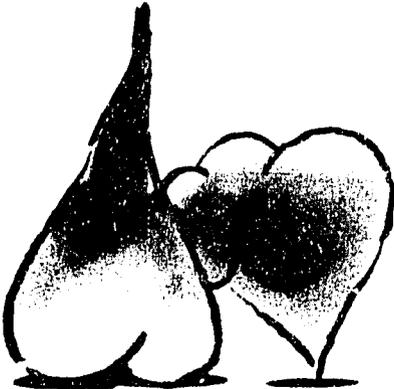
**Population Communication Services  
Center for Communication Programs  
The Johns Hopkins University  
527 St. Paul Place  
Baltimore, Maryland 21202, USA**

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# What Percent of Men Were Exposed to the Male Motivation Project?



*Sigue siendo libre; usa condones Tahiti*



**KING SUNNY ADE' and Onyeka**  
"Wait for Me" and "Choices"

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# Foreword

Communication leads the way in family planning programs. Whether using radio spots, television dramas, popular songs, or face-to-face communication, JHU/PCS projects in 1990 demonstrated that well-designed campaigns lead to measurable changes in behavior. Campaigns prompted people to discuss family planning within the family and community, visit clinics and pharmacies, and most important, to adopt family planning methods.

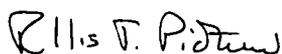
1990 was also a year for awards! JHU/PCS-sponsored campaigns received a number of international and national awards for creative and high quality materials:

- The Brazilian vasectomy campaign, which promoted vasectomy as "an act of love" using playful and appealing cartoons, won the Bronze Lion award at the Cannes International Festival of Advertising Films.
- The Nigerian music video, "Choices," sung by international super-star King Sunny Ade and the up-and-coming female vocalist, Onyeka Onwenu, was the winner in the film category of Gold Screen Competition, National Association of Government Communicators.
- Colombia's PROFAMILA won the International Planned Parenthood Federation Rosa Cisneros Memorial Information Award for its mass media campaign promoting condoms.
- The Zimbabwe National Family Planning Council's Male Awareness Campaign which featured a twice-weekly radio series, "You Reap What you Sow," won the Population Institute's Global Media, Special Country Award.

As policy makers around the world are increasingly interested in IEC and becoming aware of its central role in family planning programs, demand for JHU/PCS technical assistance and projects has increased dramatically. Responding to this demand, in July 1990 USAID finalized a new five year Cooperative Agreement with JHU/PCS with a funding ceiling of \$60 million.

Communication programs depend on teamwork. JHU/PCS could not have accomplished what it did without the help of many partners. JHU/PCS subcontractors, the Academy for Educational Development (AED), the Program for Appropriate Technology in Health (PATH), Porter Novelli, and Saffitz Alpert and Associates, Inc. have contributed in many different ways to JHU/PCS projects. JHU/PCS has also worked closely with many other Cooperating Agencies, linking communication projects with work in training, service delivery, and other sectors. Special thanks are due to the the U.S. Agency for International Development Office of Population, AID's regional bureaus, and overseas missions for their invaluable support and guidance.

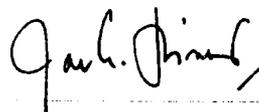
JHU/PCS is proud to be part of this team of family planning professionals and is dedicated to improving and expanding communication programs to enhance the quality of life for families, communities, and nations.



Phyllis T. Piotrow, Ph.D.  
Principal Investigator



Patrick L. Coleman  
Project Director 1986-1990



Jose G. Rimon II  
Project Director 1990-

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# Contents

<b>CHAPTER 1—OVERVIEW AND HIGHLIGHTS OF THE PROJECT</b> .....	<b>1</b>
Figure 1-1: International and National Awards .....	6
Advances in Family Health Communication Workshop .....	7
Table 1-1: Summary of Activities .....	8
Table 1-2: Status of Activities .....	9
Table 1-3: Materials Developed .....	13
<b>CHAPTER 2—AFRICA</b> .....	<b>15</b>
"Too Many Births" .....	18
Activities .....	19
<i>(Burkina Faso, Cape Verde, Cameroon, Chad, Côte d'Ivoire, The Gambia, Ghana, Kenya, Madagascar, Mali, Niger, Swaziland, Tanzania, Togo, Uganda, Zaire, Zimbabwe)</i>	
Table II-1: Summary of Major Country Activities .....	33
Table II-2: Needs Assessments Conducted .....	34
Table II-3: Technical Assistance Visits .....	35
Table II-4: Workshops and Conferences .....	38
Table II-5: Materials Developed .....	40
<b>CHAPTER 3—LATIN AMERICA AND THE CARIBBEAN</b> .....	<b>43</b>
The Demise of the Mexican Rural Movie House .....	45
Activities .....	46
<i>(Bolivia, Brazil, Colombia, CREA, Ecuador, El Salvador, Honduras, Mexico, Peru)</i>	
Table III-1: Summary of Major Country Activities .....	59
Table III-2: Technical Assistance Visits .....	60
Table III-3: Workshops and Conferences .....	62
Table III-4: Materials Developed .....	63
<b>CHAPTER 4—ASIA</b> .....	<b>65</b>
Poetry and Family Planning .....	67
Activities .....	68
<i>(Bangladesh, India, Indonesia, Nepal, Pakistan, Philippines)</i>	
Table IV-1: Summary of Major Country Activities .....	90
Table IV-2: Needs Assessments Conducted .....	91
Table IV-3: Technical Assistance Visits .....	92
Table IV-4: Workshops and Conferences .....	94
Table IV-5: Materials Developed .....	95

---

<b>CHAPTER 5—NEAR EAST .....</b>	<b>97</b>
Change and No Change in Yemen .....	99
Activities .....	100
<i>(Egypt, Morocco, Tunisia, Turkey, Yemen)</i>	
Table V-1: Summary of Major Country Activities .....	113
Table VI-2: Needs Assessments Conducted .....	114
Table V-3: Technical Assistance Visits .....	115
Table V-4: Workshops and Conferences .....	117
Table V-5: Materials Developed .....	118
 <b>CHAPTER 6—MEDIA/MATERIALS CENTER .....</b>	 <b>119</b>
Activities .....	120
Comments from Readers of the PCS Packet Series .....	121
Table VI-1: Materials in the M/MC .....	123
Table VI-2: Request for M/MC Materials .....	123
(excluding Packets and Airlie Films)	
Table VI-3: JHU/PCS Slide Sets .....	124
Table VI-4: Distribution of Airlie Films .....	125
Table VI-5: JHU/PCS Packet Series .....	126
Table VI-6: JHU/PCS Packet Series Evaluation .....	127
Table VI-7: Whether Respondents Wish to Continue Receiving Packet Series .....	127
Table VI-8: How Packet Series are Used .....	127
Table VI-9: Topics Users Preferred .....	128
Table VI-10: Fields of Communication in which Users Are Working .....	128
Table VI-11: Professional Positions which Best Describe Users .....	128
 <b>CHAPTER 7—RESEARCH AND EVALUATION .....</b>	 <b>129</b>
Research and Evaluation Highlights by Region .....	132
Figure VII-1: Changes in Current Use of Modern Methods Among Married Couples in Zimbabwe (1988–1989) .....	133
Figure VII-2: Changes in Male Attitudes Towards Family Planning in Zimbabwe (1988–1989) .....	134
Figure VII-3: Impact of Radio Drama Series "Akarumwa Nehekuchera" (percent of male listeners) .....	135
Figure VII-4: Sales of Pills 1st quarter '89 to 2nd quarter '90, Ghana Campaign vs. Non-Campaign Regions .....	136
Figure VII-5: Clinic Telephone Calls and Visits Before and After the Mass Media Campaign, Pro-Pater Clinic, Sao Paulo, Brazil .....	139
Figure VII-6: Clinic Performance Before and After the Media Campaign to Promote Vasectomies, Pro-Pater Clinic, Sao Paulo, Brazil .....	140
Table VII-1: Estimated Cost-Effectiveness of Turkish Multi-Media Campaign .....	143
Double Decker Messages .....	145
Table VII-2: Project Status .....	146

<b>CHAPTER 6—PROGRAM ADMINISTRATION .....</b>	<b>151</b>
Staffing .....	152
Audits .....	152
Support for US Contractors .....	152
A Cool Dad .....	154
Table VIII-1: JHU PCS Staff List .....	155
Table VIII-2: Background Information on JHU PCS Staff .....	157
Table VIII-3: Summary of US Contractor Activities—AED .....	162
Table VIII-4: Summary of US Contractor Activities—PATH .....	163
Table VIII-5: Summary of US Contractor Activities—SAAI .....	164
Table VIII-6: Summary of US Contractor Activities—P N .....	164
 <b>CHAPTER 9—FINANCIAL REPORT .....</b>	 <b>165</b>
Table IX-1: Cumulative Expenditures 1986-1990 .....	167
Table IX-2: Actual Expenditures vs. Budget FY90 .....	168
Table IX-3: Total Expenditures by Source of Funding .....	169
Table IX-4: Buy-In Expenditures Philippines (\$896,745) .....	170
Table IX-5: Buy-In Expenditures NE Asia (\$50,000) .....	171
Table IX-6: Buy-In Expenditures Latin America (RVPC) (\$1,360,000) .....	172
Table IX-7: Buy-In Expenditures Burkina Faso (\$340,000) .....	173
Table IX-8: Buy-In Expenditures Ghana (\$1,397,000) .....	174
Table IX-9: Buy-In Expenditures Turkey (\$406,707) .....	175
Table IX-10: Buy-In Expenditures Francophone Africa AIDS (\$10,000) .....	176
Table IX-11: Buy-In Expenditures Uganda (\$50,000) .....	177
Table IX-12: Buy-In Expenditures Colombia (\$120,000) .....	178
Table IX-13: Buy-In Expenditures Sahel (\$180,000) .....	179
Table IX-14: Buy-In Expenditures India (\$300,000) .....	180
Table IX-15: Buy-In Expenditures Brazil Vasectomy Promotion (\$325,000) .....	181
Table IX-16: Buy-In Expenditures Indonesia (\$194,000) .....	182
Table IX-17: Buy-In Expenditures Egypt (\$2,030,138) .....	183
Table IX-18: Buy-In Expenditures Zaire (\$360,000) .....	184
Table IX-19: Buy-In Expenditures Bangladesh (\$3,510,000) .....	185
Table IX-20: Buy-In Expenditures Africa (\$350,000) .....	186
Table IX-21: Buy-In Expenditures Asia Near East (\$250,000) .....	187
Table IX-22: Buy-In Expenditures Burkina Faso KAPS (\$45,000) .....	188
Table IX-23: Buy-In Expenditures Tanzania (\$600,000) .....	189
Table IX-24: Buy-In Expenditures Nepal (\$43,000) .....	190
Table IX-25: Buy-In Expenditures Costa Rica (\$30,500) .....	191
Table IX-26: Buy-In Expenditures Cameroon (\$200,000) .....	192
Table IX-27: Buy-In Expenditures Morocco (\$320,000) .....	193
Table IX-28: Buy-In Expenditures Chad (\$84,500) .....	194
Table IX-29: Buy-In Expenditures Ghana PN (\$50,302) .....	195
Table IX-30: Buy-In Expenditures El Salvador GAMMA (\$112,000) .....	196
Table IX-31: Buy-In Expenditures Bolivia (\$235,000) .....	197
Table IX-32: Buy-In Expenditures El Salvador MAG (\$240,000) .....	198
Table IX-33: Buy-In Expenditures Philippines (\$667,783) .....	199
Table IX-34: Buy-In Expenditures Honduras (\$7,500) .....	200
Table IX-35: Buy-In Expenditures Kenya (\$150,000) .....	201
Table IX-36: Buy-In Expenditures Pakistan (\$515,675) .....	202

<b>APPENDICES .....</b>	<b>203</b>
A. List of Abbreviations .....	203
B. Completed Travel for JHU/PCS Staff, Consultants, and Contractors—FY90 .....	206
C. Annual Report—Academy for Educational Development .....	211
D. Annual Report—Academy for Appropriate Technology in Health .....	213
E. Annual Report—Porter/Novelli .....	215
F. Annual Report—Saffitz Alpert and Associates, Inc. ....	216



# Communication Leads the Way

## Overview and Highlights

1990 was an exciting year in the field of family planning communication. Policy makers around the world increasingly recognized the pivotal role of information, education, and communication (IEC) in family planning programs. Their interest stems from the growing awareness that well-designed IEC programs not only influence knowledge and attitudes but also can change behavior, stimulating couples to talk to one another about family planning, visit a clinic, and, ultimately, adopt a family

planning method. Also communication technology continues to improve in quantum leaps. People in underdeveloped and developed areas alike have better access to mass media. In this new environment of a "global village," policy makers are eager to tap the power of the mass media to promote health and family planning.

As interest in IEC has grown and as the reputation of JHU/PCS as a leader in the field has become widely recognized, demands for JHU/PCS technical assistance

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have multiplied. In 1990, JHU/PCS staff and subcontractors - including the Academy for Educational Development (AED), Porter Novelli (P/N), the Program for Appropriate Technology in Health (PATH), and Saffitz Alpert and Associates (SAAD) - made 124 technical assistance, monitoring and needs assessment visits.

The enormous demand for JHU/PCS services was reflected in the level of buy-ins from USAID missions which has been rapidly increasing since JHU/PCS was established in 1982. By 1990, 49% of the JHU/PCS budget was from buy-ins.

Recognizing the ever-growing need for a center of excellence in family planning communication, USAID finalized a new Cooperative Agreement with JHU/PCS in July 1990. The five-year Cooperative Agreement is funded at a level of \$60 million.

As JHU/PCS embarks on the new Cooperative Agreement, it does so with new leadership. At the end of the fiscal year, Patrick L. Coleman, after four years at the helm of JHU/PCS, took on the challenge of a newly-created position: Senior Communication Advisor in the Philippines. There he will manage one of JHU/PCS's largest buy-ins and work with the Philippine government and a wide range of NGOs to help develop a coordinated nationwide strategy for family planning IEC. Taking his place as JHU/PCS Project Director is Jose G. Rimón II, formerly Deputy Project Director responsible for programs. Prior to joining JHU/PCS, Mr. Rimón was an Associate Director for IEC and Project Manager of the Philippines Commission on Population community-based outreach program, served as a consultant to many regional and

international agencies, and helped develop and manage more than 100 social communication projects worldwide. Some have observed that Coleman's moving to the Philippines while Rimón, originally from the Philippines, takes over in Baltimore, illustrates that indeed we are becoming a "global village." Phyllis T. Pietrow continues as Principal Investigator for the project.

*Face-to-face communication between a health care provider and a client is at the heart of family planning programs.*

**Strategies and Objectives**

JHU/PCS-sponsored projects range from popular songs with family planning messages, to training workshops, to multimedia campaigns, to family life education. All share certain strategies and objectives.

**Promoting Behavior Change by Enhancing Informed Choice**

JHU/PCS projects aim to persuade couples to adopt or continue use of modern family planning methods by providing them with the information they need to make voluntary and informed choices about family planning.

**Making Family Planning a Household Word**

By discussing family planning widely in the mass media and through various interpersonal channels, JHU/PCS projects seek to desensitize the topic of family planning, making it a subject for everyday conversation between spouses, among friends, and in the community.

**Establishing Family Planning as a Community Norm**

When leaders, entertainers and respected health providers speak out in favor of family planning - as they do in many JHU/PCS projects - family planning is accepted as a moral standard for societies and a

valuable means to reduce maternal mortality, improve family life, and help serve national objectives.

#### **Helping Health Care Providers to Communicate More Effectively with Clients**

Face-to-face communication between a health care provider and a client is at the heart of family planning programs, influencing clients' decisions whether to adopt or continue using family planning. JHU/PCS projects improve and support health care providers' interpersonal communication and counseling skills.

#### **Involving the Entertainment Industry and Communication Professionals in Family Planning IEC**

JHU/PCS projects involve professionals from the advertising, entertainment, and media sectors, tapping their talents to ensure that IEC materials are high quality, and that they attract and influence the target audience.

#### **Linking IEC and Family Planning Services**

IEC messages promote service sites and service providers, encouraging people to take specific actions, such as visiting a clinic, talking to a Community-Based Distributer (CBD), or calling a hotline.

#### **Building Institutional Capabilities in Family Planning IEC**

JHU/PCS projects aim to strengthen the capabilities of grantee organizations to design, implement, and evaluate IEC programs with decreasing levels of technical assistance. This is accomplished through carefully designed on-the-job training executed in the course of project implementation as well as through in-country and external training programs.

#### **Building Economic Sustainability for IEC Projects**

JHU/PCS is focusing more and more on ways to ensure the economic sustainability of IEC projects through a variety of return-on-investment and cost-sharing strategies such as: leveraging corporate support for IEC campaigns; securing free

or subsidized air time; persuading media and other professionals to work at reduced rates; and marketing records, comic books and other IEC materials through commercial channels.

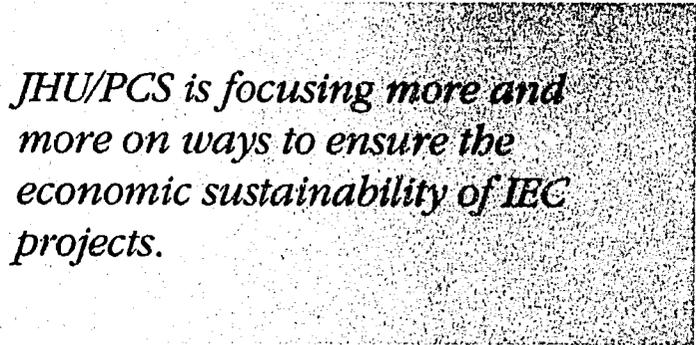
#### **Taking Calculated Risks**

Family planning programs and therefore family planning IEC are never free from controversy and opposition. Family planning officials are often reluctant to disseminate family planning information on the mass media or to innovate beyond the usual, often ineffectual IEC approaches, for fear of offending the public and creating a backlash. JHU/PCS projects, where feasible, take calculated risks in testing and establishing new ways and opportunities to reach the target audience.

Indeed, in many different ways, JHU/PCS projects continue to break new ground in advancing the art and science of public health communication.

#### **Communication as a Science**

Successful communication projects do not just happen. Whether a comprehensive multi-media campaign or a simple poster, effective IEC projects and materials are developed according to a step-by-step,



*JHU/PCS is focusing more and more on ways to ensure the economic sustainability of IEC projects.*

research-based process. At JHU/PCS, all projects begin with analysis and audience research and end with an objective evaluation of the project's impact on the target audience.

Research and evaluation at JHU/PCS continues to expand the frontiers of knowledge about family planning communication. Evaluation results from numerous JHU/PCS projects over the last several years demonstrate that well-designed IEC programs can influence family planning behavior. Evaluations conducted in 1990 added to this body of evidence:

- A comprehensive evaluation found that a multi-media male motivation campaign in Zimbabwe prompted men to talk to others about family planning and begin using contraception. Almost 10% of men who listened to the radio drama said they began using contraception as a result. Another 4% said they planned to do so.
- In Brazil, an innovative vasectomy campaign featuring award-winning television spots resulted in an 82% jump in the number of vasectomies performed in clinics in three cities.
- According to preliminary evaluation data from Ghana, a project which involved a multi-media campaign and training of more than 5,000 health care providers in IEC resulted in a significant increase in couple years of protection (CYP).

*High quality media materials are a must in an environment of competing commercial messages.*

- In Colombia, a six-month campaign using radio spots and other materials to promote condoms resulted in a 74% increase in condom sales.

## Communication as an Art

While research and research-based processes are essential in communication programs, communication also calls for creativity and imagination. Successful IEC programs invest in first class media professionals who combine their talents with researchers and program planners. They translate IEC messages and information about the target audience into appealing, innovative, and persuasive media materials.

High quality media materials are a must in an environment of competing commercial messages. If family planning messages are to have an impact they must be attention-getting, imaginative, and original. Several JHU/PCS-sponsored campaigns received prestigious awards in 1990 on the basis of the high quality, creatively packaged messages:

- The vasectomy campaign in Brazil has won three major international awards, including the 1990 Bronze Lion award at the Cannes International Festival of Advertising Films. The campaign also won three major national awards. The campaign used a catchy slogan — “Vasectomy is an act of love” — and playful and appealing cartoon hearts.
- A campaign aimed at young men in Colombia won the International Planned Parenthood Federation 1990 Rosa Cisneros Memorial Information Award. The campaign slogan — “Keep being free, use Tahiti condoms” — was developed based on careful research about young men’s attitudes about sexual relations and condom use.
- The Nigerian music project won five awards in 1990: the Global Media Award for “Best Combined Media Effort on Behalf of Population” from the Population Institute and awards from four Nigerian organizations. Run-away hit songs, “Choices” and “Wait for Me,” sung by international super-star King Sunny Ade

and the up-and-coming Onyeka Onwenu, were heard by 88% of the population in Lagos and attracted enormous media attention.

### **Future Directions**

In the 1990's, JHU/PCS will consolidate knowledge gained in the last five years, share lessons learned with the public health community, and put new emphasis on:

#### **Developing Long-Term IEC Interventions**

JHU/PCS will increasingly develop long-term projects which reach people repeatedly with carefully designed messages through a variety of media over a period of years. Short-term efforts may have very little sustained impact. When a campaign ends, without further reinforcement, people often revert to old "bad habits."

#### **Expanding Training Efforts and Developing Advanced Training Methodologies**

JHU/PCS will expand and enhance its training efforts, continuing to improve the annual "Advances in Family Health Communication" workshops in Baltimore and Tunisia (in French) and developing further workshops, both regional and country-specific. The focus will be on innovative, state-of-the-art training methodologies.

#### **Measuring the Cost-Effectiveness of IEC**

Research and evaluation will focus on measuring the cost-effectiveness of various IEC interventions, an area in which there is currently a dearth of information. Cost-effectiveness will be

measured at various levels of impact including the cost to reach one person and, most importantly, the cost to change one person's behavior.

#### **Leveraging Support from the Commercial Sector**

JHU/PCS has recently had notable success in leveraging corporate support for IEC efforts. In the Philippines music

project, for example, corporations supported television spots, telephones for the "dial-a-friend" hotline for young people, and calendars, posters, and other materials. This approach will be expanded in future projects as part of an overall effort to increase cost-sharing for IEC.

The years ahead are promising. Policy makers and program managers now recognize that organized communication efforts can make a major difference in public health programs. The revolution in communication technology and the rapid expansion of mass media means that communication is playing an ever-greater role in everybody's lives. For young people especially, mass media has become a source for information, attitudes, and role models. The challenge is to master modern communication technologies and use them in the service of humanity. ■

*Organized communication efforts can make a major difference in public health programs.*

Figure I-1

## INTERNATIONAL AND NATIONAL AWARDS 1990



★ SILVER MEDAL, Annual Festival of Creativity of São Paulo, Brazil, for TV Spot from the Brazilian Promotion Campaign

★ SILVER MEDAL, Annual Festival of Advertising Reporters, Brazil, for TV Spot from the Brazilian Vasectomy Promotion Campaign

★ FIRST PRIZE Popular Vote, Press Association of Brazil, for TV Spot from the Brazilian Vasectomy Promotion Campaign

★ BRONZE LION, 37th International Festival of Advertising Films, Cannes, France, for the PRO-PATER *Vasectomy is an Act of Love* Campaign

★ AWARD FOR SERVICE TO HUMANITY, the Rotary Club of Ota, Nigeria, a Rotary International Affiliate, to Onyekwa Onwenu, composer and singer, for contributions to Nigeria and to humanity, including the songs about sexual responsibility, *Choices* and *Wait for Me*

★ HONORARY GRAND MEMBERSHIP, National Association of Statistics Students, the Polytechnic Ibadan Chapter, Ibadan, Nigeria, to King Sunny Ade and Onyekwa Onwenu for their "Duet Album *Choices* on Family Planning and Birth Control."

★ OUTSTANDING YOUNG PERSON OF NIGERIA IN 1990, The Jaycees, to Onyekwa Onwenu, of the Nigeria Music Project, for cultural achievement

★ GOLD SCREEN COMPETITION WINNER, film category, National Association of Government Communicators, for the music video *Choices* produced by the Planned Parenthood Federation of Nigeria and JIU Population Communication Services

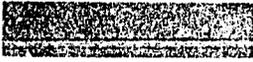
★ ROSA CISNEROS MEMORIAL INFORMATION AWARD, International Planned Parenthood Federation, to Colombia's PROFAMILIA for the mass media campaign promoting temporary contraceptive methods

★ GLOBAL MEDIA AWARD for "Best Combined Media Effort on Behalf of Population," the Population Institute for Planned Parenthood Federation of Nigeria's Music Project, with King Sunny Ade and Onyekwa Onwenu

★ GLOBAL MEDIA, "Special Country Award," the Population Institute, to the Zimbabwe National Family Planning Council for its Male Awareness Campaign and the twice-weekly radio series, *You Reap What You Sow*



José G. Rimon, II, PCS Project Director, (right) receives a plaque from the President of the National Association of Government Communicators for the music video *Choices*, the first place winning entry in the 1991 Gold Screen Competition.



## Advances in Family Health Communication Workshop

The second annual *Advances in Family Health Communication* workshop was held in Baltimore from June 4–22, 1990. The workshop attracted 33 high-level health and family planning communication leaders from 17 countries in Asia, Africa, and Latin America. This year, in a special arrangement with UNICEF, half of the slots were reserved in advance for UNICEF field representatives. UNICEF plans to use the workshop as a regular and ongoing resource for training its staff in IEC.

During the three week workshop, participants explored the essential elements of successful communication programs in family planning and health in sessions on: Management, Behavior Change, Thinking, Enter-Educate, Cost-recovery, and Evaluation Design. The Workshop used a case study approach, drawing on JHU/PCS experience and other health communication projects worldwide. The workshop was highly participatory, involving group discussions, simulation exercises, and field visits to other institutions. Participants were encouraged to learn from each other as much as possible by sharing their experiences and exchanging views.

The aim of the workshop was to strengthen participants' abilities to implement effective and dynamic health communication programs. There is no doubt that this was achieved. A pre and post-evaluation test found a 62% increase in knowledge. Participants clearly felt that the workshop contributed enormously to their

professional development. The large majority of participants rated all the sessions as "excellent" or "good". They commented:

"...deliberation on what makes people change their behavior was so good that it still echoes in my mind. It was one of the best workshops that I ever attended." (Waliur Rahman, Bangladesh)

"It is not possible to make rapid progress in the implementation of the health and population programs without a good knowledge of the communication process. This workshop has provided that understanding." (Dr. Sulaiman, Nigeria)

For the second year, *Advances in Family Health Communication* was oversubscribed. To meet the demand for such state-of-the-art training in communication, JHU/PCS is planning several regional workshops.

Final plans are being made for a French-language workshop in Tunisia in November 1990. *Nouvelles Orientations de la Communication pour la Sante* will be held in collaboration with UNICEF and a Tunisian training institution, Centre Africain de Perfectionnement des Journalistes et Communicateurs (CAPJC). In Latin America, a Spanish-language version will take place in Mexico, also in collaboration with UNICEF. The anticipated date for this workshop is late 1991. ■



**Table I-1**  
*Summary of Activities by Project Output Category*

REGION	NEEDS ASSESSMENT & PLANNING	COUNTRY PROJECTS UNDER DEVELOPMENT	COUNTRY PROJECTS UNDERWAY	COUNTRY PROJECTS COMPLETED	TECHNICAL ASSISTANCE VISITS	CONFERENCES AND WORKSHOPS	PROVISION OF FILMS AND MATERIALS (C)
<b>TOTALS CA-1 (FY83-FY87)</b>							
Africa	19			8	56	24	36
Latin America	6			12	22	21	23
Asia	4			3	17	5	17
Near East	3			1	2	6	9
Subtotal	32			24	97 (b)	56	85
<b>FY87 CA-2</b>							
Africa	1	21 (a)	13	2	17	14	4
Latin America	0	10	3	1	2	2	16
Asia	0	3	3	0	9	0	0
Near East	0	1	1	0	2	0	8
Subtotal	1	35	20	3	40 (b)	16	28
<b>FY88 CA-2</b>							
Africa	2	16 (a)	15	5	54	26	15
Latin America	0	3	7	2	24	2	18
Asia	0	1	2	1	21	0	2
Near East	2	1	2	1	16	4	8
Subtotal	4	21	29	8	115	32	43
<b>FY89 CA-2</b>							
Africa	2	9	6	2	58	25	18
Latin America	1	4	7	3	19	7	25
Asia	3	5	7	1	27	6	10
Near East	0	3	7	5	31	11	6
Subtotal	6	21	27	11	135	49	57
<b>FY90 CA-2</b>							
Africa	4	9	6	2	35	16	16
Latin America	0	1	4	6	25	3	8
Asia	2	3	9	6	28	2	2
Near East	1	3	12	3	38	10	6
Subtotal	7	16	31	17	126	31	32
<b>TOTALS CA-2 (FY87-FY90)</b>							
Africa	10			11	174	81	27
Latin America	1			12	70	14	28
Asia	5			7	85	8	11
Near East	3			9	87	25	11
Subtotal	19			39	416	128	77
<b>Total Accomplished to Date:</b>							
CA-1	32		24		97 (b)	56	85(c)
CA-2	19		70		416	128	77(c)
Total	51		94		513	184	

(a) Includes 10 projects funded under separate Nigeria contract in 1988.

(b) Does not include visits for country project development and support.

(c) Number of countries receiving films or substantial amounts of materials.

**Table I-2**  
*Status of Country Projects*  
 CA-1, FY83 – FY87 and CA-2, FY87– FY90

REGION/COUNTRY	PROJECT NUMBER	RECIPIENT	PERIOD OF ACTIVITY	APPROVED BUDGET	PERCENT SPENT	PROJECT TITLE
<b>AFRICA: Completed</b>						
Regional	AF-SEN-01	URTNA	1984-88	\$164,350		URTNA Family Health Broadcasting Project
Regional	AF-KEN-03	URTNA/PEC	1987-88	5,436		Model TV Program on Family Planning
Burkina Faso	AF-BKF-01	MSWNS	1985-87	70,968		IEC Development Project
Burkina Faso	AF-BKF-02	MOHSA	1987-90	177,574		Burkina 1987-1989 IEC Program
Côte d'Ivoire	AF-IVO-01	CERCOM	1987-89	47,731		Pan-African Print Material Project
Kenya	AF-KEN-01	Stla-Graphics	1985-86	55,658 (a)		Family Planning Films Project (FPFP)
Kenya	AF-KEN-02	RETCO, Ltd.	1985-86	51,437 (a)		Evaluation of FPFP Film Project
Kenya	AF-KEN-04	FPAK	1988-89	10,592		Community Based Training Materials
Liberia	AF-LIB-01	Medex	1984-86	16,302 (a)		RAPID Television Program
Mali	AF-MAI-01	AMPPF	1985-88	47,630		Family Planning IEC Project
Niger	AF-NIR-01	MOPH/SA	1987-90	106,944		Niger Family Health IEC Project
Nigeria	AF-NGA-01	MOH/Kwara	1984-88	49,989		Kwara State Family Health Project
Nigeria	AF-NGA-02	PPFN	1984-86	64,641 (a)		FP Information Booklet Production & Dist.
Nigeria	AF-NGA-03	PPFN	1985-87	211,955 (a)		Plateau State FP Communication Campaign
Nigeria	AF-NGA-04	U. Ibadan	1986-87	16,366 (a)		Female VSC Booklets
Nigeria	AF-NGA-05	PPFN	1986-87	31,008 (a)		FH/FP Broadcasting Workshop
Nigeria	AF-NGA-06	MOH/IMO	1986-89	16,176 (b)		Imo State Women's Workshop
Nigeria	AF-NGA-07	NTA/Enugu	1986-87	24,630 (a)		Anambra State Health/FP TV Program
Nigeria	AF-NGA-08	NTA/Enugu	1987-88	14,001		Anambra State Health/FP TV Program
Nigeria	AF-NGA-09	PPFN	1987-89	56,257		Reprint Client Instruction Booklets
Nigeria	AF-NGA-10	MOH/BORNO	1987-89	696 (b)		Primary Health Care Promotion-Borno St.
Nigeria	AF-NGA-11	MOH/OGUN	1987-89	9,134 (b)		Communication Outreach Phase II-Ogun St.
Nigeria	AF-NGA-12	NTA/Ibadan	1987-88	13,606		Integrate FP Themes into 2 TV Series
Nigeria	AF-NGA-13	Prime TV	1987-88	27,378		RAPID Video Production
Nigeria	AF-NGA-14	Mut-Moksons	1987-88	13,000		Sexual Responsibility Song Project
Nigeria	AF-NGA-15	ABS	1987-88	1,329 (b)		Integration of FP Themes into Radio Soaps
<b>AFRICA: Underway</b>						
Regional	AF-SEN-02	URTNA	1988-91	333,050	63	URTNA Fam. Health Bdcasting Proj. Phase III
Cameroon	AF-CAM-01	MOPH	1989-91	40,327	27	Child-Spacing Promotion Project
The Gambia	AF-GAM-01	GFPA	1989-91	34,824	33	Family Planning IEC & Training Materials
Ghana	AF-GHA-01	MOH	1987-91	871,535 (c)	64	Ghana Health & FP Info. Program 1987-1989
Ghana	AF-GHA-02	NAFTI	1988-91	14,532	30	Natl. Film & Television Inst. Video
Zimbabwe	AF-ZIM-01	ZNFPC	1988-91	176,731	91	Male Motivation Project
<b>AFRICA: Under Development</b>						
Regional	AF-MAI-03	CERPOD	1990-91	43,590		CERPOD Media Network Project
Chad	AF-CHA-01	MOSA	1990-91	31,721		N'Djamena FP/IEC Project
Côte d'Ivoire	AF-IVO-02	AIBEF	1991-92	162,340		Central Region FP Information Project
Kenya	AF-KEN-05	FPAK	1991-93	403,710		Provider & Client IEC Project

(a) This project was completed under CA-1.

(b) Project continued with additional funding under separate Nigeria contract.

(c) An Additional amount of \$40,000 has been budgeted for the purchase of equipment to support this project.

**Table I-2—continued**

REGION/COUNTRY	PROJECT NUMBER	RECIPIENT	PERIOD OF ACTIVITY	APPROVED BUDGET	PERCENT SPENT	PROJECT TITLE
Madagascar	AF-MAD-01	FISA	1989-91	128,422		Young Adult Sexual Responsibility Project
Madagascar	AF-MAD-02	MPYS	1989-91	62,000		Population Promotion Project
Mali	AF-MAI-02	AMPPF	1990-91	30,662		Trad. & Modern Media to Promote FP
Mali	AF-MAI-03	CERPOD	1990-91	43,590		CERPOD Media Network Project
Tanzania	AF-TAN-01	MOH IIEC	1991-93	422,326		Family Planning Communication Project
Tanzania	AF-TAN-02	UMATI	1991	32,299		Family Planning KAP Survey
<b>LATIN AMERICA: Completed</b>						
Regional	LA-MEX-08	FFI	1987-88	\$34,700		Technical Assistance to CREA
Regional	LA-MEX-09	FFI	1988-89	142,691		Communication for Young People II
Regional	LA-MEX-10	IIC	1988-90	109,500		Evaluation of CYPP II
Bolivia	LA-BOL-01	COF	1984-87	110,248 (a)		Family Health IEC
Brazil	LA-BRA-01	ABEPP	1985-87	143,818 (a)		Basic IEC Materials
Brazil	LA-BRA-02	ABEPP	1987-88	19,789		AIDS Manual for Family Planning Workers
Brazil	LA-BRA-03	PRO-PATER	1988-90	303,354		Mass Media Vasectomy Promotion
Colombia	LA-COL-01	PROFAMILIA	1984-85	55,631 (a)		Generic Condom Promotion and Evaluation
Colombia	LA-COL-02	Pub. Toro	1987	17,300		Research Phase of Comm./Marketing Project
Colombia	LA-COL-03	PROFAMILIA	1989-90	107,503		Mass Media Prom. Temp. Methods on North Coast
Costa Rica	LA-COS-01	COF	1984-85	39,724 (a)		Educational Radio for Costa Rican Women
El Salvador	LA-ELS-01	GAMMA	1989-90	96,262		Eval. of FP Mass Media Campaign in El Salvador
Honduras	LA-HON-01	MOH	1984-87	23,300 (a)		Ministry of Health FP IEC Activities
Honduras	LA-HON-02	IHSS	1984-87	16,953 (a)		IHSS Family Planning IEC System
Honduras	LA-HON-03	ASHIONPLAFA	1984-86	144,101 (a)		Radio/Print Materials for Rural CBD Prog.
Mexico	LA-MEX-01	FEMAP	1983-86	208,994 (a)		Print, Radio, TV to Reinforce Promotoras
Mexico	LA-MEX-02	FFI	1985-86	240,000 (a)		Communication for Young People (T&J)
Mexico	LA-MEX-03	AMIDEM	1986-87	157,860 (a)		IEC Materials for Health Workers
Mexico	LA-MEX-04	FFI	1986-87	23,500 (a)		Educational Video (Tatiana & Johnny)
Mexico	LA-MEX-05	FFI	1986-87	24,500 (a)		Entertainment Video (Tatiana & Johnny)
Mexico	LA-MEX-06	IIC	1987	55,620		Evaluation Research Program of the CYPP
Mexico	LA-MEX-07	FFI	1987-88	49,500		Comic Book Development Project
Mexico	LA-MEX-11	FFI	1989	18,075		Comic Books
Mexico	LA-MEX-12	AMIDEM	1989	5,000		Print Educational Communication Materials
Peru	LA-PER-01	MOH	1988-89	78,218		FP Workers in an AIDS Prevention Campaign
<b>LATIN AMERICA: Underway</b>						
Regional	LA-GUA-01	APROFAM	1987-91	\$396,989 (b)	85	Regional Video Production Center (CREA)
Bolivia	LA-BOL-02	CIES	1990-91	54,826	5	FP Awareness and Promotion
Bolivia	LA-BOL-03	Cruz del Sur	1990-91	24,600	23	IEC for Family Planning
El Salvador	LA-ELS-02	CENCAP	1989-90	203,139	60	Motivators' Training Program
<b>LATIN AMERICA: Under Development</b>						
Mexico	LA-MEX-13	MEXFAM	1990-91	23,160		Rural Enter-Educate Outreach

(a) This project was completed under CA-1.

(b) An additional amount of \$607,630 has been budgeted for the purchase of equipment to support this project.

Table I-2—continued

REGION/COUNTRY	PROJECT NUMBER	RECIPIENT	PERIOD OF ACTIVITY	APPROVED BUDGET	PERCENT SPENT	PROJECT TITLE
<b>ASIA: Completed</b>						
Bangladesh	AS-BAN-02	PIACT/Bangl.	1988	4,225		Visual Literacy Study
Bangladesh	AS-BAN-04	ACPR	1989	4,579		Review field office Internal Control System and Procedure
Bangladesh	AS-BAN-05	ADFILM	1989-90	20,890		Bold TARA FP Film
Nepal	AS-NEP-01	FP/MCH	1984-86	44,425 (a)		Print Materials Development
Nepal	AS-NEP-02	COMMAT	1984-86	20,581 (a)		Film Spots for Cinema Halls
Nepal	AS-NEP-03	DORC	1984-86	5,182 (a)		Financial Mgm't of Print Materials Project
Philippines	AS-PHI-01	PCF	1987-90	129,843		Male FP Motivators in Farmer Organization
Philippines	AS-PHI-02	PCF	1987-90	55,462		A Multi-Media Campaign for Young People
Philippines	AS-PHI-03	PCF	1987-90	64,029		A FP Program for the Industrial Sector
Philippines	AS-PHI-04	FPOP	1988-90	45,793		Improved IEC Strategies to Increase FP Acceptance
Philippines	AS-PHI-05	AMEC-BCCM	1988-90	49,329		AMEC Population Communication Project
<b>ASIA: Underway</b>						
Bangladesh	AS-BAN-01	MOHFP	1989-90	164,683	58	National Folk Singing Program
Bangladesh	AS-BAN-06	PIACT/BAN	1990	7,461	30	Field Workers Motivational Guide
Bangladesh	AS-BAN-07	Mitra & Assoc	1990	15,647	60	Upazila Baseline Survey
Pakistan	AS-PAK-01	DRB	1990	10,000	50	Research Contract
Philippines	AS-PHI-06	PCF	1990-91	70,000	39	Project Heartline
Philippines	AS-PHI-07	JFMI	1990-91	52,500	12	IEC for Post-Partum FP and Breastfeeding
Philippines	AS-PHI-08	DOH	1990-91	56,500	20	Pangasinan Integrated IEC Project
Philippines	AS-PHI-09	FPOP	1990-91	60,000	36	Radio Bombo Project in Iloilo
Philippines	AS-PHI-10	PCF	1990-91	55,653	11	Inform. Serv. for Decision Makers and the Media
<b>ASIA: Under Development</b>						
Nepal	AS-NEP-04	NSC	1990	19,442		CHV Training Manual
Pakistan	AS-PAK-02	GOP/PWD	1990-91	515,675		Population Welfare Media Campaign
Philippines	AS-PHI-11	Campaigns	1990-91	27,320		Development of IEC Materials for the DOH
<b>NEAR EAST: Completed</b>						
Egypt	NE-EGY-01	CDC	1988	12,548		TOT Workshop: Face-to-Face Communication
Egypt	NE-EGY-02	CDC	1988-89	33,242		Technical Assistance to Egyptian FP Organizations
Egypt	NE-EGY-03	CDC	1988-89	14,300		Training Video on Effective FP Counseling
Egypt	NE-EGY-04	CSI	1988-89	16,498		CSI Promotional Campaign
Egypt	NE-EGY-05	SPAAC	1988-89	20,283		Technical Assistance to Egyptian FP Organizations
Egypt	NE-EGY-07	SPAAC	1989	43,618		Technical Assistance to Egyptian FP Organizations
Jordan	NE-JOR-01	JFPPA	1983-85	109,059 (a)		IEC Program Development
Sudan	NE-SUD-01	U. Khartoum	1985-89	38,440		Print Materials on Family Health
Turkey	NE-TUR-01	TFHPF	1987-89	231,637		Turkish Family Planning Campaign
Turkey	NE-TUR-03	ZCF	1988-89	32,607		Evaluation of Multi-Media Campaign

(a) This project was completed under CA-1.

(c) About \$54,000 to be funded by UNICEF.

Table I-2—continued

REGION/COUNTRY	PROJECT NUMBER	RECIPIENT	PERIOD OF ACTIVITY	APPROVED BUDGET	PERCENT SPENT	PROJECT TITLE
<b>NEAR EAST: Underway</b>						
Regional	NE-EGY-11	CDC	1990-92	110,000	20	TV Social Drama
Regional	NE-EGY-12	Radaresearch	1990-91	10,022	30	Research on the Family House
Regional	NE-JOR-02	MEMRC	1990-91	10,010	30	Research on the Family House
Regional	NE-MOR-06	LMS	1990-91	10,018	30	Research on the Family House
Egypt	NE-EGY-06	CDC	1988-89	157,324	76	Technical Assistance to Egyptian FP Organizations
Egypt	NE-EGY-08	CSI	1988-90	25,500	71	CSI Promotional Campaign
Egypt	NE-EGY-09	TEAM MISR	1989-90	20,500	78	Tech. Assist. in Training to Egyptian FP Organizers
Egypt	NE-EGY-10	SPAAC	1990	46,611	27	Technical Assistance to SIS and Other Agencies
Morocco	NE-MOR-01	LMS	1989-91	84,871	47	IEC Program Development
Morocco	NE-MOR-04	MOPH	1990-91	83,310	1	FP Training Communication Project
Morocco	NE-MOR-05	Medias Conseil	1990	5,000	50	Logo Devel. for FP Training and Communication Project
Turkey	NE-TUR-04	TFHPF	1990-91	50,000	50	Pre-Prod. Activities for the Blue House Campaign
<b>NEAR EAST: Under Development</b>						
Egypt	NE-EGY-13	EJMDA	1990-91	23,823		Tech. Assistance and Training to CSI and other FP Organizers
Turkey	NE-TUR-05	TFHPF	1991	475,300		The Blue House Campaign

**Table I-3**  
*Materials Developed*  
*Total Materials Developed in FY90\**

PRINT MATERIALS	AUDIOVISUAL MATERIALS	OTHER
1 ad in 7 magazine issues	1 audio cassette tape, 1,500 copies	1 badge, 2,500 pieces
1 bag, 4,160 copies	88 broadcasts: within the 88 broadcasts, 39 were dramas	1 billboard, 90 copies
1 booklet on general methods, 100,000 copies	7 educational tv spots	10 bulletins, issues in French and English, 500 copies each
1 brochure: spermicidal foam & tablets, 2,000 copies	1 film (financial contribution to production of "My Daughter Will Not Be Excised")	1 clinic sign, 130 copies
1 catalogue of radio tv programs, 1,000 copies	1 film "Swapner Shuru" with two 25-minute episodes on FP and Immunization	2 conferences for political and opinion leaders
1 curriculum, 100 copies	2 five-minute videos	1 electronic billboard production, 4,950 viewings
1 Dial-a-Friend flier, 3,000 pieces	12 folk songs on audio cassettes for trains and buses	1 FP calendar (1990)
1 Dial-a-Friend shell-shaped fan, 1,000 pieces	7 preventive health video documentaries	1 FP logo printed on 3,000 meters of cloth
1 Dial-a-Friend sticker, 3,500 pieces	7 radio dramas	1 FP song produced and distributed
1 flip chart, 4,160 copies	7 radio interviews	1 keychain with 500 pieces
1 FP flipchart for Africa (draft)	2 radio jingles	1 media give-away memo pad, 40 pieces
1 interpersonal communication manual	1 radio plug of tv special on cassette tape	57 press releases
1 leaflet on the pill, 50,000 copies	1 radio program "Kumusta Madi..Kumasta Padi"	1 logo for FP training and communication project
1 leaflet on condom., 50,000 copies	22 radio programs in French	1 signboard, 120 copies
1 leaflet on foaming tablets, 50,000 copies	19 radio programs in Wolof	
1 leaflet on FP methods, 20,000 copies	15 radio spots	
1 manual on training of trainers in IEC and interpersonal communication	4 radio testimonials	
1 module on FP, 2,000 copies	1 slide tape presentation on advantages of FP program	
1 Mohammedia Seminar Report, 200 copies	1 song	
2 newsletter Parikrama issues, 30,000 copies	2 training films	
1 pamphlet, 110,000 copies	1 tv documentary	
Posters:	1 tv drama special	
30,000, Pressure on Water	10 tv product commercials	
30,000, Pressure on Transport	1 tv production	
30,000, Pressure on Drugs	1 tv program	
30,000, Little Food to Share	1 tv spot with social message	
17,000, Talk to your Advisor	5 tv spots	
25,000, A Well Planned Family	2 five-minute videos on ecology and population	
25,000, One More Means	1 videotape of Stambayan activities	
3 posters: one on delayed marriage, one on child spacing, and one on vasectomy-combination of 1.2 million copies	1 video movie, "Enlightment"	
1 poster for FP acceptors, 500 copies		
1 program schedule		
1 reference card, 700,000 copies		
1 reference guide, 4,160 copies		
1 tv soap opera, 2 episodes		
1 writer's guide for script writers		

\* For materials developed by region, see final table in each regional section.

Photo: WIN MORGAN



Training and campaigning for quality care make a difference in Ghana.

# Africa

The growing recognition of JHU/PCS expertise in the field of family planning communication was reflected in the increased demand for technical assistance in Africa in FY90. The size and number of new buy-ins continued to grow. New projects were initiated in Cape Verde, Ivory Coast, Madagascar, and Mali. A needs assessment conducted in Cape Verde marked JHU/PCS's first foray into Portuguese-speaking Africa. The emphasis of these new health communication projects is on bridging the gap between family planning knowledge and contraceptive use. They reflect JHU/PCS's ongoing commitment to making family planning a community norm throughout Africa.

Recently completed research from projects in several African countries confirmed once more that effective communication leads to changes in behavior. Rigorous definition of objectives and refinement in evaluation strategies enabled JHU/PCS to measure knowledge, attitude and behavior changes following IEC interventions in Africa. Results from the Male Motivation Project in Zimbabwe, for example, found that a radio series designed for male listeners increased men's positive attitudes toward family planning. A radio drama in Niger also affected family planning behavior: a post-project survey found significantly higher contraceptive use among women who had heard family planning radio pro-

grams than among those who had not. In Ghana, clinic visits and contraceptive sales increased steadily following a mass-media campaign portraying family planning service providers as caring professionals.

It is increasingly clear in Africa that all programs need a strong IEC component. Long-standing programs, as in Ghana, Kenya and Zimbabwe have greatly benefitted from carefully designed, culturally appropriate promotion of available services and supplies. This promotion can raise contraception prevalence levels that remained relatively flat for several years. At the same time, new programs, such as those in Nigeria and Francophone Africa, need to provide clear, accurate and reassuring information about family planning from the very beginning to prevent the spread of pernicious rumors that literally frighten people away from modern contraception. While on the one hand, IEC programs without adequate services undermines the credibility of programs, on the other hand, making services available without a strong IEC foundation invites misconceptions, rumors, and, as a result, lower use and incorrect use.

In FY90, JHU/PCS responded to the needs of AID missions and African countries by supporting IEC activities in 17 countries, including:

<i>Francophone</i>	<i>Anglophone</i>
Burkina Faso	The Gambia
Cameroon	Ghana
Chad	Kenya
Cote d'Ivoire	Swaziland
Mali	Tanzania
Madagascar	Uganda
Niger	Zimbabwe
Togo	
Zaire	<i>Lusophone</i>
	Cape Verde

This list does not include a large project in Nigeria, funded under a separate contract.

The size and scope of the programs in Africa vary. Project budgets ranged from \$34,824 for a Training and IEC Materials Project in The Gambia, to over \$1 million for a comprehensive FP Information Program in Ghana.

FY90 was a year of fiscal expansion with

new projects in Ivory Coast, Kenya, Madagascar and Tanzania. These projects, all with budgets of \$150,000 or more, testify to a growing recognition of the importance of IEC, the cost-effectiveness of larger projects, and the capacity of JHU/PCS to provide the type of assistance needed to make the projects effective.

In FY90, JHU/PCS developed a number of "second-generation" projects. These "follow-on" projects were based on evaluation results and lessons learned from earlier programs. Initial projects focussed on strengthening IEC program managers' communication expertise, conducting formative research, improving the interpersonal skills of service providers, and increasing general awareness of family planning. Subsequent programs build on enhanced institutional capability to manage FP/IEC programs. Follow-on projects tend to emphasize three broad areas:

- Expanding the use of mass media programming;
- Emphasizing young people as an important audience for sexual responsibility and FP messages; and,
- Increasing support for family planning, especially among men and policy makers.

During this fiscal year, JHU/PCS strengthened its commitment to support pan-African organizations, such as the Union of National Radio and Television Organizations of Africa (URTNA) and the Center for Applied Research in Population and Development (CERPOD). URTNA's media network includes 44 countries across the continent. CERPOD's organization includes population researchers and policy makers in nine Sahelian countries. Collaboration with these organizations multiplies the impact of regional communication efforts across many countries. For example, in May 1990, URTNA and JHU/PCS funded a regional workshop for French-speaking television producers in Dakar, Senegal. The workshop budget included funds for participant production of family planning television programming in their own countries. A joint effort between JHU/PCS and International Planned Parenthood Federation (IPPF) is underway to develop a flipchart

on contraceptive methods for African audiences. Following pre-testing, the final version will be distributed to countries across the continent. Linking regional and national IEC projects has proven to be a desirable, cost-effective strategy for pan-African promotion of family planning.

Training of African health workers and managers continues to play an important role within JHU/PCS interventions. In June 1990, family planning project managers from Cameroon, Ethiopia, Ghana, Kenya, Malawi, Nigeria, and Tanzania all attended the annual Advances in Family Health Workshop held in Baltimore. Projects in Ghana, Burkina Faso, and The Gambia provided training in interpersonal communication for more than 2,600 social workers and family planning service providers. This training has enabled participants to provide clients with better services, more accurate information, and more compassionate care.

Increasing the demand for family planning services, however, remains a formidable challenge. In most African countries access to services is limited, and IEC programs are in their infancy. Traditional attitudes favoring large families and early childbearing easily discourage couples from using contraception. Given these realities, the strategy for Year V will continue to emphasize:

- Fostering a socio-political environment supportive of family planning by persuading opinion leaders and media gatekeepers of family planning's social, economic and health benefits;
- Increasing public knowledge, favorable attitudes, and practice of family planning by utilizing multi-media campaigns, aimed at specific audiences;
- Improving the quality and quantity of information on family planning disseminated through the mass media and clinics;
- Enhancing the quality of clinical care by reinforcing service providers' interpersonal communication skills and developing materials to support client counseling;
- In keeping with a stronger emphasis on behavior change, more attention is be-

ing given to ways of measuring project impact. These include:

- Rigorously defining project objectives in quantifiable terms;
- Using evaluation approaches with relatively quick turn-around time;
- Presenting technical information in an easily understandable format; and,
- Utilizing research findings to raise awareness among policy makers and family planning "gatekeepers".

Even the best research will not have an impact unless it is applied to future and existing programs. The integration of research findings into materials and project development continues to be one of the most important goals of evaluation. In Cameroon, The Gambia, Ghana, and Zimbabwe, findings from formative research helped shape television and radio dramas. JHU/PCS's continuing emphasis on graphic presentation of data and the use and dissemination of easy-to-understand research results will increase the likelihood that IEC programs will exploit this information.

JHU/PCS's involvement in Africa will continue to expand in the year ahead. USAID has requested JHU/PCS assistance to conduct a needs assessment in Guinea Bissau and to design a country project in Cape Verde. In addition, JHU/PCS hopes to provide assistance to UNFPA sponsored projects in Ethiopia, Tanzania, and Zimbabwe. As family planning gains acceptance in Africa and services become more widely available the demand for family planning IEC will also grow. Currently, JHU/PCS is building expertise and experience within the institutions that will make family planning a part of daily life in Africa. ■

### TOO MANY BIRTHS

When organizers of the Ghana family planning information campaign gathered in the fishing village of Apam for a pretest performance of the family planning drama, "The Last Pregnancy," they had no idea they were about to witness the birth of a song soon to be heard in buses, cafes, and on local radio stations throughout the country.

The song, **Awo Dodo**, which means "Too Many Births," was composed and performed by the folk drama troupe, **Osofo Dadzie**. After the pretest performance, the audience spontaneously broke out singing **Awo Dodo...** after hearing it just once! This convinced the campaign managers to enter the song in a national contest to select a theme song for the campaign. **Awo Dodo** entered the contest against compositions by some of the best musicians in the country — and won handily.

Shortly thereafter, "The Last Pregnancy" was made into a movie and, naturally, **Awo Dodo** became its theme song. Translation into English does not convey the power and poetry of the song in its original language. But a sampling of the lines will convey its message:

Too many children are not a blessing...  
Too many children too close together bring  
hardship.  
It is sad to see parents bring forth many children  
They cannot care for...  
Therefore I will practice family planning.  
Therefore you, too, must think about family  
planning.

(Original Akan lyrics by S.K. Oppong)

Opia Mensah Kumah  
Senior Program Officer  
Africa Division



## AFRICA REGION

### URTNA Family Health Broadcasting Project

Regional Project—AF-SEN-02

#### PROJECT GRANTEE:

Union of National Radio and Television Organizations of Africa (URTNA)

#### PROJECT DURATION:

August 1, 1988 - October 31, 1991

#### PROJECT BUDGET:

\$333,050

#### PROJECT OBJECTIVES

To increase radio and television coverage of population and family planning issues throughout Africa, to stimulate the exchange and distribution in Africa of television and radio programs dealing with family health, to increase broadcasters' knowledge of family planning, to increase contacts between broadcasters and family planning experts, and to strengthen the technical capability of broadcasting agencies to develop and produce programs on family planning and population issues.

#### SPECIAL FEATURES

The project offers the potential for reaching broadcasters—and their audiences—in every African country. Activities include production and distribution of French and English versions of the "Family Health and Communication Bulletin"; organization of two advanced television production workshops—one in French and the other in English; production of up to ten television programs on family planning; funding of family planning radio programs; the exchange of innovative family planning radio and television programs; and radio and television coverage of special population events and conferences.

#### PRINCIPAL FY90 ACTIVITIES

- Produced and distributed four issues of the "Family Health and Communication Bulletin"—two in English and two in French—containing ready-to-air news items on health and family planning.
- Sponsored an advanced production workshop in Dakar, Senegal, for television producers from Burkina Faso, Côte d'Ivoire, Mali, and Senegal.
- Supported development of television programs with family planning messages in Cameroon, Ghana, Kenya, Nigeria, and Zimbabwe.
- Funded production and broadcast of radio series with health and family planning messages in Ghana, The Gambia, and Ethiopia.
- Presented the sexual responsibility Enter-Educate songs "Choices" and "Wait for Me" produced in Nigeria at URTNA Screen IV, and distributed the videotapes of the songs to all URTNA members.
- Distributed the Congo television program "La Méaventure" to all Francophone African countries.

#### FUTURE DIRECTIONS

The principal remaining outputs include the production and distribution of television programs made in Burkina Faso, Côte d'Ivoire, Kenya, Mali, Nigeria and Senegal; production and distribution of six new issues—three in French and three in English—of the Bulletin; production of a radio mini-series in Uganda; the sponsorship of URTNA-JHU/PCS prizes for outstanding radio and television programming on family health issues; and the publication of a radio production manual for broadcasters across Africa.

#### FY90 TECHNICAL ASSISTANCE

JHU/PCS Africa Division Chief Philippe Langlois, Academy for Educational Development (AED) Vice President Mark Lediard, and Consultants Patrick Tadié and Pierre Ah-Fat provided a total of 14 person-weeks of technical assistance. ■



**BURKINA FASO**  
**IEC Development Project**  
Country Project AF-BKF-02

**PROJECT GRANTEE**

Ministry of Health and Social Affairs

**PROJECT DURATION**

April 1, 1987 - June 30, 1990

**PROJECT BUDGET**

\$257,077

**PROJECT OBJECTIVES**

To support the Ministry of Health and Social Action (MOHSA) in developing and implementing IEC programs in family planning and child spacing, with emphasis on training outreach workers and producing and distributing supporting print and media materials.

**SPECIAL FEATURES**

A small-scale survey in three project sites to assess the impact of project activities showed impressive results. In the capital, 92% of those interviewed recalled seeing the family planning logo and 69% understood it to mean child spacing. In two other provinces, 87% recognized the logo and 62% associated it with family planning. The logo was developed in 1986, as part of JHU/PCS's first IEC FP project with the MOHSA.

**PRINCIPAL FY90 ACTIVITIES**

- Newspaper coverage of topics related to family planning.
- Two IEC workshops for outreach workers.
- Production and distribution of print materials, including posters, booklets and leaflets.
- Performance of plays with FP themes.
- IEC campaigns in 14 project provinces.
- Completion of the film "My Daughter Will Not Be Excised."

**FUTURE DIRECTIONS**

JHU/PCS will conduct a project design visit in FY91. This project will be JHU/PCS's third program with the MOHSA, and will emphasize expanding the use of mass media programming to promote adoption of family planning methods.

**FY90 TECHNICAL SUPPORT**

JHU/PCS Program Officer Michelle Bashin, consultants Dr. Hugues Koné and Dr. Miriam Jato provided a total of eight person-weeks of technical assistance. ■





**CAMEROON**  
**Childspacing Promotion Project**  
 Country Project AF-CAM-01

**PROJECT GRANTEE**

Ministry of Public Health/Health Education Service

**PROJECT DURATION**

November 1989 - November 1990

**PROJECT BUDGET**

\$40,327

**PROJECT OBJECTIVES**

To improve the capability of the Health Education Service of the Ministry of Public Health (MOPH) and other relevant agencies to design and implement programs to promote childspacing among the Cameroonian population. To establish a baseline measure of knowledge, attitudes, and practices of specific target audiences toward childspacing and family health.

**SPECIAL FEATURES**

This project will be among the first to adapt print materials produced under the Cote d'Ivoire Pan-African Print Materials Project to local cultural conditions. This will test the appropriateness of developing standardized materials that may be adapted for projects in different countries of the same sub-region.

**PRINCIPAL FY90 ACTIVITIES**

- A two-day consensus building seminar for decision makers and a 16-page booklet, **Towards a Partnership for Family Planning Communication**, based on recommendations of the seminar.
- A focus group discussion (FGD) study in Yaounde.
- Development and pretesting of a play, a set of posters, contraceptive booklets, and a flip chart based on the FGD results.
- A two-week IEC workshop for Health Education Officers.
- A proposal to extend Project activities to five provinces.

**FUTURE DIRECTIONS**

Phase two of AF-CAM-01 will extend the Project by 14 months to December 31, 1991, and will increase the Project budget by another \$90,000 for a total of \$130,000. The grantee agency will be the Directorate of Family and Mental Health. Project activities will be extended to five provinces, in tandem with an expansion of family planning services undertaken by the Government of Cameroon with the assistance of SEATS. The project will train 12-15 trainers who will train 60 service providers and social workers; produce an IEC training manual; develop and promote a national family planning logo; and institute research to provide a baseline KAP and ongoing monitoring of Project impact.

**FY90 IN-COUNTRY TECHNICAL ASSISTANCE**

JHU/PCS Senior Program Officer Opia Mensah Kumah, Program Officer Michelle Bashin, and Consultant Lynne Cogswell of PATH provided 11 person-weeks of technical assistance. ■



## **CAPE VERDE**

### Needs Assessment

#### **OBJECTIVE**

To conduct a needs assessment and suggest a plan of action for family planning IEC at the invitation of REDSO/WCA, USAID/Praia, and the Government of Cape Verde.

#### **PRINCIPAL FY90 ACTIVITY**

Completed the needs assessment and the plan of action.

#### **FUTURE DIRECTIONS**

JHU/PCS will send a team to Cape Verde in FY91 to complete design of and initiate an IEC project.

#### **FY90 IN-COUNTRY TECHNICAL ASSISTANCE**

JHU/PCS Consultant Berengere de Negri provided two person-weeks of technical assistance. ■



## **CHAD**

### Technical Assistance

#### **OBJECTIVE**

In collaboration with USAID/NDjamena and local counterparts, finalize the design of a small-scale family planning IEC project with the Ministry of Public Health (MOPH).

#### **PRINCIPAL FY90 ACTIVITIES**

Draft of an 18-month IEC project to support Chad's early family planning efforts and presentation of a project Subagreement USAID/NDjamena and the MOPH.

#### **FUTURE DIRECTIONS**

The project could not start during FY90 because of delays at MOPH in signing the project Subagreement with JHU/PCS. Toward the end of the year, indications were that the new project start-up date would be January 1, 1991. The main outputs of the project, which will target the cities of NDjamena and Sarh, include a consensus-building workshop and the production of low-key print and radio materials.

#### **FY90 IN-COUNTRY TECHNICAL ASSISTANCE**

JHU/PCS Africa Division Chief Philippe Langlois provided two person-weeks of technical assistance. ■



**COTE D'IVOIRE**  
**Pan-African Print Material Project**  
 Country Project AF-IVO-01

**PROJECT GRANTEE**

Centre d'Enseignement et de Recherche en Communication (CERCOM), University of Abidjan

**PROJECT DURATION**

July 1, 1987 - July 31, 1989

**PROJECT BUDGET**

\$49,731

**PROJECT OBJECTIVES**

To provide technical assistance to the Centre d'Enseignement et de Recherche en Communication (CERCOM) of the University of Abidjan in the production of three contraceptive methods booklets and two family planning posters for distribution in Côte d'Ivoire and other Francophone African countries.

**SPECIAL FEATURES**

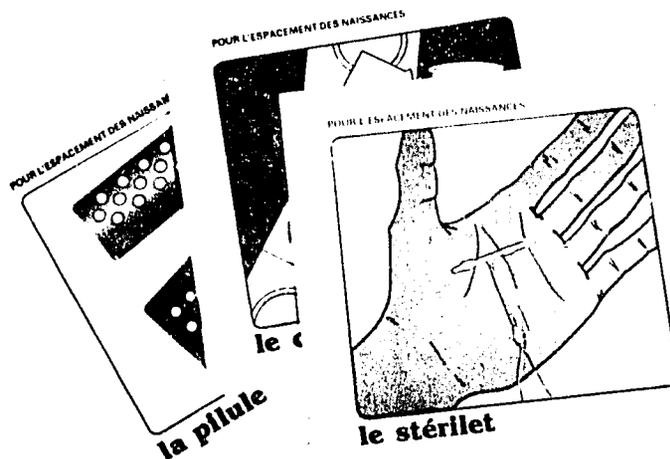
This was the first JHU/PCS Project in Africa to produce print materials in one African country intended for audiences in other parts of French-speaking West Africa. The Project also used extensive research to document every step of the material development and production process.

**PRINCIPAL FY90 ACTIVITIES**

The final Project report took the form of a comprehensive research document. The 205-page report meticulously documents each step in the development, production and distribution of the print materials and makes specific recommendations for improving future projects.

**FUTURE DIRECTIONS**

As a result of its successful conduct of the Project, JHU/PCS will attempt to tap CERCOM's expertise to provide technical assistance to projects in Côte d'Ivoire and other Francophone African countries. Initially, CERCOM will assist AIBEF in the implementation of the upcoming **Central Region Family Planning Promotion Project** (AF-IVO-02) as evaluation sub-contractor. The Project Director, Dr. Hugues Koné, was employed by JHU/PCS as research consultant to a JHU/PCS-supported project in Burkina Faso in September 1990. ■





**THE GAMBIA**  
**Family Planning IEC and Training Materials**  
 Country Project AF-GAM-01

**PROJECT GRANTEE**

The Gambia Family Planning Association

**PROJECT DURATION**

October 1, 1989 - September 30, 1991

**PROJECT BUDGET**

\$34,824

**PROJECT OBJECTIVES**

To improve the interpersonal skills of family planning providers, to upgrade the quality of information provided to clients of the Gambia Family Planning Association (GFPA), to increase awareness and acceptance of modern family planning methods among Gambian men and women, and to improve the training capabilities of GFPA trainers.

**SPECIAL FEATURES**

1) Training a core group of family planning trainers in the GFPA and the Ministry of Health and providing them with training support materials; 2) training 20 GFPA fieldwork and clinic assistants in family planning counseling and motivation and providing them with print materials for distribution to clients; and 3) promoting family planning services through a serial radio drama and promotional radio spots.

**PRINCIPAL FY90 ACTIVITIES**

- Designed a family planning training manual.
- Carried out a trainers workshop for 20 trainers from GFPA, the Ministry of Health, and the School of Nursing.
- Conducted focus group discussions with Gambian men and women to determine themes, messages, and characters for the radio drama series.
- Conducted a three-day Radio Message Design Meeting.
- Reprinted 1,000 copies each of five family planning booklets for semi-literate clients.
- Developed male and female anatomical charts for distribution to family planning service providers.
- Contracted Radio Gambia to develop a 36-episode radio drama series in two languages (Mandinka and Wolof).
- Set up six radio listening groups for the radio drama series.

**FUTURE DIRECTIONS**

Project activities will focus on training GFPA clinic and fieldwork assistants in family planning communication; pretesting, completing and broadcasting the radio drama series; and evaluating project impact.

**FY90 IN-COUNTRY TECHNICAL ASSISTANCE**

JHU/PCS Program Officer Cheryl Lettenmaier and PATH Associate Pamela Greene provided seven person-weeks of technical assistance. ■



**GHANA**  
**Ghana Health and Family Planning Information Program**  
 Country Project AF-GHA-01

**PROJECT GRANTEE**

The Ghana Ministry of Health/Health Education Division

**PROJECT DURATION**

October 1, 1987 - June 18, 1991

**PROJECT BUDGET**

\$871,535

**PROJECT OBJECTIVES**

To improve the attitudes and knowledge of service providers toward family planning; to increase general awareness and acceptance of modern contraceptives; and to strengthen the institutional capability of the Ministry of Health/Health Education Division to manage comprehensive health communication programs.

**SPECIAL FEATURES**

The Project has attempted to ensure that clients visiting government clinics will receive quality care by training over 2,500 clinic-level service providers in the latest family planning counseling and service techniques. Also, the MOH/HED has attempted to stretch its limited resources for the promotion of family planning by adopting a strategy of designing IEC programs and then contracting with other ministries, family planning organizations, and commercial firms to implement the programs under MOH/HED supervision. Third, in a unique approach to increasing clinic attendance, MOH/HED has designed a campaign which promotes the image of the service provider as a caring individual.

**PRINCIPAL FY90 ACTIVITIES**

- Completed training of approximately 2,500 clinic-level (Level B) service providers in family planning and counseling.
- Mobilized the collaborative efforts of more than 15 community development and family planning organizations, five corporate sponsors, three traditional Houses of Chiefs, and three government ministries in a family planning campaign designed to increase attendance at clinics in three regions of the country.
- Produced and distributed approximately 100,000 posters of seven different types, 500,000 leaflets of four types, 250 signboards identifying family planning clinics, 3,000 badges identifying trained family planning counselors, 100 billboards promoting talking with a trained family planning counselor, and five issues of a family planning and health information newspaper.
- Broadcast three video dramas featuring family planning themes, including two produced by the project in Ghana.
- Produced and broadcast audio cassettes featuring local songs and dramas promoting family planning, and endorsements of family planning by traditional leaders.
- Produced and broadcast a weekly radio program and a weekly radio serial drama featuring health information in English and local languages.
- Provided IEC support for Ghana Registered Midwives Association, Ghana Home Science Association, 31st December Women's Movement, and other community-based organizations interested in integrating family planning promotion with their primary missions.

**FUTURE DIRECTIONS**

The Health Education Division will continue to focus on a three-region campaign to increase the demand for family planning services.

**FY90 IN-COUNTRY TECHNICAL ASSISTANCE**

Senior Program Officer Opia Mensah Kumah, Senior Research and Evaluation Officer Young-Mi Kim, Program Officers Susan Krenn and Winthrop Morgan, and PATH Associate Program Officer Kwame Asiedu provided 23 person-weeks of technical assistance and monitoring. ■

**FAMILY  
 PLANNING  
 ADVISOR**



*I Care*



## GHANA

### National Film and Television Video

Country Project AF-GHA-02

#### PROJECT GRANTEE

National Film and Television Institute (NAFTI)

#### PROJECT DURATION

April 21, 1988 - June 18, 1991

#### PROJECT BUDGET

\$14,537

#### PROJECT OBJECTIVES

To produce a 20-30 minute video for general distribution which dramatizes the Ghana Resources for the Awareness of Population in Development (RAPID) presentation.

#### SPECIAL FEATURE

The production is a joint effort of the Ministry of Health, the Population Impact Program at the University of Ghana, JHU PCS and NAFTI. Distribution of the film will take place through the projects of each of these institutions.

#### PRINCIPAL FY90 ACTIVITIES

- Revision of video based on pretesting results.
- Commencement of shooting of final version.

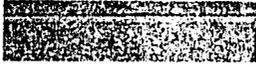
#### FUTURE DIRECTIONS

NAFTI expects to complete the final version by early 1991. The final product will be produced in English and translated later into three local languages. It will be broadcast nationally and viewed and distributed through health and educational institutions.

#### FY90 IN-COUNTRY TECHNICAL ASSISTANCE

Technical assistance to this project has been provided during monitoring visits to the AF-GHA-01 project. ■





## **KENYA**

### Technical Assistance

#### **OBJECTIVE**

To assist USAID/Nairobi, the National Council for Population and Development, the Family Planning Association of Kenya (FPAK), and other organizations offering family planning services to establish specific goals for family planning communication programs, and to identify a range of interventions for achieving these goals.

#### **PRINCIPAL FY90 ACTIVITIES**

Reviewed the overall family planning IEC situation in Kenya, and identified strategic options for IEC interventions over the next seven years. In collaboration with the Family Planning Association of Kenya, designed a project to improve IEC support to community-based and clinical family planning services.

#### **FUTURE DIRECTIONS**

JHU/PCS will launch a FP/IEC project with the FPAK in FY91.

#### **FY90 IN-COUNTRY TECHNICAL ASSISTANCE**

JHU/PCS Deputy Director Jose G. Rimon II, Senior Program Officer Philippe Langlois, and Program Officer Cheryl Lettenmaier provided ten person-weeks of technical assistance. ■



## **MADAGASCAR**

### Project Design

#### **OBJECTIVE**

To work with the national family planning association (FISA) and the Ministry of Population, Social Affairs, Youth and Sports in the design of two USAID-funded IEC projects.

#### **PRINCIPAL FY90 ACTIVITIES**

JHU/PCS and Madagascar counterpart organizations—FISA and the Ministry of Population, Social Affairs, Youth and Sports—finalized the design of two country projects. Both two-year projects have a strong youth component, and are targeted at populations in the provinces of Antananarivo and Tamatave.

#### **FUTURE DIRECTIONS**

Start-up of the projects was delayed pending confirmation of funding through a buy-in from USAID/Antananarivo. Toward the end of the year, JHU/PCS was informed that the money had been allocated; both two-year projects are expected to start in early 1991. ■



**MALI**  
Needs Assessment and Planning

**OBJECTIVES**

To design a project in collaboration with the Center for Applied Research on Population (CERPOD), intended to increase the quantity and quality of media coverage of population/demographic issues in nine Sahelian countries: Senegal, The Gambia, Cape Verde, Guinea Bissau, Mauritania, Mali, Burkina Faso, and Chad.

**PRINCIPAL FY90 ACTIVITIES**

Design and finalization of project proposal.

**FUTURE DIRECTIONS**

The project will work with a network of Sahelian journalists, established by CERPOD in 1988, to achieve the project objectives by:

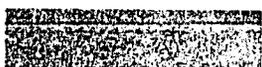
- 1) creating a bulletin of demographic news for network members;
- 2) conducting two workshops, one for radio and one for print journalists; and
- 3) instituting a system of incentives for media coverage. An initial step will be to assemble a Sahelian media mailing list, and develop a system for collecting publications and programs on population and development produced by network members.

**FY90 IN-COUNTRY TECHNICAL ASSISTANCE**

JHU/PCS Program Officer Michelle Bashin provided one person-week of technical assistance to CERPOD. ■



PHOTO: MICHELLE BASHIN



## MALI

### Traditional and Modern Media to Promote Family Planning

Country Project AF-MAI-02

#### PROJECT GRANTEE

The Malian Association for Family Protection and Promotion (AMPPF)

#### PROJECT DURATION

March 1, 1990 - August 1, 1991

#### PROJECT BUDGET

\$30,662

#### PROJECT OBJECTIVES

To strengthen the AMPPF's institutional capacity, on central and regional levels, to promote utilization of existing family planning services. The project aims to reinforce the AMPPF's growing expertise in using social dramas to convey family planning messages.

#### SPECIAL FEATURES

The project will bring the topic of family planning out of the realm of the taboo by exploring the subject through theatre, television and radio. The project will sponsor competitions for the best plays and songs with family planning themes in Mali's two largest cities. The winners will receive cash awards. Award-winning plays and songs will be taped for television and radio broadcast.

#### PRINCIPAL FY90 ACTIVITIES

Finalization of project document, and project orientation for AMPPF and collaborating ministries.

#### FUTURE DIRECTIONS

The project will start up with a workshop for AMPPF and MPH family planning service providers and outreach workers, and a planning meeting for the theater competition.

#### FY90 TECHNICAL SUPPORT

JHU/PCS Program Officer Michelle Bashin provided one person-week of technical assistance to the project. ■



Photo: MICHELLE BASHIN



**NIGER**  
**Family Health IEC Project**  
Country Project AF-NIR-01

**PROJECT GRANTEE**

The Ministry of Public Health and Social Affairs

**PROJECT DURATION**

December 1, 1987 - December 31, 1989

**PROJECT BUDGET**

\$116,000

**PROJECT OBJECTIVES**

To develop a program to increase public awareness and use of child spacing services, and to build the capacity of the Ministry of Public Health and Social Affairs to provide these services.

**SPECIAL FEATURES**

Pre- and post-project surveys of family planning knowledge, attitudes and behaviors were carried out in the capital and two urban centers. The post-project survey found that contraceptive practice had increased by 69%, from 13% to 22%, in the capital, and doubled, from 8% to 16% in two urban centers between the project's beginning and end. The survey also found higher contraceptive use among women who had been exposed to family planning radio programming than those who had not.

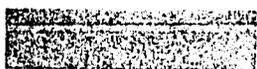
**PRINCIPAL FY90 ACTIVITIES**

JHU/PCS provided technical assistance to the Ministry to review the results of the post-project survey, and to discuss implications for Niger's future family planning programs.

**FY90 TECHNICAL SUPPORT**

JHU/PCS Africa Division Chief Philippe F. Langlois, Program Officer Michelle Bashin, and consultant Dr. Miriam Jato provided a total of three person-weeks of technical assistance to the project. ■





## TANZANIA

### Technical Assistance

#### OBJECTIVE

To assist USAID Tanzania to design the IEC component of the seven-year bilateral Family Planning Support Services Project with the government of Tanzania.

#### PRINCIPAL FY90 ACTIVITIES

Collaborated with representatives of the Tanzanian Ministry of Health, the Tanzanian Family Planning Association (UMATD) and other organizations having family planning programs to design the IEC component of the bilateral Family Planning Support Services Project.

#### FUTURE DIRECTIONS

JHU/PCS will launch a Family Planning IEC project with the Ministry of Health/Health Education Division in FY91.

#### FY90 IN-COUNTRY TECHNICAL ASSISTANCE

JHU/PCS Program Officer Cheryl Lettenmaier provided three person-weeks of technical assistance. ■



## TOGO

### Technical Assistance

#### OBJECTIVE

To provide ad hoc technical assistance to the Association Togolaise pour le Bien-Etre Familial—ATBEF (Togolese Association for Family Welfare) in the development and production of family planning IEC materials and activities.

#### PRINCIPAL FY90 ACTIVITIES

At the request of USAID Togo and ATBEF, JHU/PCS 1) made a rapid assessment of the quality and effectiveness of past family planning IEC activities and outputs produced by ATBEF; and 2) made recommendations for upgrading future efforts.

#### FUTURE DIRECTIONS

Current plans are for ATBEF to continue producing IEC materials under its current funding arrangement with USAID Togo.

#### FY90 IN-COUNTRY TECHNICAL ASSISTANCE

JHU/PCS Africa Division Chief Philippe Langlois provided approximately two person-weeks of technical assistance. ■



## ZAIRE

### Technical Assistance

#### OBJECTIVE

To support the Projet des Services des Naissances Desirables (PSND — Family Planning Services Project) through activities geared toward strengthening the institution's IEC capabilities.

#### PRINCIPAL FY90 ACTIVITIES

- Assisted PSND in conducting a two-week workshop for provincial and zonal family planning coordinators.
- Assisted PSND in producing family planning leaflets and clinic signboards.
- Collaborated with the Population Council and PSND in conducting an impact evaluation of IEC activities and outputs in Kinshasa.

#### FY90 IN-COUNTRY TECHNICAL ASSISTANCE

JHU/PCS Program Officer Marydean Purves and Academy for Educational Development Senior Program Officer Michele Lioy provided six person-weeks of technical assistance. ■



**ZIMBABWE**  
**Male Motivation Program**  
Country Project AF-ZIM-01

**PROJECT GRANTEE**

The Zimbabwe National Family Planning Council

**PROJECT DURATION**

May 1, 1988 - March 31, 1991

**PROJECT BUDGET**

\$177,751

**PROJECT OBJECTIVES**

To increase the knowledge and use of family planning methods among males of reproductive age, to improve male attitudes toward family planning, and to promote joint family planning decision-making between men and their spouses.

**SPECIAL FEATURES**

A post-project household survey of family planning knowledge, attitudes, and practices among men was undertaken in late 1989. Preliminary results from this survey and other project monitoring activities reveal the success of the project's three interventions—a biweekly radio drama series with family planning messages; two pamphlets targeted to men but useful to anyone interested in family planning; and more than 60 motivational and educational talks conducted for men in mines, farms, factories, and villages. The various media reached a relatively large proportion of Zimbabwean men, messages were understood, attitudes toward family planning changed, and in a surprising number of cases the interventions reportedly led men to new behavior.

**PRINCIPAL FY90 ACTIVITIES**

- Conducted a Male KAP Survey among a nationally representative sample of 900 men 18-55 years old.
- Analyzed results of the Male KAP Survey and drafted a preliminary report.
- Analyzed results of two additional project monitoring studies and drafted preliminary reports.

**FUTURE DIRECTIONS**

JHU/PCS and ZMFPC will complete and print a final report of the Male KAP Survey, produce a Final Project Report, and conduct two Research Dissemination Workshops—one for ZNFPC staff and the other for 150 representatives of the press, governmental and non-governmental organizations, and the academic community in Zimbabwe.

**FY90 IN-COUNTRY TECHNICAL ASSISTANCE**

JHU/PCS Senior Program Officer Opia Mensah Kumah and Consultants Gary Lewis and Donald Adamchak provided a total of four person-weeks of technical assistance. ■

**Table II-1**  
*AFRICA: Summary of Major Country Activities by Project Output Category*  
*Indicating Fiscal Year of Activity (excluding Nigeria)*

COUNTRY	NEEDS ASSESSMENT & PLANNING	COUNTRY PROJECT DEVELOPMENT	COUNTRY PROJECT INITIATION	TECHNICAL ASSISTANCE	WORKSHOPS AND CONFERENCES	PROVISION OF FILMS AND MATERIALS
Regional		90		84, 90	85, 87	84-86, 90
URTNA		84, 87, 88	84, 88	87-90	85, 86, 88-90	83-86, 88-90
CAPS				85-89	86-88	85, 87, 88
Algeria						86
Benin						84-86
Bhutan						86
Botswana						83-85, 89
Burkina Faso	84	85-87	86, 87	85-90	86-89	84-90
Burundi				85		84-86
Cameroon	88	89	90	90	90	88
Cape Verde	90					90
Central African Republic				88, 89**	88, 89**	84, 86, 88
Chad	89	89, 90		89		90
Comoros						86
Congo	84			84		84
Côte d'Ivoire	89	86, 90	87	86-90	90	83, 86-88, 90
The Gambia		89	90	89, 90	90	85, 86, 89, 90
Ghana	86	87	88	86, 88-90	87-90	85-90
Guinea/Bissau						86
Kenya	86, 90	88, 90	88	85-90	87, 88	83-86, 88-90
Stellagraphics		84	85			
RETCO		85	85			
Lesotho				86, 88, 89	88, 89	84-86, 88, 89
Liberia	84	84	85	84, 86, 89	89	83-86, 89, 90
Madagascar		89				84-86
Malawi						84-86
Mali	84	84, 87, 89	86, 90	87-90		83-86, 88, 89
Mauritania	87*, 88					88
Mauritius	85*, 86					83-86
Niger	87	87	87	87-90	88, 90	85, 86, 88-90
Rwanda	86			87	87	84-86
Sao Tome/Principe						85
Senegal***	86			85-88	86, 87	83-87
Seychelles						84, 85
Sierra Leone	84*, 86			85, 87, 88		84-86, 88, 89
Swaziland	85	85	85**	85, 89		83-86, 89
Tanzania	89	89, 90		89		86, 89, 90
Togo	86, 90			86, 87, 89, 90	87, 89	83, 85, 86, 89, 90
Uganda	85*			85, 87-90	88	85, 86, 88-90
Zaire	84, 87	87		84-90	86-90	83-87, 89, 90
Zimbabwe	90	87	88	83-90	88, 90	83-86, 89, 90

\* Partial needs assessment

\*\* Not funded under a subagreement

\*\*\* Activities in FY88 were funded through a subcontract with an AID Cooperating Agency

**Table II-2**  
*AFRICA: Needs Assessments Conducted—FY90*  
*(excluding Nigeria)*

COUNTRY	MONTH/YEAR	PERSONNEL/(AFFILIATION)	DURATION IN WEEKS	DESCRIPTION OF ACTIVITIES
Cape Verde	Apr 1990	de Negri (Consultant)	2	Determine family planning, communication, and training needs and resources and draft two-year plan of action for FP/IEC activities.

**Table II-3**  
**AFRICA: Technical Assistance Visits—FY90**  
*(excluding Nigeria)*

COUNTRY	MONTH/YEAR	PERSONNEL/(AFFILIATION)	DURATION IN WEEKS	DESCRIPTION OF ACTIVITIES
Regional	Oct/Nov 1989	Winnard/(JHU/PCS)	1	Attend the URTNA (Union of National Radio and Television Organizations of Africa) annual screening of television programs by URTNA members.
Regional	Feb 1990	Langlois/(JHU/PCS)	2	Meetings in Dakar, Senegal with Secretary General of URTNA to discuss matters pertaining to Project AF-SEN-02; attend general assembly and initiate arrangements for French language advanced television production workshop.
Regional	May 1990	Lediard/(AED) Tadié/(AED consultant) Ah-Fai/(URTNA)	12	Conduct three-week television production workshop for television producers from Francophone Africa broadcasting organizations.
Regional	Jun/Jul 1990	Mayer (Consultant)	4	Assist television producers in Cameroon, Nigeria and Kenya; develop television programs from scripts produced during the 1988 URTNA Advanced Television Production Workshop.
Regional	Sep 1990	Bashin/(JHU/PCS)	1	In collaboration with the Centre d'études et de recherche sur la population pour le développement (CERPOD), make final revisions to "CERPOD Media Network Project" (AF-MAI-03) to permit project start-up.
Burkina Faso	Oct 1989	Langlois/(JHU/PCS)	2	Assist Ministry of Health and Social Action (MOHSA) in developing specific themes and ideas for communication activities based on focus group discussions conducted in two rural areas; project monitoring.
Burkina Faso	Mar 1990	Bashin/(JHU/PCS) Jato/(Consultant)	2	Assist the Ministry of Health and Social Action (MOHSA) in conducting small scale impact evaluations of project activities; present results of the Burkina Faso knowledge, attitudes and practices study.
Burkina Faso	Sep 1990	Bashin/(JHU/PCS) Koné/(Consultant)	4	Conduct final evaluation of Burkina 1987-1990 IEC Program (AF-BKF-02).
Cameroon	Nov/Dec 1989	Kumah/(JHU/PCS)	2	TA for start-up of Cameroon Child Spacing Promotion Project (AF-CAM-01).
Cameroon	Apr/May 1990	Bashin/(JHU/PCS)	3	Assist Health Education Service of the Cameroon Ministry of Public Health (MSP/SES) to conduct focus group discussions.
Cameroon	Aug/Sep 1990	Kumah/(JHU/PCS) Cogswell (PATH)	5	Assist the MSP/SES in conducting a two-week FP IEC workshop for the Cameroon Child Spacing Promotion Project; assist project officials in developing proposal and budget for project extension; identify local consultants to conduct baseline KAP survey and set up monitoring and evaluation system.
Chad	May 1990	Langlois/(JHU/PCS)	2	With AID Mission and local counterparts, revise proposal for Chad Family Welfare Promotion Project and lay groundwork for initial project activity.
Côte d'Ivoire	Nov 1987	Langlois/(JHU/PCS)	1	Two-day visit to participate in activities commemorating tenth anniversary of the Association Ivoirienne pour le Bien-Etre Familial (AIBEF).
Côte d'Ivoire	Nov 1989	Kumah/(JHU/PCS) Purves/(JHU/PCS)	4	Collaborate with the Association Ivoirienne pour le Bien-Etre Familial (AIBEF) in the design of a family planning IEC project; investigate possibilities for developing an Enter-Educate project for Francophone Africa.
Côte d'Ivoire	Feb/Mar 1990	Langlois/(JHU/PCS) Purves/(JHU/PCS)	4	Collaborate with AIBEF on in-depth study of proposed project site; consult with AIBEF Dialogue Production on scripting for feature film; continue investigations into possible French language Enter-Educate project.

Table P-3—continued

COUNTRY	MONTH/YEAR	PERSONNEL/(AFFILIATION)	DURATION IN WEEKS	DESCRIPTION OF ACTIVITIES
Côte d'Ivoire	Sep 1990	Kumah/(JHU/PCS)	1	Review and revise proposal for the Central Region Family Planning Information Project (AF-IVO-02) in collaboration with REDSO WCA and AIBEF officials.
The Gambia	Nov 1989	Lettenmaier/(JHU/PCS) Greene/(PATD)	4	Conduct Training Materials Development and Identification Workshop as part of start-up of Training and IEC Materials Project (AF-GAM-01) with The Gambia Family Planning Association (GFPA).
The Gambia	Feb 1990	Lettenmaier/(JHU/PCS)	3	Assist the GFPA in analyzing focus group discussion with rural men and women, conducting a three-day meeting with Radio Gambia and the Department of Medicine and Health to develop messages for a radio drama series, and conducting a one-week training of trainers workshop.
Ghana	Nov 1989	Morgan/(JHU/PCS) As'edu/(PATD)	7	Assist Ministry of Health Health Education Division (MOH/HED) with campaign planning preparations, including supervisory orientations in three campaign regions; project monitoring.
Ghana	Jan/Mar 1990	Kim/(JHU/PCS) Kumah/(JHU/PCS) Krenn/(JHU/PCS) Morgan/(JHU/PCS)	13	Design special evaluation studies and discuss interim evaluation report, as well as future evaluation plans; assist with launch of IEC campaigns; ongoing project monitoring.
Ghana	Jul/Aug 1990	Morgan/(JHU/PCS)	4	Technical assistance and project monitoring for Ghana Health and Family Planning Information Project (AF-GHA-01); planning start-up of Phase Two of regional campaigns.
Kenya	Mar 1990	Rimon/(JHU/PCS) Lettenmaier/(JHU/PCS)	6	Review the family planning IEC situation in Kenya and identify long and short-term strategic options for family planning IEC over the next five to seven years.
Kenya	May/Jun 1990	Langlois/(JHU/PCS) Lettenmaier/(JHU/PCS)	4	Collaboration with FPAK in design of family planning IEC strategy and prepare proposal for two-year IEC project in support of country-wide community-based distribution (CBD) and clinic-based family planning services to be executed by FPAK.
Mali	Sep 1990	Bashin/(JHU/PCS)	1	Assist in start-up of project "Traditional and Modern Media to Promote Family Planning in Mali" (AF-MAI-02) with the Association Malienne pour la Protection et la Promotion de la Famille (AMPPE).
Niger	Oct 1989	Bashin/(JHU/PCS)	1	Present knowledge, attitudes and practices (KAP) survey results within the Ministry of Public Health (MPH) and the Ministry of Social Affairs and Women's Welfare (MSAWW) and discuss direction of future FP-IEC efforts.
Niger	Oct 1989	Langlois/(JHU/PCS)	1	Monitor concluding family planning IEC project with Ministry of Public Health and Social Affairs (now divided into two ministries—MPH and MSAWW) and discuss lessons learned and future directions.
Niger	Mar 1990	Bashin/(JHU/PCS) Jato/(Consultant)	2	Present results and discuss implications of household KAP survey with representatives of MPH, MSAWW and USAID.
Tanzania	May 1990	Lettenmaier/(JHU/PCS)	3	Assist USAID Mission in analyzing program requirements of its Family Planning Services Support Project and writing the IEC section of the project paper.
Togo	May 1990	Langlois/(JHU/PCS)	1	Assess quality and effectiveness of family planning IEC activities being carried out by the Association Togolaise pour le Bien-Etre Familial (ATBEF) and help ATBEF chart future directions.
Zaire	Nov/Dec 1989	Purves/(JHU/PCS) Lioy/(AED)	4	Monitor IEC activities of Projet des Services des Naissances Désirables (PSND) and assist the PSND's IEC unit in developing its action plan for 1990.

Table II-3--continued

COUNTRY	MONTH/YEAR	PERSONNEL/(AFFILIATION)	DURATION IN WEEKS	DESCRIPTION OF ACTIVITIES
Zaire	Mar/Apr 1990	Purves/(JHU/PCS) Lioy/(AED)	7	Assist PSND with training of trainers seminar on interpersonal communication in Lubumbashi; discuss IEC component of Population Council's Situation Analysis. Prepare education component of IEC effort.
Zaire	May/June 1990	Lioy/(AED)	4	Assist PSND with second training of trainers seminar on interpersonal communication in Kinshasa.
Zimbabwe	Oct 1989	Adamchak/(Consultant)	2	Assist the Zimbabwe National Family Planning Council (ZNFPC) with impact evaluation of the male motivation campaign.
Zimbabwe	May/June 1990	Lewis/(Consultant)	1	Assist ZNFPC in the integration, analysis and write-up of the monitoring activities and impact survey preliminary tables into a comprehensive summary report of evaluation results; assist ZNFPC to finalize the baseline compilation analysis report.
Zimbabwe	Sep 1990	Kumah/(JHU/PCS)	1	Attend the ZNFPC IEC Strategic Planning and Consensus Building Seminar Sept. 13-14, discuss future JHU/PCS collaboration with ZNFPC and finalize the Male Motivation Project.

**Table II-4**  
**AFRICA: Workshops and Conferences—FY90**  
*(excluding Nigeria)*

COUNTRY	PROJECT NUMBER	DATES	HOST AGENCY	NUMBER OF PARTICIPANTS	DESCRIPTION OF ACTIVITIES
Regional	AF-SEN-02	Oct-Nov 1989	URTNA	N/A	<i>URTNA Screen IV.</i> JHU/PCS Senior Program Officer Kim Winnard attended URTNA Screen IV, a forum for African broadcasting executives to review and critique television programs produced in Africa over the previous year. Held in Nairobi, Kenya by the URTNA Programme Exchange Centre.
Regional	AF-SEN-02	Feb 1990	URTNA	N/A	<i>30th Ordinary Session of URTNA General Assembly.</i> JHU/PCS Africa Division Chief Philippe Langlois attended the URTNA General Assembly held in Dakar, Senegal. He also met with the Secretary General of URTNA to discuss matters pertaining to project AF-SEN-02 and initiate arrangements for the French language advanced television production workshop.
Regional	AF-SEN-02	May 1990	URTNA	9	<i>Advanced Television Production Workshop (French).</i> Three-week workshop on writing production techniques for representatives of four national broadcasting organizations. AED consultants Mark Lediard and Patrick Tadić, and URTNA Video/Radio Program Officer Pierre Ah-Fat conducted the workshop in Dakar, Senegal in collaboration with the Office de Radiodiffusion-Télévision du Sénégal (ORTS).
Cameroon	AF-CAM-01	Dec 1989	MSP/SES	37	<i>Consensus-building Seminar.</i> JHU/PCS Senior Program Officer Opia Mensah Kumah assisted the Health Education Service of the Ministry of Public Health (MSP/SES) in conducting a two-day seminar attended by senior officials of governmental and non-governmental public health and IEC institutions.
Cameroon	AF-CAM-01	May 1990	MSP/SES	16	<i>Focus Group Discussion Workshop.</i> JHU/PCS Program Officer Michelle Bashin and research consultant Miriam Jato conducted a six-day training workshop on the basics of qualitative research.
Cameroon	AF-CAM-01	Sep 1990	MSP/SES	19	<i>IEC Child Spacing Workshop.</i> PATH consultant Lynne Cogswell conducted a two-week IEC training workshop, assisted by JHU/PCS Senior Program Officer Opia Mensah Kumah. Participants came from three government ministries, as well as various non-governmental organizations.
Cameroon	AF-CAM-01	Sep 1990	MOPH/DFMH	N/A	<i>National Conference on Defining Policy Directions and Strategies for Family Planning in Cameroon.</i> JHU/PCS Senior Program Officer Opia Mensah Kumah served as technical advisor on the IEC working group of this week-long conference, organized by the Department of Family and Mental Health of the Ministry of Public Health (MOPH/DFMH) with technical assistance from the Service Expansion and Technical Support (SEATS) project.
Côte d'Ivoire	AF-IVO-02	Nov 1989	AIBEF	N/A	<i>AIBEF Tenth Anniversary Celebration.</i> JHU/PCS Africa Division Chief Philippe Langlois visited Côte d'Ivoire for two days to participate in activities commemorating the tenth anniversary of the Association Ivoirienne pour le Bien-Etre Familial (AIBEF), the country's family planning association.
The Gambia	AF-GAM-01	Nov 1989	GFPFA	19	<i>Training Materials Development and Identification Workshop.</i> JHU/PCS Program Officer Cheryl Lettenmaier and PATH Associate Pamela Greene conducted a five-day workshop with the Gambia Family Planning Association (GFPFA) to develop a training manual for family planning fieldworkers and clinic assistants and to identify training support materials.

Table II-4—continued

COUNTRY	PROJECT NUMBER	DATES	HOST AGENCY	NUMBER OF PARTICIPANTS	DESCRIPTION OF ACTIVITIES
The Gambia	AF-GAM-01	Feb 1990	GFPA	17	<i>Training of Trainers Workshop.</i> JHU/PCS Program Officer Cheryl Lettenmaier and GFPA Senior Program Officer (IEC) Alaba Mboge conducted a one-week workshop to pretest portions of the Training Manual for Family Planning Fieldwork and Clinic Assistants and to improve participants' training skills.
The Gambia	AF-GAM-01	Feb 1990	GFPA	17	<i>Radio Message Development Meeting.</i> JHU/PCS Program Officer Cheryl Lettenmaier assisted the GFPA in conducting a three-day meeting with Radio Gambia and the Department of Medicine and Health to develop messages for a radio drama series.
Ghana	AF-GHA-01	Nov 1989	MOH/HED	4	<i>Management Training Workshop.</i> JHU/PCS Program Officer Winthrop Morgan and PATH Program Associate Kwame Asiedu conducted a three-day management training workshop for project managers from the Ministry of Health, Health Education Division (MOH/HED).
Niger	AF-NIR-01	Mar 1990	MOSAWW, MOH	15	<i>Presentation of Niger Household KAP Survey.</i> JHU/PCS Program Officer Michelle Bashin and consultant Miriam Jato presented the results of the 1989 PCS household KAP survey to an assembly of high-level decision-makers in the Ministry of Social Affairs and Womens Welfare (MOHSAWW) and the Ministry of Health.
Zaire		Mar 1990	PSND	15	<i>First TOT/IPC Workshop.</i> JHU/PCS Program Officer Marydean Purves and AED Senior Program Officer Michèle Lioy assisted the staff of the IEC Division of the Projet des Services des Naissances Désirables (PSND) in planning and carrying out a three-week training of trainers (TOT) seminar on interpersonal communication (IPC) in Lubumbashi.
Zaire		Jun 1990	PSND	10	<i>Second TOT/IPC Workshop.</i> AED Senior Program Officer Michèle Lioy assisted the staff of PSND's IEC Division in planning and carrying out the second three-week TOT seminar on interpersonal communication, held in Kinshasa.
Zimbabwe	AF-ZIM-01	Sep 1990	ZNFPC	N/A	<i>IEC Strategic Planning and Consensus Building Seminar.</i> JHU/PCS Senior Program Officer Opia Mensah Kumah attended a two-day seminar organized by the Zimbabwe National Family Planning Council (ZNFPC) with the assistance of the World Bank. The purpose of the seminar was to obtain a consensus on IEC program directions and priorities from all organizations and institutions interested in family planning IEC.

**Table II-5**  
*AFRICA: Materials Developed*  
*CA - 1, FY83 - FY87; CA-2, FY87 - FY90*

REGION/COUNTRY PCS PROJECT NO.	PRINT MATERIALS	AUDIOVISUAL MATERIALS	OTHER
Regional-US based	Generic FP methods motivational leaflet 3,000 copies-English 1,000 copies-French Draft of FP flipchart for Africa*		
Regional-ECA (PCS-FM-03)	1 booklet, 5,000 copies		
Regional (AF-SEN-01)	1 catalogue of radio/TV programs, 350 copies	3 demo radio programs (interviews) 9 radio programs 2 TV programs	6 issues of Bulletin, 500 copies ea. 6 additional issues of Bulletin 4 English and 4 French issues of Bulletin, 500 copies each
The Gambia (mini-grant)		12 episodes of radio drama series in Mandinka and Wolof	
Ghana (mini-grant)		8 episodes of radio serial drama in English	
Senegal (mini-grant)		22 radio programs in French* 1 song* 19 radio programs in Wolof*	
Sierra Leone (mini-grant)		12 episodes of radio series	
Regional (AF-SEN-02)	1 catalogue of radio/TV programs, 1,000 copies*	3 radio programs 7 radio interviews* 1 video*	5 French and 4 English issues of Bulletin, 500 copies each 5 French and 5 English issues of Bulletin, 500 copies each*
Ghana (mini-grant)		1 TV program*	
Regional-CAFS	1 training curriculum 1 FP resource manual, 120 copies		
Burkina Faso (AF-BKF-01)	3 posters, 2,000 each 2 booklets, 9,000 each		1 National FP logo 1 30-minute dramatic film 1 week long multi-media awareness campaign 3 FP billboards 600 FP T-shirts 25 large FP banners
Burkina Faso (AF-BKF-02)	3 posters, 2,000 each 3 posters (reprints), 5,000 ea. (3,000 in FY90) 2 brochures: condoms, 6,000 IUD, 3,000 1 brochure (reprint) pill, 5,000 2 fliers: youth & sexuality, 30,000 range of methods, 20,000 1 curriculum in FP for National School of Social Workers 1 FP/IEC training manual 1 brochure: spermicidal foam and tablets, 2,000*	1 film (financial contribution to production of "My Daughter Will Not Be Excised")*	42 FP clinic signs 8,500 FP logo decals (3,500 in FY90) 12,000 meters-cloth with FP logo 125 contraceptive sample kits 15 performances of FP theater (7 in FY90) 1 FP song produced and distributed*
Côte d'Ivoire (AF-IVO-01)	31,000 contraceptive methods booklets 3,000 FP posters		

\* Materials developed during FY90 under CA-2

Table II-5-continued

REGION/COUNTRY PCS PROJECT NO.	PRINT MATERIALS	AUDIOVISUAL MATERIALS	OTHER
Ghana (AF-GHA-01)	MOH newsletters: 4 FY88, 5,000 each 4 FY89, 10,000 each FP Booklets for service providers, 15,000 copies 3 FP leaflets, 200,000 each 2 posters, 20,000 each 1 promotional brochure for GRMA, 5,000 copies 1 FP module, 2,000 copies* Posters: 30,000, Pressure on Water* 30,000, Pressure on Transport* 30,000, Pressure on Drugs* 30,000, Little Food to Share* 17,000, Talk to Your Advisor* 25,000, A Well Planned Family* 25,000, One More Means* 50,000 leaflets on the pill* 50,000 leaflets on condoms* 50,000 leaflets on foaming tablets* 100,000 booklets: general methods*	1 weekly radio series (14 episodes aired) 42 radio announcements 56 additional episodes of weekly radio programs on health issues 3 episodes of weekly radio serial drama, for pretesting 70 radio announcements 1,500 audio cassettes*	198 FP clinic signs for MOH 400 FP clinic signs for GRMA 9 feature articles 6 newspaper advertisements 100 FP flip charts 1 clinic flip chart 1 clinic flip chart, 1,100 copies 90 billboards* 120 signboards* 2,500 badges*
Kenya (AF-KEN-01)		4 six-minute video comedies 1 video program 1 16mm film transfer from video	
Kenya (AF-KEN-04)	1 CBD training manual, 220 copies		
Liberia (AF-LIB-01)		10 copies of 1 30-minute video-tape made and distributed	
Mali (AF-MAL-01)	2 booklets, 3,000 each 5 posters, 3,500 each 2 FP brochures, 3,000 each	1 80-minute video program 1 radio series of traditional stories on FP	1 National FP logo 1 3-day awareness seminar for National Women's Union, including Multi-media coverage
Niger (AF-NIR-01)		1 3-part, 180 minute radio play with FP theme, broadcast in 2 languages 1 60-minute TV drama on FP	125 FP methods sample kits 1 National FP logo 40 signs for service delivery points 2 conferences for political and opinion leaders* 3,000 meters of printed cloth with FP logo*
Nigeria (AF-NGA-01)	2 posters 2 additional posters, 1,500 ea. 1 poster, 1,000 copies	4 spots, 169 radio broadcasts 5 spots, 86 TV broadcasts	3 newspaper ads
Nigeria (AF-NGA-02)	9 booklets, 215,000 copies		
Nigeria (PCS-EM-02)	3 booklets, 110,000 copies		
Nigeria (AF-NGA-03)	2 fliers, 50,000 each 4 booklets, 25,000 each 4 posters, 5,000 each	6 radio spots 1 TV program	7 newspaper articles 1 newspaper ad 1 FP song
Nigeria (AF-NGA-04)	1 leaflet 4 booklets	2 TV programs	

\* Materials developed during FY90 under CA-2

Table II-5—continued

REGION/COUNTRY PCS PROJECT NO.	PRINT MATERIALS	AUDIOVISUAL MATERIALS	OTHER
Nigeria (PCS-FM-04)	3 posters, 5,000 copies		
Nigeria (PCS-FM-05)	4 fliers, 7,000 copies 4 posters, 2,150 copies	3 radio spots, 90 broadcasts 1 TV spot 2 TV programs, 90 broadcasts	
Nigeria (AF-NGA-06)	2 posters, 1,000 each	1 radio program 2 radio spots 1 TV spot	
Nigeria (AF-NGA-07/08)		13 episodes of a TV magazine format series 23 additional episodes of a TV magazine format series 7 additional episodes of a TV magazine format series	
Nigeria (AF-NGA-09)	3 booklets, 900,000 total		
Nigeria (AF-NGA-11)	1 IEC curriculum 5 fliers, 7,000 each 1 poster, 4,000 copies	2 radio spots 2 TV spots	1,666 fabric pieces with FP logo and picture 13 clinic stamps 6 folk dramas 1,000 stickers 1,000 T-shirts 1,000 visor caps
Nigeria (AF-NGA-12)		2 TV programs, 39 episodes total 2 TV spots	
Nigeria (AF-NGA-13)		1 video program	
Nigeria (AF-NGA-15)	500 motivational posters	1 radio program, 11 episodes 19 additional episodes 1 radio spot	
Zaire	1 FP flier 1 flier-male methods, 7,500 1 poster aimed at men in French and Lingala 1 training of trainers manual in IEC and interpersonal communication* 1 FP methods leaflet, 20,000 copies*		2 stickers, one on FP general, one aimed at men, 750 15 campaign banners 1 FP calendar (1989) 1 FP calendar (1990)* 130 clinic signs*
Zimbabwe (AF-ZIM-01)	2 FP leaflets, 250,000 each	1 radio drama serial, 39 episodes	

\* Materials developed during FY90 under CA-2

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Photo: ALICE PAYNE MERRITT



Children march for health.

# Latin America and the Caribbean

Almost thirty years of experience in family planning services are now coupled with communication infrastructures which are among the most sophisticated in the developing world. The time is therefore right for new uses of these infrastructures in family planning IEC. In 1990, JHU/PCS assisted public and private sector family planning agencies to explore possible new avenues for spreading the word about family planning even to hard-to-reach audiences throughout the region.

During 1990, ten country projects and three technical assistance contracts were underway in nine countries, with costs ranging from \$24,000 to \$1.3 million. The continuing regional strategy for Latin America features three key components:

- devising innovative ways of reaching underserved audiences such as young people, men and rural couples;
  - facilitating coordination among public, private and commercial sectors to create
-

national teams working together toward common goals; and

- applying cutting-edge communication techniques to the creation of award-winning products with a documented impact on behavior.

Although family planning communication has reached millions of Latin Americans over the years, there are still audiences which have not fully absorbed these messages. In 1990, JHU/PCS helped many countries take significant steps toward reaching these underserved audiences. On Colombia's Atlantic Coast, radio spots and point-of-purchase and other print materials aimed at youth promoted temporary methods. These were available at pharmacies as well as Profamilia community-based distribution points and clinics. Sales tracking revealed that during the six-month campaign which targeted young men, sales of Tahiti condoms, featured in the campaign, increased by as much as 92 percent.

A PRO-PATER campaign in Brazil promoting vasectomy was effective in reaching men in three Brazilian cities. The project's mass media campaign used an award-winning TV spot, radio, and print materials featuring animated hearts to promote vasectomy services. The campaign stimulated a 110 percent increase in the total number of vasectomy clients.

In El Salvador, 3,927 rural outreach workers are informing hard-to-reach communities nationwide about the health and other benefits of family planning. The promoters, who work on a volunteer basis, received training, support materials, and ongoing monitoring through this JHU/PCS-supported project with the Ministry of Agriculture.

New JHU/PCS activities are under development in Mexico, Honduras, Ecuador and Bolivia. They will continue the trend of using innovative techniques to attract these critical, underserved groups.

It is most encouraging that in many countries efforts to reach these groups are becoming more coordinated. In 1990, JHU/PCS provided technical assistance in the development and implementation of ground-breaking national family planning communication strategies in Bolivia and Ecuador. These strategies are unique in that they bring together agencies from public, private and commercial sectors to collaborate in ways not previously seen. By drawing on the expertise of individual organizations, these strategies apply a "comparative advantage" theory to family planning IEC which is long overdue.

Similarly coordinated efforts were seen in the Motivators Training Project in El Salvador. This project featured a unique collaboration among the Ministries of Agriculture and Health, the Salvadoran Social Security Institute, and the private sector Salvadoran Demographic Association. In Peru's AIDS prevention campaign, the Ministry of Health worked together with private-sector advocacy groups particularly concerned with this health issue. The extent of this cooperation is best illustrated by the continued collaboration in Peru among the key players after JHU/PCS funding had ceased, as well as by the multi-million dollar European Economic Community-funded follow-up project which the Community chose as its sole AIDS-related activity in South America.

The results of JHU/PCS activities speak for themselves. In most countries the projects have resulted in increases in both user rates and sales of a wide range of methods, not to mention extensive attention from the media and public. Projects in Latin America are clearly demonstrating that high-quality family planning messages can be designed and produced to compete effectively with advertising for the public's attention. Moreover, attention to JHU/PCS projects has gone far beyond national boundaries. The proof rests in five major international awards:

- Global Media Award (1989) for "Best Combined Media Effort," the Population Institute, for CREA, Guatemala's Regional Video Production Center;
- Gold Medal for "Retail Services" (1989), London International Advertising Awards for the TV spot from the Brazilian Vasectomy Promotion Campaign;
- Bronze Medal for "Health Medical Products and Services" (1989), International Film and TV Festival of New York, for the TV spot from the Brazilian Vasectomy Promotion Campaign;
- Bronze Lion (1989), Cannes International Festival of Advertising Films, for the TV spot from the Brazilian Vasectomy Promotion Campaign; and
- Rosa Cisneros Memorial Information Award (1990), International Planned Parenthood Foundation, to Colombia's Profamilia, for the 1989 mass media campaign to promote temporary methods on Colombia's north coast.

In addition to this international recognition, the vasectomy spots have also won three major national media awards in Brazil. The message is clear: JHU/PCS is making a prize-winning impact in Latin America. ■

### **THE DEMISE OF THE MEXICAN RURAL MOVIE HOUSE**

**On a bright and sunny Friday morning we arrived in the small hamlet of Las Rosas in the Southern Mexican State of Chiapas. We were coming there to evaluate the importance of the rural movie theater as a medium for conveying family planning social messages. In the past, almost every little town boasted its own "Cine Popular." After considerable searching, we located the object of our trip— a 16 millimeter theater located in someone's house. We entered, took our seats, and looked around. To our surprise, we were the sole audience for that afternoon's scheduled feature!**

**We made a quick exit, wanting to find out where everyone was. We kept telling ourselves: "Fridays must not be a good day for 'Los Roseños' to go to the movies...." or: "Maybe the neighboring town is celebrating their patron saint's day...." Then, suddenly, we saw, on top of the XIVth century Spanish municipal building, a powerful satellite dish, installed, we soon learned, two years before our visit. Thanks to this modern communication technology, the 20,000 inhabitants now enjoy four TV channels!**

**Another surprise awaited us: three video rental stores displaying an impressive variety of Hollywood and Mexican movies. At last we understood! The Mexican technological revolution had already conquered even the most remote of Mexican areas, such as the beautiful Las Rosas. Thus, the perfect setting—satellite TV and video rentals—has been created in which family planning communication campaigns may sprout in this and many similar hamlets. And none of the people we spoke to during the course of our visit were mourning the demise of the rural Mexican movie house.**

Patrica Poppe  
Program Officer  
Latin America Division



**LATIN AMERICA REGION**  
**CREA: Centro Regional de Audiovisuales**  
Regional Project LA-GUA-01

**PROJECT GRANTEE**

Asociacion Pro-Bienestar de la Familia de Guatemala (APROFAM)

**PROJECT DURATION**

March 1, 1987 - August 31, 1991

**PROJECT BUDGET**

\$1,360,000

**PROJECT OBJECTIVES**

To establish a regional video production center to produce high quality family planning broadcast materials for Central American audiences.

**SPECIAL FEATURES**

The production center, known as CREA, uses state-of-the-art video equipment previously unavailable in the region. It is attractive to both advertising agencies who have been using production facilities in the US and to social agencies which can purchase CREA's services at prices substantially lower than those offered by commercial agencies.

**PRINCIPAL FY90 ACTIVITIES**

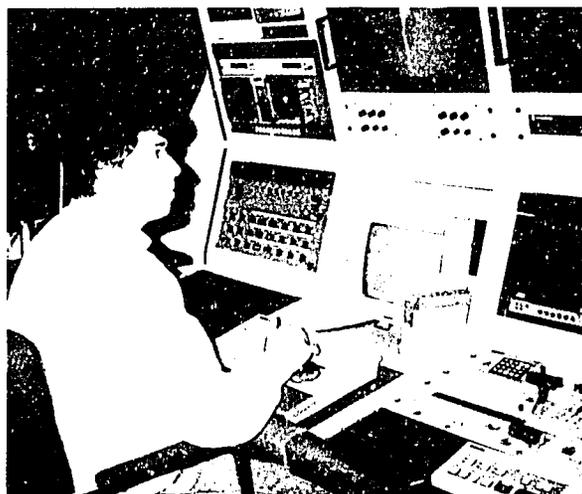
- Continuing the environmental documentary series, "Cadena en Acci3n," two more pilot videos were pre-tested, completed, and aired. These five-minute mini-programs serve as documentaries on environmental, population, and national development issues in Central America. In addition, ten documentaries on environmental issues, children's rights, family planning, and rural development were also produced. CREA also produced 20 short video clips under commercial contracts.
- Achieving 60 percent self-sufficiency for operating and production costs.
- Installation of automated accounting and financial systems.
- Implementation of ongoing training for equipment maintenance.

**FUTURE DIRECTIONS**

JHU/PCS will continue to work with CREA in the areas of financial planning, production management, and marketing to achieve self-sufficiency while still pursuing its social mandate.

**FY90 IN-COUNTRY TECHNICAL ASSISTANCE**

JHU/PCS Financial Manager Paul Bankerd, Senior Program Officer Alice Payne, Program Officer Patricia Poppe, and JHU/PCS subcontractors Mike Ross and Oliver Kumjian provided a total of eight person-weeks of technical assistance to this project. ■





## LATIN AMERICA REGION

### Evaluation Research Program of the Communication for Young People II Project

Regional Project LA-MEX-10

#### PROJECT GRANTEE

Instituto de Investigación de la Comunicación, A. C. (IIC)

#### PROJECT DURATION

July 1, 1988- April 30, 1990

#### PROJECT BUDGET

\$109,500

#### PROJECT OBJECTIVES

To evaluate the penetration and impact of the responsible parenthood message in the Communication for Young People II, or "Karina and Charlie" project.

#### SPECIAL FEATURES

The results of this project will help determine the impact and effectiveness a) of using music as a communication channel to reach young people and b) of the various steps and components in creating such a project. Lessons learned will help perfect this approach when undertaken in other areas of the world.

#### PRINCIPAL FY90 ACTIVITIES

- Quantitative data were collected and analyzed in Mexico City and Lima following the Karina & Charlie campaign. From a representative sample of adolescents in both cities, 600 were randomly selected to evaluate recall, attitudes, and sexual behavior impact of the song lyrics and music video. Results showed that the messages in the songs were confusing, contributing to adolescent failure to interpret the social messages correctly. Adolescent attitudes were favorable to postponing sex and to the use of contraceptives; however, the campaign did not influence these attitudes.
- Sixteen focus group discussions with young people in Mexico City and Lima showed that respondents were either unfamiliar with the campaign songs or not satisfied with the musical video. It was difficult for the young people to identify with Charlie, who was little known and did not have a solid image as an artist. On the other hand, a majority of adolescents said Karina transmits a positive image for young people.
- In-depth interviews with 120 media gatekeepers in Mexico City and Lima demonstrated their acceptance of, and willingness to participate in, social communication campaigns. Fifty percent of those who had heard of the campaign said they did not perceive these songs to conform to commercial standards in the music industry.

#### FUTURE DIRECTIONS

These research results on the impact of social messages in popular music will be utilized in developing other center-educate projects around the world. Principal lessons learned from this study to be applied to future projects: 1) campaign marketing and distribution must be highly coordinated (in this project, songs were not launched on radio and TV with optimal synchronization; components of the campaign, such as capsule spots containing information on clinics, were not broadcast); 2) artists must be well-known, have a positive image, and participate in campaign promotions. This is the best way to make the message credible and accessible to the target audience.

#### FY90 IN-COUNTRY TECHNICAL ASSISTANCE

JHU/PCS subcontractor Marta Lobo provided two person-weeks of technical assistance in Lima, Peru. Additional technical assistance was provided by IIC in-country in Mexico. ■



## **BOLIVIA**

### Technical Assistance

#### **OBJECTIVE**

To assist the IEC sub-committee of the National Reproductive Health Program in designing and implementing a national reproductive health communication strategy.

#### **SPECIAL FEATURES**

The national IEC sub-committee is an expansion of the inter-institutional family planning IEC commission which began in the mid-eighties as part of the JHU/PCS - sponsored project with COF.

#### **PRINCIPAL FY90 ACTIVITIES**

- JHU/PCS developed a five-year communication strategy for the IEC sub-committee to consider. The strategy emphasizes a methodological approach which segments audiences for different messages (women from different cultural groups, men, health workers, youth, doctors, community leaders, and policy makers). JHU/PCS also suggested development of a national logo to identify all the public and private sector institutions offering services under the national program.
- A national IEC sub-committee was inaugurated in early 1990 and continued to meet throughout the year on a regular basis. The sub-committee is composed of IEC representatives from both private and public institutions. It reviewed all family planning materials produced to date and began development of a national newsletter and logo. The IEC sub-committee concurred with the communication strategy proposed by JHU/PCS and suggested that youth be among the first audiences to receive priority attention.

#### **FUTURE DIRECTIONS**

The IEC sub-committee will co-sponsor with JHU/PCS the first national communication skills workshop for reproductive health in early FY91. The sub-committee will also lead the development of a comprehensive set of information and educational materials for potential users and health workers.

#### **FY90 TECHNICAL ASSISTANCE**

JHU/PCS, including local coordinator Lucia Kramer, Senior Program Officer Alice Payne Merritt, Program Officer Patricia Poppe, and Program Assistant Liza Nickerson, provided five person-weeks of technical assistance. ■



**BOLIVIA****Clinic Promotion for Indigenous People**

Country Project LA-BOL-02

**PROJECT GRANTEE**

Centro Para Investigación, Educación y Servicios (CIES)

**PROJECT DURATION**

June 1, 1990-January 30, 1991

**PROJECT BUDGET**

\$ 54,826.00

**PROJECT OBJECTIVES**

To expand CIES' promotional and outreach activities in three departments where CIES has active clinic and community services.

**SPECIAL FEATURES**

This is the first communication project under Bolivia's new National Reproductive Health Program, which brings together private and public sector agencies in providing IEC and services to Bolivian women and men.

**PRINCIPAL FY90 ACTIVITIES**

- Pretesting and revision of eight existing radio spots in Spanish and Aymara.
- A contest among CIES staff, outreach workers, and artists to develop an institutional logo to promote CIES clinics.
- A competitive bid process to select a video producer to develop two versions of an institutional video, one to orient new CIES staff and one to relate CIES' mission and activities to external audiences.

**FUTURE DIRECTIONS**

The new logo will be used widely to promote CIES to the public, such as through clinic and community-based distributor signs. The radio spots will be aired and broadcast in three states. Print materials will include a methods overview pamphlet and a flyer aimed at young couples to encourage male support and participation.

**FY90 TECHNICAL ASSISTANCE**

JHU/PCS staff, including Senior Program Officer Alice Payne Merritt, Program Officer Patricia Poppe, Program Assistant Liza Nickerson, and JHU/PCS consultant Oscar Vígano provided a total of 12 person-weeks of technical assistance. ■



**BOLIVIA**  
**Building Support for a Population Policy**  
Country Project LA-BOL-03

**PROJECT GRANTEE**

Consejo Nacional de Población (CONAPO)

**PROJECT DURATION**

May 20, 1990-November 20, 1990

**PROJECT BUDGET**

\$ 24,600.00

**PROJECT OBJECTIVES**

To increase awareness and support of population issues and reproductive health programs among formal and informal leaders.

**SPECIAL FEATURES**

For the first time ever in Bolivia, recent demographic and health data will be published as a special insert in a popular magazine and sold through commercial channels.

**PRINCIPAL FY90 ACTIVITIES**

- A five-year communication strategy was developed by CONAPO. It is the first time that CONAPO has used a strategic approach to determine priority activities.
- The magazine insert containing reproductive health research findings was designed and pretested.
- Information materials for the press were designed.

**FUTURE DIRECTIONS**

The magazine insert will be advertised prior to hitting the newsstands. It will be evaluated with participation from regular readers of the magazine and health experts. Four press conferences and one high level seminar will be held to disseminate data indicating that family planning does have widespread support in Bolivia.

**FY90 TECHNICAL ASSISTANCE**

JHU/PCS Senior Program Officer Alice Payne Merritt, Program Officer Patricia Poppe, Program Assistant Liza Nickerson and consultant Oscar Vígano provided 12 person-weeks of technical assistance. ■



## **BRAZIL** **Mass Media Vasectomy Promotion**

Country Project LA-BRA-03

### **PROJECT GRANTEE**

Promoção da Paternidade Responsável (PRO-PATER)

### **PROJECT DURATION**

September 1, 1988 - September 30, 1990

### **PROJECT BUDGET**

\$304,563

### **PROJECT OBJECTIVES**

To promote vasectomy services through mass media in three key regional centers: São Paulo, Salvador and Fortaleza. The specific objectives of the campaign are to create awareness about vasectomy, to motivate men to seek further information, and to refer potential clients to designated clinics for counseling and services.

### **SPECIAL FEATURES**

The main mass media campaign integrated television, radio, print, and public relations. A follow-up mini-campaign in January 1990 featured the use of two innovative media: an electronic billboard and direct mail. The U.S. Centers for Disease Control (CDC) supports this project through technical assistance to the research teams in São Paulo and Salvador for the pre- and post-campaign surveys.

### **PRINCIPAL FY90 ACTIVITIES**

- In September, the TV spots were aired again in all three cities for a two-week period.
- A January 1990 "mini-campaign" featured use of an electronic billboard and direct mail for vasectomy promotion for the first time ever, as well as a print advertisement in the widely-read weekly news magazine *Veja*.
- The animated hearts TV spots received three major international awards:
  - Gold Medal for "Retail Services" (1989), London International Advertising Awards;
  - Bronze Medal for "Health/Medical Products & Services" (1989), International Film and TV Festival of New York; and,
  - Bronze Lion (1990), Cannes International Festival of Advertising Films.
- Post-campaign surveys completed and under evaluation by local research teams and the CDC.

### **FUTURE DIRECTIONS**

PRO-PATER will do a cost-benefit analysis of the various media interventions to determine the most efficient choices for future vasectomy promotion activities. JHU/PCS and CDC will co-author a publication linking research results from the respective institutions in 1991. ■





## COLOMBIA

### Mass Media Promotion of Temporary Methods on the Atlantic Coast

Country Project LA-COL-03

#### PROJECT GRANTEE

PROFAMILIA

#### PROJECT DURATION

February 1, 1989-March 31, 1990

#### PROJECT BUDGET

\$107,000 (JHU/PCS)

80,000 (SOMARC)

\$187,000

#### PROJECT OBJECTIVES

To use mass media to promote the use of, and increased access to, temporary methods of contraception among young couples in the Atlantic coastal region of Colombia. The project also aimed to increase: 1) Profamilia's expertise in utilizing marketing and communication techniques to support its community-based marketing programs; and 2) market coverage and share of PROFAMILIA brands of contraceptives.

#### SPECIAL FEATURES

This project is the second phase of a program featuring the cooperation of JHU/PCS, TFG/SOMARC, PROFAMILIA, and Publicidad Toro. The first stage included: 1) focus group discussions with young couples as well as pharmacists; 2) a baseline survey; and 3) an audit of retail outlets. The second phase implements a marketing strategy with the launching of the integrated mass media campaign based on the research from the initial phase.

#### PRINCIPAL FY90 ACTIVITIES

- Continuation and completion of the six-month mass media campaign which included: 1) airing of four radio spots to promote pill and condom sales and use; and 2) display and/or distribution to the public of the posters, pamphlets, and point-of-purchase materials developed under the project.
- Sales tracking and data collection showed that Tahiti condom sales, the brand featured in the campaign, increased by as much as 92 percent.

#### FUTURE DIRECTIONS

A marketing plan and comprehensive project evaluation, funded by TFG/SOMARC, is currently underway. The evaluation consists of pre- and post-campaign quantitative research, including representative surveys, consumer profile interviews, druggists surveys and audit of commercial outlets. ■



**ECUADOR**

## Technical Assistance

**OBJECTIVE**

To provide communication expertise and training to the USAID-supported national family program.

**SPECIAL FEATURES**

Ecuador's family planning program has achieved close to 53 percent contraceptive use, reaching the majority of couples who are predisposed to use family planning. New family planning clients in the rural areas will be harder to reach and motivate than their urban counterparts.

**PRINCIPAL FY90 ACTIVITIES**

- A JHU/PCS team met with agencies offering family planning information and/or services to discuss the future direction of family planning communication in Ecuador.
- The JHU/PCS team developed a national communication strategy which recommended the adoption of both a national strategy as well as individual communication strategies to allow each agency to pursue its niche in the national program. Cost-sharing approaches and enter-educate activities were suggested.
- JHU/PCS held a national communication skills workshop for 13 IEC representatives from the family planning agencies, in collaboration with IPPF/Quito. The workshop included both theoretical and practical "hands-on" activities in the field.

**FUTURE DIRECTIONS**

JHU/PCS will continue to advise the national program, both through establishment of the national IEC committee as well as with individual agencies. Qualitative research will be conducted and a pilot radio drama developed to appeal to rural and semi-annual audiences.

**FY90 TECHNICAL ASSISTANCE**

USAID/Washington Office of Population staff member and JHU/PCS Cognizant Technical Officer, Earle Lawrence, and JHU/PCS Senior Program Officer Alice Payne Merritt, Program Assistant Liza Nickerson, and local coordinator Lucia Kramer provided 10 person-weeks of technical assistance. ■



## **EL SALVADOR**

### **Evaluation of the Family Planning Mass Media Campaign in El Salvador**

Country Project LA-ELS-01

#### **PROJECT GRANTEE**

Grupo Asesor en Mercadotecnia y Metodología Aplicada, S.C. (GAMMA)

#### **PROJECT DURATION**

September 1, 1989 -May 31, 1990

#### **PROJECT BUDGET**

\$112,000

#### **PROJECT OBJECTIVES**

To perform an impact evaluation of the family planning mass media campaign developed by the Salvadoran Demographic Association (SDA) and the Government of El Salvador's (GOES), Ministry of Health, Social Security Institute and National Telecommunications Administration.

#### **SPECIAL FEATURES**

The SDA and GOES mass media campaign was designed to achieve four objectives: 1) motivate general public use of government-related family planning facilities; 2) motivate general public use of the full range of SDA services; 3) promote the SDA institutional image; and 4) promote the sale of condoms in the social marketing program network. To evaluate the campaign, a KAP survey questionnaire was designed to measure resulting attitudinal and behavioral effects.

#### **PRINCIPAL FY90 ACTIVITIES**

- Survey conducted among 1,408 men and women between the ages of 15 and 44 who had been in union at least once. Sample of both urban (61%) and rural (39%) residents from 16 provinces nationwide. Findings reveal that the TV campaign reached over 47% of the total population, radio had a coverage of 33% and print materials were recalled by 59% of the respondents. Complementary media mix was effective.
- Gains in family planning approval resulting from the campaign approximated to be between 5 and 15%. Viewers with heavy exposure to the campaign estimated to be 20% more likely to use methods than persons with medium or low exposure, and viewers are 40% more likely to use methods than non-viewers.

#### **FUTURE DIRECTIONS**

Results of this evaluation will help shape future JHU/PCS activities in El Salvador. Particular attention will be paid to the importance of a complementary media mix in developing new materials.

#### **FY90 IN-COUNTRY TECHNICAL ASSISTANCE**

JHU/PCS Subcontractors Rubén Jara and Carlos Brambilla provided two person-weeks of technical assistance. ■



**EL SALVADOR**  
**Motivators Training Project**  
 Country Project LA-ELS-02

**PROJECT GRANTEE**

Centro Nacional de Capacitación Agropecuaria (CENCAP)

**PROJECT DURATION**

March 1, 1990 - September 30, 1990

**PROJECT BUDGET**

\$203,139

**PROJECT OBJECTIVES**

To support the Salvadoran National Family Planning Program by assisting CENCAP, the Ministry of Agriculture's (MAG) training division, to integrate family planning information and referrals into its present range of outreach activities.

**SPECIAL FEATURES**

This project is the pilot phase for longer-range MAG involvement in Family Planning or Health. Particularly noteworthy is the coordination the project has engendered among the Ministries of Agriculture and of Health, the private-sector Salvadoran Demographic Association (SDA), and the Salvadoran Social Security Institute (SSSI).

**PRINCIPAL FY90 ACTIVITIES**

- Development, pretesting, and production of a flipchart, reference guide, curriculum, pamphlet, reference card, and carry bag.
- Three five-day TOT workshops trained a total of 86 participants from MAG, MOH, SSSI and SDA.
- 151 three-day workshops in which 3,927 rural family planning outreach workers received training and support materials preparing them to carry out motivational activities on the community level.
- Development and implementation of a systematic monitoring plan carried out by two three-person inter-institutional teams and an evaluation plan to be carried out by CENCAP's curriculum development division.

**FUTURE DIRECTIONS**

JHU/PCS plans to continue to work with CENCAP in rural outreach activities. Emphasis on inter-institutional collaboration will remain a priority, especially between CENCAP and the SDA.

**FY90 IN-COUNTRY TECHNICAL ASSISTANCE**

JHU/PCS Project Director Patrick L. Coleman, Senior Program Officer Alice Payne Merritt, Program Officer Susan C. Krenn, and Program Assistant Liza Nickerson provided a total of 26 person-weeks of technical assistance to this project. ■





## HONDURAS

### Technical Assistance

#### OBJECTIVE

To review, analyze and make recommendations to improve the five-year communication strategy developed by ASHONPLAFA, the Honduran Family Planning Association.

#### SPECIAL FEATURES

The JHU/PCS recommendations feature positioning ASHONPLAFA as a family health advocate as well as developing new strategies to reach young rural audiences. ASHONPLAFA received JHU/PCS assistance under a previous project targeting the rural sector.

#### PRINCIPAL FY90 ACTIVITIES

- In-country technical assistance included: 1) review of communication strategy and plan; 2) extensive meetings with ASHONPLAFA's IEC department; 3) additional meetings with ASHONPLAFA's executive director and other staff members and USAID/Honduras representatives.
- JHU/PCS team submitted to ASHONPLAFA a report with detailed recommendations.

#### FUTURE DIRECTIONS

JHU/PCS plans to provide ongoing technical support in the implementation of the ASHONPLAFA communication strategy over the coming four years. New communication interventions intended to strengthen the impact of the association's expanded services will be implemented. A family health approach will also be used to attract more clients and strengthen ASHONPLAFA's institutional image.

#### FY90 IN-COUNTRY TECHNICAL ASSISTANCE

USAID/Washington Office of Population staff member and JHU/PCS Cognizant Technical Officer Earle Lawrence and JHU/PCS Project Director Patrick L. Coleman provided two person-weeks of technical assistance. ■





**MEXICO**  
**Audience Research in Chiapas, Mexico**  
 Country Project LA-MEX-13

**PROJECT GRANTEE**

Fundación Mexicana para la Planeación Familiar, MEXFAM

**PROJECT DURATION**

September 15, 1990 - April 30, 1991

**PROJECT BUDGET**

\$ 23,160

**PROJECT OBJECTIVES**

To support MEXFAM in carrying out a series of research activities with semi-urban and rural groups in Chiapas. Psychosocial data will be gathered on contraceptive beliefs and practices as well as both the mass and interpersonal communication networks.

**SPECIAL FEATURES**

This project is the first phase of what is intended to be a multi-media communication program promoting family planning services in Chiapas. It will emphasize traditional channels of communication within the communities. Specifically, it will promote temporary contraceptive methods to a population ranging between 16 and 25 years old. The major outputs of Phase I will include psychographic and demographic profiles as well an intervention strategy for the second phase of the project. This research will also serve as the baseline data for further evaluation of intervention activities.

**PRINCIPAL FY90 ACTIVITIES**

- Design and initiation of the research activities.
- Development of the focus group moderator guide and implementation of four of nine focus groups.

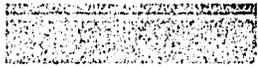
**FUTURE DIRECTIONS**

Results from the focus groups, survey, and in-depth interview will allow JHU/PCS and MEXFAM to design, implement, and evaluate the communication strategy, Phase II of the project.

**FY90 IN-COUNTRY TECHNICAL ASSISTANCE**

JHU/PCS Senior Program Officer Alice Payne and Program Officer Patricia Poppe provided five person-weeks of technical assistance in FY90. ■





## PERU

### Involving Family Planning Workers in an AIDS Prevention Campaign

Country Project LA-PER-01

#### PROJECT GRANTEE

Ministry of Health

#### PROJECT DURATION

January 1, 1988 - November 30, 1989

#### PROJECT BUDGET

\$ 84,939 (JHU/PCS)

138,488 (Population Council)

\$223,427

#### PROJECT OBJECTIVES

To assist the Directorate of the National Program for AIDS Prevention and Control, Peruvian Ministry of Health, in conducting an AIDS campaign.

#### SPECIAL FEATURES

The major components included: 1) establishment of the National AIDS Information Center, an information clearinghouse; 2) seminars for leaders, health professionals and journalists; 3) a mass media campaign in Lima; and 4) training family planning workers to disseminate AIDS information and promote condom use. An operations research component carefully evaluated each activity. JHU/PCS and the Population Council jointly supported the project.

#### PRINCIPAL FY90 ACTIVITIES

- Seminar for health professionals in Lima organized; due to a doctor's strike, however, the event was ultimately canceled.
- Ongoing operation of the National AIDS Information Center.
- Youth, community and feminist groups produced and distributed 1,000 copies of separate comic books for men and women, developed and pretested in FY89.
- 100,000 copies of the fold-out poster for health workers developed under the project were reprinted with Pan American Health Organization funding.

#### FUTURE DIRECTIONS

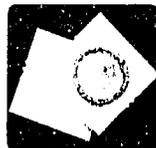
The project's continuation is secure, as the European Economic Community selected it to receive multi-million dollar funding as its sole AIDS-related activity in South America. ■

*El*  
**SIDA**

se puede prevenir:



Fidelidad a  
tu pareja



Uso de  
preservativo

**Table III-1**  
*LATIN AMERICA AND THE CARIBBEAN: Summary of Major Country Activities by Project Output Category*  
*Indicating Fiscal Year of Activity*

COUNTRY	NEEDS ASSESSMENT & PLANNING	COUNTRY PROJECT DEVELOPMENT	COUNTRY PROJECT INITIATION	TECHNICAL ASSISTANCE	WORKSHOPS AND CONFERENCES	PROVISION OF FILMS AND MATERIALS
Regional		84, 87	88	83, 88	83, 88	84-90
APROFAM		86	87	88-90	88, 89	88-90
FFI		84, 88	85, 86, 88, 89	86, 88, 89	89	85, 88, 89
Antigua						89
Argentina						88
Barbados				87		85, 87, 88
Belize						89
Bolivia	83, 89	84, 90	85, 90	89, 90	86, 87	83-90
Brazil						87-89
ABEFP		84, 87	85, 88	88, 89		85-88
BEFAM		85				86-89
PRO-PATER		88	88	88, 89, 90	89	86-90
Caribbean	86*			87	87	86-88
Chile						86, 88, 89
Colombia		84, 86-88	84, 87, 89	88		84-89
Costa Rica		84	84	83, 89		83-89
Dominica						85
Dominican Republic				85	85	83, 85-89
Ecuador		87		83, 85-88, 90	85, 90	83-90
El Salvador		89	90	86, 88-90	90	85-90
Grenada						86
Guatemala						83-89
Haiti	83			84, 85	85	83-89
Honduras	83					86, 88-90
ASHIONPLAFA		83	84	90	84	83-85, 88, 90
IISS		83	84		85, 86	84-86, 89
MOH		83	84			84, 85, 90
Jamaica	85*					83-89
Mexico		87	87			83-89
FEMAP		83	83			83-89
AMIDEM		85, 89	86, 89			
MEXFAM		89, 90	90			
Panama	83			83		83, 84, 88, 89
Paraguay						83-85, 87-89
Peru	83	87	88	83-89		83-89
St. Lucia						86
St. Vincent and the Grenadines						85
Suriname						87-89
Trinidad and Tobago		86-88		88		85, 88
Uruguay						87, 88
Venezuela						86, 88, 89

\* Partial needs assessment

**Table III-2**  
*LATIN AMERICA AND THE CARIBBEAN: Technical Assistance Visits-FY90*

COUNTRY	MONTH/YEAR	PERSONNEL/(AFFILIATION)	DURATION IN WEEKS	DESCRIPTION OF ACTIVITIES
Regional (Guatemala)	Nov 1989	Bankerd (JHU/PCS)	1/2	To meet with local consultant who will develop financial and management information systems and brief him on CREA's needs. Also, to meet with CREA and discuss internal financial plans.
Regional (Guatemala)	Nov 1989	Ross (Consultant) Kumjian (Consultant)	3	To improve CREA's production management and enhance efficiency of operations (LA-GUA-01).
Regional (Guatemala)	Apr 1990	Ross (Consultant) Kumjian (Consultant)	2	To perform maintenance to CREA's equipment, as well as adjustment and second parts replacement. Also, to perform system training for CREA's maintenance personnel.
Regional (Guatemala)	May 1990	Bankerd (JHU/PCS) Payne Merritt (JHU/PCS) Poppe (JHU/PCS)	3	To monitor on-going project activities and to discuss CREA's long-term sustainability and plans for strengthening financial and production management.
Regional (Guatemala)	Jul 1990	Coleman (JHU/PCS)	1/2	To discuss communication strategy development with APROFAM and to review future financial and technical management with CREA.
Regional (Peru)	Oct 1989	Lobo (Consultant)	2	To work with a local marketing research firm in Lima, Peru (Datum) to carry out the second survey for the Communication for Young People II Project (LA-MEX-09).
Bolivia	Oct 1989	Payne Merritt (JHU/PCS)	1	To attend USAID La Paz meeting of collaborating agencies and to discuss future family planning activities.
Bolivia	Feb 1990	Payne Merritt (JHU/PCS) Nickerson (JHU/PCS)	4	To develop reproductive health communication project proposals (CIES and Cruz del Sur), and to meet with CONAPO to follow-up discussion of request for TA. Also, to meet with USAID/La Paz to clarify JHU role in providing TA in communication to local institutions, discuss future IEC activities under new reproductive health program and to ensure timely and coordinated turnover from current buy-in activities to future IEC activities.
Bolivia	Apr 1990	Vigano (Consultant)	2	To work with CIES on developing logo, pretesting and revision of radio spots, and development of print materials. Also, to work with CONAPO to develop magazine and other print materials as well as a multi-year communication strategy.
Bolivia	Jul 1990	Payne Merritt (JHU/PCS) Poppe (JHU/PCS)	3	To assist CIES and CONAPO in materials development and project implementation, as well as to discuss possible replacements for JHU/PCS local consultant. Also, to plan communication skills workshop for local groups involved in the National Reproductive Health project.
Bolivia	Aug 1990	Vigano (Consultant)	2	To work with CIES in analyzing results of radio spots pretest and review final message design. Also, to continue work with CONAPO in designing and producing family planning publications and to develop a multi-year communication strategy.
Ecuador	Jul 1990	Payne Merritt (JHU/PCS) Lawrence (USAID/W)	3	To develop AED communication strategy more fully, and to devise specific implementation plan.
Ecuador	Sep 1990	Payne Merritt (JHU/PCS) Nickerson (JHU/PCS)	4	To carry out implementation of the <i>Reproductive Health Communication: Challenges for the 21st Century</i> workshop. Also, to meet with the family planning associations involved in carrying out the national communication strategy.

Table III-2—continued

COUNTRY	MONTH/YEAR	PERSONNEL/(AFFILIATION)	DURATION IN WEEKS	DESCRIPTION OF ACTIVITIES
El Salvador	Oct 1989	Brambilla (Consultant)	1	To train and supervise data collection in the post evaluation of the National Media Campaign to promote contraceptive use (LA-ELS-01).
El Salvador	Nov 1989	Payne Merritt (JHU/PCS) Krenn (JHU/PCS)	4	To finalize LA-ELS-02 project budget and workplan, identify local resources for project coordination, TOT training and materials development, as well as to begin curriculum development.
El Salvador	Feb 1990	Coleman (JHU/PCS)	2	To redirect and initiate the Motivator's Training project (LA-ELS-02).
El Salvador	Feb 1990	Jara (Consultant)	1	To review preliminary data from evaluation of the National Media Campaign (LA-ELS-01).
El Salvador	Mar 1990	Krenn (JHU/PCS) Nickerson (JHU/PCS)	4	To finalize curriculum for TOT course and workshops for project. Also, to develop and pretest materials, help identify participants for courses and workshops, and to begin logistical preparations for TOT courses.
El Salvador	Apr 1990	Krenn (JHU/PCS) Nickerson (JHU/PCS)	7	To finalize logistics for TOT courses and preparations for workshops. Also, to participate as co-trainers in two TOT courses.
El Salvador	Jul 1990	Coleman (JHU/PCS) Nickerson (JHU/PCS)	3	To monitor the progress of the various project activities as well to observe the training workshops and assist in development of monitoring and follow-up activities under present project. Also, to discuss plans for future JHU/PCS activities in El Salvador.
El Salvador	Aug 1990	Nickerson (JHU/PCS)	2	To observe training workshops carried out under LA-ELS-02 project and develop a systematic monitoring strategy. Also, to discuss future JHU/PCS activities in El Salvador with ADS and SNF.
El Salvador	Sep 1990	Krenn (JHU/PCS)	1	To monitor final activities under LA-ELS-02 project. Also, to develop a follow-up project and to design future collaborative activities with ADS and the National Secretariat for the Family.
Honduras	May 1990	Coleman (JHU/PCS) Lawrence (JHU/PCS)	2	To evaluate ASHONPLAFA's communication strategy.
Mexico	May 1990	Payne Merritt (JHU/PCS) Poppe (JHU/PCS)	3	To meet with MEXFAM to discuss proposal submitted to JHU/PCS, with the new AID representative, and with UNICEF advisor with regard to the Latin America communication workshop.
Mexico	Sep 1990	Poppe (JHU/PCS)	2	To meet with MEXFAM and local research expert, Ruben Jara of IIC, to initiate the research phase of the communication outreach project in Chiapas.

**Table III-3**  
*LATIN AMERICA AND THE CARIBBEAN: Workshops and Conferences—FY90*

COUNTRY	PROJECT NUMBER	DATES	HOST AGENCY	NUMBER OF PARTICIPANTS	DESCRIPTION OF ACTIVITIES
Ecuador	TA	Sep 1990	USAID/ Quito	15	<i>Reproductive Health Communication: Challenges for the 21st Century.</i> Workshop directed to family planning communication specialists from Ecuador to show JHU/PCS modern communication process successfully used in developing projects around the world.
El Salvador	LA-ELS-02	Apr 1990	MAG/ CENCAP	86	<i>Training of Trainers workshop</i> carried out in three 5-day sessions to upgrade technical knowledge of family planning methods and use, as well as training skills among trainers from CENCAP and other institutions.
El Salvador	LA-ELS-02	May 1990 Jun 1990 Jul 1990 Aug 1990 Sep 1990	MAG/ CENCAP	3,910	153 three-day workshops to train rural family planning outreach workers. Training and support materials were provided, and rural workers were prepared to carry out motivational activities on the community level.

**Table III-4**  
**LATIN AMERICA AND THE CARIBBEAN: Materials Developed**  
*CA - 1, FY83 - FY87; CA-2, FY87 - FY90*

REGION/COUNTRY PCS PROJECT NO.	PRINT MATERIALS	AUDIOVISUAL MATERIALS	OTHER
Regional (PCS-FM-01)	1 monograph, 300 copies	1 video-tape	
Regional (LA-MEX-02)	1 poster, 12,800 copies	4 radio spots, 2,900 copies, over 100,000 broadcasts 2 video-tapes, 22 copies 4 TV spots, 22 copies, over 10,000 broadcasts 2 EP songs and 45 rpm record, 12,800 copies	1 press kit, 200 copies 500 keychains 500 rulers 500 erasers 500 ballpoint pens 500 T-shirts
Regional (LA-GUA-01)	1 marketing brochure	7 commercial TV spots 6 TV spots with social messages 16 video productions post prods. (23 social, 8 commercial) 1 TV documentary* 7 educational TV spots* 1 TV spot with social message* 10 TV product commercials* 1 TV production* 2 5-minute videos on ecology & population* 7 preventive health video documentaries*	
Regional (LA-MEX-09)	1 record sleeve 2 posters, 11,500 copies 1 mailer, 2,500 copies	2 radio spots 2 TV spots 2 EP songs: 2 45rpm records, 11,500 copies 2 videos, 25 copies	1 press kit, 700 copies
Bolivia (LA-BOL-01)	4 pamphlets, 128,000 copies 1 calendar, 10,000 copies 1 flipchart, 3,000 copies	12 radio spots (4 each in Spanish, Aymara, and Quechua), 13,000 broadcasts 12 additional radio spots, 13,000 broadcasts 3 audiocassette programs for intercity and interstate buses, 150 copies each	14,000 plastic bags 3,000 keychains 1 monograph 1 research study, 2,000 copies
Brazil (LA-BRA-01)	7 booklets, 70,000 copies 1 brochure, 10,000 copies 2 posters, 5,000 each 1 manual for promoters, 4,000 copies 1 flipchart, 3,000 copies		
Brazil (LA-BRA-02)	1 manual, 2,000 copies	1 slide set, 190 copies	
Brazil (LA-BRA-03)	1 flyer, 5,000 copies 1 pamphlet: 110,000 copies (direct mail) 20,000 copies (general distrib)* 1 ad in 7 magazine issues*	1 radio spot, 154 broadcasts 1 TV spot, 133 broadcasts	57 press releases* 1 electronic billboard production 4,590 viewings*
Colombia (LA-COL-01)		4 radio spots, 3,300 broadcasts	Point of purchase materials: 1 shelf talker, 800 copies 1 exhibitor, 185 copies 1 placard, 800 copies

\* Materials developed during FY90 under CA-2

Table III-4—continued

REGION/COUNTRY PCS PROJECT NO.	PRINT MATERIALS	AUDIOVISUAL MATERIALS	OTHER
Colombia (LA-COL-03)	3 pamphlets, 20,500 copies 2 posters, 5,000 copies	4 radio spots, 49,606 broadcasts	4 stickers, 7,000 copies 1 mobile, 2,500 copies 1 T-shirt, 3,000 copies
Costa Rica (LA-COS-01)	4 booklets, 20,000 copies	400 radio programs, 1,144 broadcasts	
El Salvador (LA-ELS-03)	1 flipchart, 4,160 copies* 1 reference guide 4,160 copies* 1 bag, 4,160 copies* 1 reference card, 700,000 copies* 1 curriculum, 100 copies*		
Honduras (LA-HON-01)	1 poster, 5,000 copies 2 comic books, 80,000 copies	2 radio spots, 30,000 broadcasts 8 microprograms (radio)	
Honduras (LA-HON-02)	3 pamphlets, 250,000 copies		
Honduras (LA-HON-03)	2 pamphlets, 10,000 copies 2 manuals, 2,000 copies 2 poster versions, 35,000 copies 1 flipchart, 110 copies	516 radio spots, 90,000 broadcasts	
Mexico (LA-MEX-01)	1 flyer, 15,000 copies 8 booklets, 1,760,000 copies 1 poster, 1,500 copies	42 radio spots, 40,000 broadcasts 3 radio programs	1 referral card, 12,000 copies
Mexico (LA-MEX-07)			3 comic book prototypes 5 comic book story lines
Mexico (PIACT-8)	1 booklet, 3,000 copies		
Mexico (LA-MEX-11)			5 comic book prototypes 7 comic book synopses
Mexico (LA-MEX-12)	1 manual, 500 copies		
Peru (LA-PER-01)	1 pamphlet/poster for health workers, 1,000 copies 1 pamphlet, 9,000 copies 2 comic books, 3,000 each	3 TV spots on AIDS, 689 broadcasts 2 radio spots, 3,408 broadcasts 1 slide set for use in cinemas, 4,158 showings	19 press releases, 140 copies ea. 20 newspaper articles 1 T-shirt, 200 copies 1 sticker, 5,000 copies 1,000 information kits, each with 1 pamphlet, 1 poster, and 2 MOH AIDS brochures 7 press releases, 140 copies 12 newspaper articles, 200,000 copies

\* Materials developed during FY90 under CA-2



Swapner Shuru: A commercially released film promotes family planning and immunization in Bangladesh.

## Asia

In many Asian countries, family planning programs have become well-established over the years. Fertility rates vary widely between countries, however, ranging from some of the lowest in the world to some of the highest. Maintaining current users while attracting new and harder to reach audiences are the major challenges in Asia. PCS seeks to meet these challenges by helping to design IEC interventions that are both innovative and focused for specific audience segments. Even established family planning programs increasingly recognize the value of incorporating high-quality communication components in all projects and service delivery systems.

JHU/PCS has implemented and carefully evaluated a variety of programs in Asia which have achieved and surpassed the stated objectives. In the Philippines, especially, the range of projects demonstrates that careful pretesting and planning can achieve results from a wide variety of IEC interventions ranging from music videos and television dramas to print materials and training.

JHU/PCS continues to address specific audience segments with carefully tailored and tested messages designed to encourage participation of selected groups in family planning programs, to promote informed choice from among a wide range of methods, and to encourage child spacing to

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raise child survival rates. In producing well-segmented, consumer-oriented programs and materials, PCS is able to utilize the commercial sector and private voluntary organizations to promote and generate demand for family planning through cost-effective programs.

#### **BANGLADESH**

This major five-year project continues to be the largest JHU/PCS involvement in Asia. The JHU/PCS Country Representative and his staff in Dhaka are providing technical assistance to the MOH as well as developing a project in Trishal upazila where messages and communication interventions will be tested and refined for nationwide expansion. JHU/PCS sponsored and conducted a successful and very timely Interpersonal Communication Skills Training of Trainers workshop in Comilla for government and non-governmental officials where participatory exercises in training and counseling techniques were demonstrated. Other activities included production of a serial consisting of two 22-minute films on delayed first birth and immunization for distribution through mobile vans and eventually in cinema halls.

#### **PHILIPPINES**

Five projects are well underway and another five just completed. JHU/PCS provided technical assistance to the DOH/Family Planning Service (FPS) as well as to the Philippine Non-Governmental Organization Council (PNGOC). At USAID and GOP request, JHU/PCS will (in FY91) place a Resident IEC Advisor in the Philippines to provide technical assistance to both the public and private family planning organizations.

#### **PAKISTAN**

Project development visits to Pakistan resulted in a buy-in for a 15-month IEC plan. JHU/PCS will provide technical assistance to launch a major media campaign designed to promote awareness of family planning methods and availability of services in Pakistan. A pre-campaign conference for opinion leaders will be held in December 1990.

#### **INDIA**

A JHU/PCS consultant provided technical assistance to the Ministry of Health and Family Welfare by conducting an extensive assessment of the training project in four states in Northern India.

#### **NEPAL**

A JHU/PCS team visited Nepal to conduct an IEC needs assessment and plan for USAID and GON. Activities planned for the upcoming year include testing and revision of a field workers manual and an IEC workshop for District Health Officers which will result in IEC plans for the District level.

#### **INDONESIA**

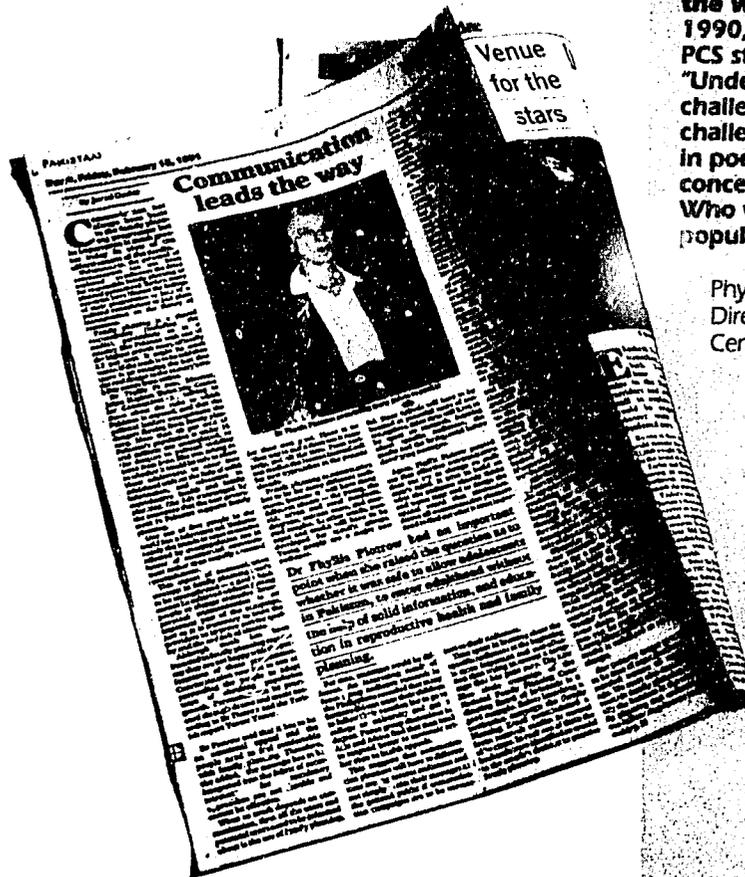
JHU/PCS continued to provide technical assistance to the ground-breaking *Blue Circle* campaign whose communication strategy was developed with technical assistance from JHU/PCS. The campaign was designed to move family planning acceptors from public to private services. The tremendous impact of the Blue Circle logo has resulted in the marketing of Blue Circle brand contraceptives which emphasize the quality already associated with the service delivery portion of the original campaign.

JHU/PCS is looking forward to placing a Resident IEC Advisor in the Philippines who will continue to implement ongoing projects and will work closely with the Department of Health and NGOs. This position will be held by Patrick Coleman, PCS Project Director from 1986 to November 1990. Together, they will develop IEC materials and new IEC projects and organize and hold the first Enter-Educate Conference in Manila. In Bangladesh the design and implementation of test IEC interventions in the upazilas (districts) as well as continued support for the government's programs will be the major challenge. Next year's activities will also include a high-level seminar on the key role of IEC for opinion leaders in Pakistan; consideration of a film on population and the environment in Indonesia; a communication planning workshop and long range IEC planning in Nepal; and implementation of new IEC projects in India.

As requests for JHU/PCS assistance and

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expertise in the countries of Asia increase, JHU/PCS will continue to respond in creative and innovative ways designed both to push forward the frontiers of IEC knowledge and practice and to share the lessons learned in projects which achieve desired results. ■

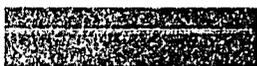


### POETRY AND FAMILY PLANNING

Family planning has its posters, brochures, flip charts, and handbooks. Now, thanks to PCS, it even has popular songs, dances, comedy TV spots, and soap operas. But where is the poetry about population? Where are the poets who can capture in words the emotional impact of population growth, high fertility, and the benefits of family planning?

One poet now working in family planning is Rashid Khan Ghauri, Joint Secretary of Pakistan's Ministry of Population Welfare. During the workshop **Communication Leads the Way** in Lahore in the Fall of 1990, Mr. Ghauri shared with JHU/PCS staff his published poem, "Under the Nuclear Tree." He challenged PCS staff and we challenged him in return to express in poetry some of our common concerns. The challenge still stands. Who will be the first poet of population and family planning?

Phyllis T. Piotrow  
Director  
Center for Communication Programs



## BANGLADESH In-Country Office

Technical Assistance

### PROJECT OBJECTIVES

To integrate child survival and child spacing programs, mobilize community participation, improve the performance of health workers through training and IEC support materials, and create attractive, new messages for specific audiences in an effort to improve the overall family planning/maternal and child health program in Bangladesh.

### SPECIAL FEATURES

This project will test innovative strategies, materials and messages in test project sites and replicate those which are successful on a nationwide basis.

### PRINCIPAL FY90 ACTIVITIES

- Assisted the Ministry of Health Family and Planning Wing's Information Education and Motivation (IEM) Unit in planning and conducting a successful Interpersonal Communication Skills workshop held in Comilla.
- Completed a major baseline and network analysis survey in Trishal upazila, or sub-district.
- Produced and distributed audio cassettes with twelve folksongs for distribution on upcountry buses and trains.
- Reprinted a Family Planning and Islam booklet for religious leaders.
- Produced stickers for Population Day.
- Held a series of lectures for the government, NGO and donor community on IEC and family planning.
- Produced a total of seven radio spots for national broadcast.
- Produced five television spots which are being aired on national TV.
- Conducted an evaluation of the National Folksinging Program.
- Revised the design, format and target audience of the IEM newsletter *Parikrama*.
- Followed up on ongoing studies with various agencies.
- Established field office in Trishal upazila and hired key professional staff to manage the project at the field level.

### FUTURE DIRECTIONS

The project is moving into the field in Trishal upazila to begin testing new IEC and training strategies. Successful interventions will be refined and implemented in other key upazilas. At the national level, the project will air radio and television spots and programs. It will also organize and implement workshops and symposia designed to raise the levels of knowledge, awareness and practice of the processes and principles of communication among key government and NGO practitioners in the field of IEC FP and MCH programs.

### FY90 IN-COUNTRY TECHNICAL ASSISTANCE

Principal Investigator Phyllis T. Piotrow, Project Director Patrick Coleman, Financial Manager Paul Bankerd, Senior Research Officer D. Lawrence Kincaid, Asia/Near East Chief Sung Hee Yun, Senior Program Officer Edson E. Whitney, Bob Porter of Porter/Novelli, and John Riber of Development Through Self-Reliance, Inc. provided a total of 24 person-weeks of technical assistance. ■



**BANGLADESH**  
**National Folksinging Program**  
Country Project AS-BAN-01

**PROJECT GRANTEE**

Ministry of Health and Family Planning/Bangladesh

**PROJECT DURATION**

April 1, 1989-December 31, 1990

**PROJECT BUDGET**

\$164,683

**PROJECT OBJECTIVES**

To revitalize the National Folksinging Program, which disseminates messages on family planning and maternal and child health, and to set up an effective monitoring and payment system within the Information Education and Motivation (IEM) Unit in the Ministry of Health to track the activities of the folksinging teams nationwide.

**PRINCIPAL FY90 ACTIVITIES**

- Monitoring of the folksinging program continued, showing that folksinging teams made 10 performances per month; the number of teams has grown from 89 at the beginning of the program to a total of 120.
- An evaluation of the NFSP project was designed and planned by JHU/PCS subcontractor Bob Porter of Porter/Novelli and conducted by the Bangladesh Unnayan Parishad, a non-government research organization. The focus of the evaluation was on the NFSP management system. Final evaluations and recommendations of the program will be made by October 30, 1990.

**FUTURE DIRECTIONS**

The future course of the program will be determined on the basis of recommendations generated by the evaluation.

**FY90 IN-COUNTRY TECHNICAL ASSISTANCE**

Country Representative Max Senior and his staff provided technical assistance. JHU/PCS subcontractor Bob Porter of Porter/Novelli provided four person-weeks of technical assistance. ■



**BANGLADESH**  
**National Family Planning Communication Program Support**  
 Country Project AS-BAN-02

**PROJECT GRANTEE**

Ministry of Health and Family Planning/Information Education Motivation (IEM) Unit

**PROJECT DURATION**

August 1, 1989 - July 31, 1990

**PROJECT BUDGET**

\$103,550

No funds were disbursed for this project

**PROJECT OBJECTIVES**

To strengthen the institutional capabilities of the IEM Unit by training key staff in specific communication skills and to improve the level of motivation and knowledge among field workers by providing print and mass media materials as support.

**PRINCIPAL FY90 ACTIVITIES**

- The project was canceled because the subagreement document was not signed by MOH. The letter of termination is in progress.
- Many of the activities proposed under the subagreement have proceeded on an individual basis, funded out of the JHU/PCS Bangladesh Project imprest fund. Among the family planning program support materials produced are booklets, posters, stickers, cassette tapes, and radio shows. ■



**BANGLADESH**  
**Visual Literacy Study**  
 Country Project AS-BAN-03

**PROJECT GRANTEE**

Program for the Introduction and Adaptation of Contraceptive Technology/Bangladesh

**PROJECT DURATION**

February 9, 1988 - March 31, 1989

**PROJECT BUDGET**

\$4,225

**PROJECT OBJECTIVES**

To conduct a visual literacy study to determine Bangladeshi reactions to and interpretations of drawings, photographs, and a combination of drawings and photographs in color and black and white. The purpose is to obtain information upon which to draw when developing new materials.

**KEY FINDINGS**

- Color materials are preferred over black and white although both are comprehended equally.
- Drawings and photographs, when well done, are comprehended equally.
- It is helpful to provide an arrow or marker to indicate the beginning point for a sequence of drawings or pictures.

**PRINCIPAL FY90 ACTIVITIES**

Complete pending JHU/PCS closeout. ■



**BANGLADESH**  
**Communication Test Project Rapid Upazila Assessment**  
 Country Project AS-BAN-04

**PROJECT GRANTEE**

Associates for Community and Population Research

**PROJECT DURATION**

April 19, 1989 - May 15, 1989

**PROJECT BUDGET**

\$4,578

**PROJECT OBJECTIVES**

To collect data to guide the selection of two upazilas for this communication test project (one treatment and one control) from an area having a relatively high level of contraceptive prevalence.

**RESULTS**

Trishal upazila was chosen as the test upazila due to characteristics such as its easy access to Dhaka, its relatively high contraceptive prevalence levels, and its having a high number of the outreach workers in place. The control upazila is Gaffargaon upazila.

**PRINCIPAL FY90 ACTIVITIES**

Complete pending JHU PCS closeout. ■



**BANGLADESH**  
**Adfilm**  
 Country Project AS-BAN-05

**PROJECT GRANTEE**

Adfilm

**PROJECT DURATION**

December 1, 1989 - June 30, 1990

**PROJECT BUDGET**

\$27,458

**PROJECT OBJECTIVES**

To produce a motivational film serial of two 22-minute episodes on the subject of FP and child survival to be shown in cinema halls and in mobile tour units.

**PRINCIPAL FY90 ACTIVITIES**

The two dramatic serials were completed, using popular Bangladeshi actors and musicians. Prior to its release the film was reviewed positively by JSI, the Director of IEM, the Director General, and the USAID EPI group.

**FUTURE ACTIVITIES**

The film will be distributed. JSI subcontractor Cambridge Consulting Corporation will produce a 16-millimeter version of the film for distribution in mobile vans; JHU/PCS will oversee the distribution to cinema halls.

**FY90 IN-COUNTRY TECHNICAL ASSISTANCE**

Technical assistance was provided by Bangladesh Country Representative Maxwell Senior and his staff. In addition, one week of technical assistance in script development was provided by John Riber of Development Through Self-Reliance (DSR). ■



**BANGLADESH**  
**Development of Field Worker's Motivational Guide**  
Country Project AS-BAN-06

**PROJECT GRANTEE**

PIACT/Bangladesh

**PROJECT DURATION**

May 1, 1990 - October 31, 1990

**PROJECT BUDGET**

\$7,461

**PROJECT OBJECTIVES**

The purpose of this project is to develop a field workers' motivational guide (FWMG) to complement the guide currently in use. Objectives for this guide:

- To raise the level of knowledge and information of the field workers about FP/MCH.
- To improve FW skills and competence to identify priority target audiences and segment them by their needs.
- To improve FW motivational skills to effectively influence the decision-making process of the target audience and induce them to accept FP.
- To provide trainers of FP/MCH service-providers with the means to teach improved motivational skills in an organized and useful format, suitable for immediate application during skills-building workshops and refresher training.

**PRINCIPAL FY90 ACTIVITIES**

JHU/PCS hired five temporary interviewers to collect field data. An interviewer orientation was conducted by PIACT/B and the FGD guidelines and interview questionnaires were field tested.

**FUTURE ACTIVITIES**

Development and pretesting of messages for field workers and completion of the field guide.

**FY90 IN-COUNTRY TECHNICAL ASSISTANCE**

Technical assistance was provided by Bangladesh Country Representative Maxwell Senior and his staff. ■



## **BANGLADESH**

### **Upazila Baseline Survey**

Country Project AS-BAN-07

#### **PROJECT GRANTEE**

Mitra and Associates

#### **PROJECT DURATION**

May 1, 1990 - October 31, 1990

#### **PROJECT BUDGET**

\$15,647

#### **PROJECT OBJECTIVES**

Mitra and Associates will undertake a baseline study from among 24 village hamlets, or *paras*, in the Trishal Upazila. The objectives of the study are:

- To obtain population-based estimates of contraceptive prevalence rate (CPR) in order to cross check the official couples registration data.
- To measure community communication patterns and identify local opinion leaders who might serve to mobilize support for FP/MCH services and improve the efficiency of local field workers.
- To serve as a baseline for subsequent assessments of the impact of various communication IEC interventions.

#### **PRINCIPAL FY90 ACTIVITIES**

JHU/PCS designed a specialized research protocol to measure community communication patterns. Field interviews, data entry and coding have been completed successfully for the 24 *paras*. Analysis of male and female communication networks has been completed.

#### **FUTURE ACTIVITIES**

The study will be completed by the project end date. Findings will be put to immediate use in the development of upazila-based IEC interventions.

#### **FY90 IN-COUNTRY TECHNICAL ASSISTANCE**

Technical assistance was provided by Bangladesh Country Representative Maxwell Senior and his staff. In addition, JHU/PCS Senior Research Officer D. Lawrence Kincaid provided two person-weeks of technical assistance. ■





**BANGLADESH  
ACNABIN**

Country Project (Sub-Contract)

**PROJECT GRANTEE**

ACNABIN and Company

**PROJECT DURATION**

April 30, 1989 - May 31, 1990

**PROJECT BUDGET**

\$6,540

**PROJECT OBJECTIVES**

Design accounting system for use by the IEM Unit of the MOH/FP. The system will be used to monitor and account for funds provided to the IEM Unit by USAID both through direct grants and through subgrants from JHU.

**PRINCIPAL FY90 ACTIVITIES**

Development of a successful accounting system to track JHU PCS and USAID funding transactions with MOH/FP.

**FUTURE ACTIVITIES**

Preparation of an accounting manual for the IEM Unit.

**FY90 IN-COUNTRY TECHNICAL ASSISTANCE**

Technical assistance was provided by Bangladesh Country Representative Maxwell Senior and his staff. In addition, JHU PCS Financial Manager Paul Bankerd provided technical assistance in-country for two person-weeks. ■



## INDIA

### Technical Assistance

#### OBJECTIVE

To provide assistance to India on population and family planning activities.

#### PRINCIPAL FY90 ACTIVITIES

At the request of the Ministry of Health and Family Welfare (MOHFW), a JHU PCS consultant conducted an assessment of the IEC Training Project in four Hindi-speaking states in North India. The MOHFW was in general agreement with the assessment findings, which may provide the basis for constructive program revisions in the future.

#### FUTURE DIRECTIONS

USAID New Delhi has outlined a series of information, education, and communication (IEC) activities for the Family Planning Marketing and Communications project which it has submitted for MOHFW review. Following MOHFW concurrence, JHU PCS will visit the Mission to finalize plans on the IEC activities it will conduct under the existing Mission buy-in.

#### FY90 IN-COUNTRY TECHNICAL ASSISTANCE

JHU PCS Consultant Dr. Gadde Narayana provided technical assistance in India for a total of six person-weeks. ■



## INDONESIA

### Technical Assistance

#### OBJECTIVE

To provide assistance to the National Family Planning Coordinating Board (BKKBN) of Indonesia in a campaign designed to encourage clients to seek family planning services in the private sector rather than the public sector.

#### PRINCIPAL FY90 ACTIVITIES

Review of progress on the Blue Circle campaign, which was designed to move the urban population from public to private services.

- Analysis of the results of a large omnibus survey evaluating the project indicated gains in awareness of the Blue Circle logo and the use of Blue Circle service outlets.
- Evaluation of the acceptance of campaign kits in 16 year-three cities was followed by refinement and development of additional kit components.
- Review of site visit reports of local Blue Circle campaigns, which showed an overall success in their implementation in most cities reviewed.

#### FUTURE DIRECTIONS

To complete activities planned for year-two, the LiBi program was extended for three months at no cost. The BKKBN plans to conduct a nationwide implementation of the LiBi program into 301 cities.

#### FY90 IN-COUNTRY TECHNICAL ASSISTANCE

Subcontractor Gary Saffitz provided two person-weeks of technical assistance in Indonesia. ■



## NEPAL

Needs Assessment, Technical Assistance Training, & Country Project AS-NEP-04

### OBJECTIVES

(1) To provide an assessment of short-term IEC needs of the FP/MCH programs with particular attention to the Central Region; (2) to train FP/MCH program planners in IEC development and follow-up field consultations in order to assist in developing a long-term (5-year) IEC strategy for the proposed USAID FP Project (1990-1995); and (3) to improve the quality of FP content in the Community Health Volunteers' (CHV) Training Manual to be used by the Public Health Division (PHD) of the Ministry of Health.

### PRINCIPAL FY90 ACTIVITIES

JHU/PCS staff and consultants conducted an assessment of the government of Nepal's IEC Program in support of the FP/MCH program at the national, regional, district, and community levels. The team visited four "institutionalized" districts of the Central Region, recommending an IEC strategy which, in the short term, included revision of existing IEC materials, training in communication skills, and production of new messages and materials through a message development workshop. Technical assistance was offered in both of these areas.

- *IEC Materials:* JHU/PCS consultants provided recommendations for the revision of a CHV Manual for non-literates, four methods booklets, and a flipchart. A Mission-convened task force approved the recommendations and JHU/PCS drew up a contract for IEC materials revision with the Nepal Studies Center, a local IEC development firm.
- *Training Workshop:* JHU/PCS staff and consultants planned an IEC workshop to provide training in basic communication skills as well as applied experience in the production of new messages and materials for the MOH program. The workshop is planned for November, 1990. It will be followed up by one week of field consultations among participants from the Central Region.

### FUTURE DIRECTIONS

An output of the November IEC Workshop and follow-up field consultations will be the development of a long-term IEC plan for the forthcoming USAID/MOH Project (1990-95).

### FY90 IN-COUNTRY TECHNICAL ASSISTANCE

JHU/PCS Asia Near East Chief Sung Hee Yun, Program Officer Ron Hess, AED Director of Population Mark Lediard, PATH Program Officer Scott Wittet, and Consultant Ava Shrestha provided 12 person-weeks of in-country technical assistance. ■



## NEPAL

The above technical assistance was provided in part through this country project: AS-NEP-04

### PROJECT GRANTEE

Nepal Studies Center (NSC)

### PROJECT DURATION

July 18, 1990 - July 14, 1991

### PROJECT BUDGET

\$19,442

### PRINCIPAL FY90 ACTIVITIES

The NSC is responsible for revising, pretesting, and reproducing the MOH IEC materials discussed above, including the CHV Manual, the methods brochures, and flipchart. ■



## PAKISTAN

Technical Assistance & Country Project AS-PAK-01

### OBJECTIVE

To assist the Ministry of Population Welfare (MPW) and USAID Islamabad in the formulation of a family planning communication strategy including:

- additional qualitative research;
- selective use of mass media, and its linkage to interpersonal communication; and
- linkage with services and use of Non-Governmental Organizations (NGOs)

### PRINCIPAL FY90 ACTIVITIES

- Technical assistance to review the current status of the national Population Welfare Communication Project and to develop a five-year FP/IEC strategy for the forthcoming USAID/MPW national family planning project.
- Through a Mission buy-in effective in August, JHU/PCS is conducting a 15-month program to develop a research-based mass media campaign to demonstrate the systematic implementation and evaluation of an IEC intervention. Activities have begun on this program and include two qualitative audience studies for message development, one using socio-anthropological case studies, and the other using focus group discussions and in-depth interviews.

### FUTURE DIRECTIONS

Future activities under the 15-month Population Welfare Mass Media Campaign include:

- A National Symposium focusing on the role of family planning IEC internationally and in Pakistan's future, addressed to health/family planning and media professionals from the government, NGO and private sectors.
- A multi-episode TV Social Drama shaped by key research findings to motivate audiences to adopt family planning.
- An Advertising Campaign making strategic use of TV Spots, radio spots, and field-based print materials to support messages presented in the social drama.
- A baseline, mid-term, and final evaluation of the campaign to assess its impact.

Further technical assistance will be offered to plan the 5-year national Population Welfare Program exploring new mechanisms to link the government, NGO, and private sectors on the national and local levels. The goals of the proposed program are to generate demand for family planning services, increase the quality of field worker communication skills and IEC support materials, and increase interagency program coordination.

### FY90 IN-COUNTRY TECHNICAL ASSISTANCE

JHU/PCS Chief of Asia/Near East Dr. Sung Hee Yun, Senior Program Officer Moneef M. Bouhafa, Program Officer Ron Hess, and socio-anthropological consultant Petri Blinkhoff provided 12 person-weeks of technical assistance.

### VISITORS

Ministry of Health, Health Education Advisor Sattar Chowdhury, UNICEF Senior Program Planning Officer Steven Allen, UNICEF Information/Communication Officer Naseem-ur Rahman, and Chairman, Punjab University Department of Mass Communication Miskeen Ali Hijazi visited the Center of Communication Programs for the 1990 Advances in Health Communication Workshop. ■

**PAKISTAN**

The technical assistance described on page 77 was provided in part through country project AS-PAK-01

**PROJECT GRANTEE**

Domestic Research Bureau (DRB)

**PROJECT DURATION**

August 15, 1990 - November 15, 1991

**PROJECT BUDGET**

\$10,000

**PRINCIPAL FY90 ACTIVITIES**

DRB is responsible for conducting focus groups and in-depth interviews among middle to lower-middle income men and women, service providers, and family/community influentials to investigate family planning decision-making and the causes for the comparatively large (59%) "unmet demand" in Pakistan. ■





## PHILIPPINES

### Using Male Motivators to Generate Demand for Family Planning in a Male Farmer Organization

Country Project AS-PHI-01

#### PROJECT GRANTEE

Population Center Foundation (PCF)

#### PROJECT DURATION

July 1, 1987 - September 30, 1990

#### PROJECT BUDGET

\$131,035

#### PROJECT OBJECTIVES

To develop the capability of the Agrarian Reform Beneficiaries Association (ARBA), a male farmer organization, to establish a community-based program that involves men in family planning by training male farmer leaders to motivate their peers.

#### SPECIAL FEATURES

This project has received support from local organizations which have agreed to continue to support the project beyond its projected completion date.

#### PRINCIPAL FY90 ACTIVITIES

- Conducted case studies on the most successful and active FLMs to document their work styles and attitudes to determine why they were successful.
- Held final recognition congress to give awards to the highest performing FLMs.
- Tabulated and analyzed final data.

#### FY90 IN-COUNTRY TECHNICAL ASSISTANCE

JHU/PCS Project Director Patrick L. Coleman, Deputy Project Director José G. Rimon II, Senior Research Officer D. Lawrence Kincaid, and Senior Program Officer Edson E. Whitney provided a total of two person-weeks of technical assistance. ■





## **PHILIPPINES** **A Multi-Media Campaign for Young People**

Country Project AS-PHI-02

### **PROJECT GRANTEE**

Population Center Foundation (PCF)

### **PROJECT DURATION**

June 1, 1987 - July 31, 1990

### **PROJECT BUDGET**

\$363,216.00

### **PROJECT OBJECTIVES**

To raise the level of awareness of young people about responsible sexual behavior through songs and videos using popular young singers as role models.

### **SPECIAL FEATURES**

The project is supported by a hotline that refers callers to clinics and counselling centers. Major corporations and television stations have donated prime time commercial spots and airtime as well as other in-kind contributions to the project which total more than \$1.4 million. Lea Salonga's TV appearances and selection to play the lead role in the London production of "Miss Saigón" and placement of ads on an electronic bulletin board in a prime location in Metro Manila have provided additional free publicity for the project.

### **PRINCIPAL FY90 ACTIVITIES**

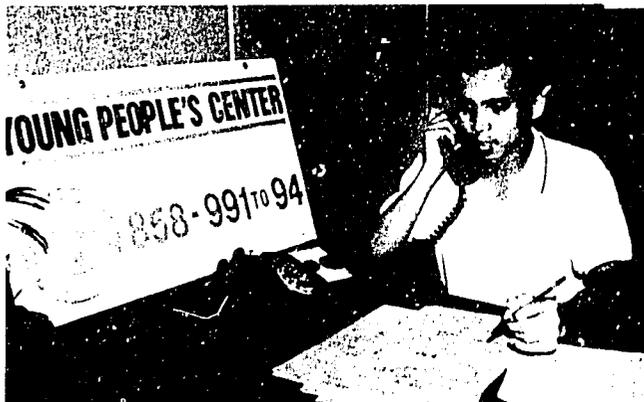
- Held monthly case management meetings with resource facilitators to help telephone counsellors improve their skills in dealing with difficult cases.
- Newspaper articles and television interviews continued to discuss the project and the hotline.

### **FUTURE DIRECTIONS**

The hotline service will continue for another eleven months with funds provided by the Philippine Long Distance Telephone Company. Dial-a-Friend has taken on a "life of its own" and become a household word in Manila. The main source of referral is now by word-of-mouth through friends.

### **FY90 IN-COUNTRY TECHNICAL ASSISTANCE**

JHU/PCS Project Director Patrick L. Coleman, Deputy Project Director José G. Rimón II, Senior Research Officer D. Lawrence Kincaid, and Senior Program Officer Edson E. Whitney provided a total of one person-week of technical assistance. ■





## PHILIPPINES

### A Responsible Parenthood Program for the Industrial Sector

Country Project AS-PHI-03

#### PROJECT GRANTEE

Population Center Foundation (PCF)

#### PROJECT DURATION

September 1, 1987 - August 31, 1990

#### PROJECT BUDGET

\$ 65,363 - JHU/PCS

165,178 - Enterprise Program

145,245 - Companies

\$375,786 Total

#### PROJECT OBJECTIVES

To institutionalize responsible parenthood as a way of life among employees of at least 20 manufacturing and service firms in the Metro Manila area by establishing in-plant family planning services that will be models for other industrial programs. The project also seeks active support from national and company labor union leaders in promoting the in-plant programs among the union members.

#### SPECIAL FEATURES

JHU/PCS is supporting the IEC component of this project; the Enterprise Program is funding service delivery. The project is designed to be self-sustaining as the manufacturers absorb an increasing percentage of the costs over the life of the project.

#### PRINCIPAL FY90 ACTIVITIES

- Training of clinic nurses continued;
- Meetings were held with company managers to enlist their continuing cooperation and support for the project;
- A recognition meeting was held for the in-plant volunteers and company managers;
- Final data was collected and a cost benefit analysis done of selected companies.

#### FUTURE DIRECTIONS

Some companies have completely absorbed the cost of sustaining the program beyond the end of the JHU-funded project and some are interested in the package offered by PCF to provide training and seminars in the companies for a nominal fee.

#### FY90 IN-COUNTRY TECHNICAL ASSISTANCE

JHU/PCS Project Director Patrick L. Coleman, Deputy Project Director José G. Rimon II, Senior Research Officer D. Lawrence Kincaid, and Senior Program Officer Edson E. Whitney provided a total of one person-week of technical assistance. ■





**PHILIPPINES**  
**Increasing FP Acceptance and Use Through Improved IEC Strategies**

Country Project AS-PHI-04

**PROJECT GRANTEE**

Family Planning Organization of the Philippines (FPOP)

**PROJECT DURATION**

April 1, 1988 - July 30, 1990

**PROJECT BUDGET**

\$50,000

**PROJECT OBJECTIVES**

To strengthen the IEC capabilities of the Cebu Chapter of the Family Planning Organization of the Philippines and to use mass media and interpersonal communication to increase awareness of family planning, available methods, and clinic locations. The project also seeks to increase the contraceptive prevalence rate in the project area.

**SPECIAL FEATURES**

The project features well-known media personalities assisting in the campaign promotion through feature stories on TV, radio and in newspapers.

**PRINCIPAL FY90 ACTIVITIES**

- Continued full-scale radio, TV, movie theater, and print campaign.
- Produced a video drama promoting family planning practice.
- Held monthly consultative meetings with media representatives which resulted in numerous quiz and population information portions on radio programs at no cost to the project.
- Organized and involved barangay (village) captains and local officials in disseminating posters in the communities.
- Conducted post-campaign survey which showed significant increases in contraceptive clients in both project and government clinics. Data confirming a 291% increase is expected as of the writing of this report.

**FY90 IN-COUNTRY TECHNICAL ASSISTANCE**

JHU/PCS Project Director Patrick L. Coleman, Deputy Project Director José G. Rimón II, Senior Program Officer Edson E. Whitney, and Senior Research Officer D. Lawrence Kincaid provided a total of two person-weeks of technical assistance. ■

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**SEX  
SECRETS**



May tama at  
maling paraan.  
Alin ang sa iyo?

MAGSADYA SA HIJABI CLINIC AT ALAMIN.

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**PHILIPPINES**  
**AMEC Population Communication Project**  
 Country Project AS-PHI-05

**PROJECT GRANTEE**

Ago Medical and Educational Center (AMEC)

**PROJECT DURATION**

March 1, 1988 - August 31, 1990

**PROJECT BUDGET**

\$50,000

**PROJECT OBJECTIVES**

To develop and implement an integrated IEC campaign through the Ago Medical and Educational Center (AMEC) using existing "stambayans" or local "hangouts" as focal points for motivational activities to increase the number of acceptors of modern family planning methods. AMEC is an established medical and educational center with a radio station as well as outreach and mobile clinics.

**SPECIAL FEATURES**

The campaign is designed to make use of indigenous gathering places, called stambayans, as the focal point for information dissemination, mobile clinics and dramatic performances with family planning themes.

**PRINCIPAL FY90 ACTIVITIES**

- Radio variety show continued to be broadcast.
- Drama team performed three different plays in each of the stambayans.
- Medical teams continued to receive an overwhelming response to their visits to the stambayans.
- Radio spots aired on AMEC station and local commercial radio stations.
- Mothers classes began in high-treatment barangays.
- Post-campaign survey was conducted.

**FY90 IN-COUNTRY TECHNICAL ASSISTANCE**

JHU/PCS Senior Program Officer Edson E. Whitney and Senior Research Officer D. Lawrence Kincaid provided a total of one person-week of technical assistance. ■





**PHILIPPINES**  
**Project Heartline**  
 Country Project AS-PHI-06

**PROJECT GRANTEE**

Population Center Foundation (PCF)

**PROJECT DURATION**

April 1, 1990 - March 31, 1991

**PROJECT BUDGET**

\$70,000

**PROJECT OBJECTIVES**

To raise the level of awareness of young people and their parents in the Philippines regarding responsible sexual behavior and other issues confronting youth. This will be done through a series of three prime time television specials which also aim at increasing the level of discussion of these issues among parents and their children and among peers.

**SPECIAL FEATURES**

The TV specials feature well-known personalities and the scripts draw on actual problems recorded from the Dial-a-Friend hotlines. The shows also feature Dial-a-Friend ads to continue to publicize the hotlines.

**PRINCIPAL FY90 ACTIVITIES**

- The first special was produced and received one of the highest national ratings for that week.
- A survey conducted following the program showed that the intended audience liked and understood the message of the program.
- A theme song for the specials was composed and lyrics written by top Filipino talent.

**FUTURE DIRECTIONS**

The producer and talent for the second special are in place and the scripting completed.

**FY90 IN-COUNTRY TECHNICAL ASSISTANCE**

JHU/PCS Project Director Patrick L. Coleman, Deputy Project Director José G. Rimon II, Senior Program Officer Edson E. Whitney and Senior Research Officer D. Lawrence Kincaid provided a total of three person-weeks of technical assistance. ■



Press clippings  
 about Heartline.

**PHILIPPINES****IEC for Postpartum Family Planning and Breastfeeding Program**

Country Project AS-PHI-07

**PROJECT GRANTEE**

Jose Fabella Memorial Hospital (JFMH)

**PROJECT DURATION**

May 1, 1990 - April 31, 1991

**PROJECT BUDGET**

\$52,500

**PROJECT OBJECTIVES**

This project seeks to strengthen the already successful family planning and breastfeeding program at JFMH by providing training for staff in interpersonal communication and counseling skills, IEC materials, and a breastfeeding video for clients. It will also document the program of the hospital in order to promote the setting up of similar programs by other hospitals in the Philippines.

**SPECIAL FEATURES**

A video will be produced to document the JFMH postpartum program which includes promotion of breastfeeding and family planning counseling. Hospitals wishing to set up a similar program will be able to purchase IEC materials produced under this project.

**PRINCIPAL FY90 ACTIVITIES**

Contracts for the production of the various IEC materials have been set up and the training design finalized.

**FUTURE DIRECTIONS**

Trainings of hospital nurses and outreach workers will be conducted in October and November, 1990.

**FY90 IN-COUNTRY TECHNICAL ASSISTANCE**

JHU/PCS Project Director Patrick L. Coleman, Deputy Project Director José G. Rimon II, Senior Program Officer Edson E. Whitney, Senior Research Officer D. Lawrence Kincaid and Consultants Venus Dagdagan and Gigi Alfonso-Javier provided a total of two person-weeks of technical assistance. ■



## **PHILIPPINES**

### **Pangasinan Integrated IEC Project**

Country Project AS-PHI-08

#### **PROJECT GRANTEE**

Department of Health Tayug District Hospital

#### **PROJECT DURATION**

April 1, 1990 - March 31, 1991

#### **PROJECT BUDGET**

\$56,500

#### **PROJECT OBJECTIVES**

The purpose of this project is to provide support to the District Hospital in the province of Pangasinan and to demonstrate the effectiveness of a district hospital in delivering family planning and maternal-child health services with appropriate IEC materials and training interventions.

#### **SPECIAL FEATURES**

JHU PCS activities are already underway with the DOH Family Planning Services at the national level. This project will link these activities to a district level hospital. This approach is part of the overall DOH plan to give more autonomy to the district level hospitals. Trainers who participated in the Training of Trainers workshop conducted by JHU PCS and the DOH will provide training in interpersonal communication and counseling skills to hospital and barangay personnel in the province. Prototype materials produced by the DOH will be fieldtested in Pangasinan.

#### **PRINCIPAL FY90 ACTIVITIES**

The project document was signed in the Philippine Senate Lounge at a press conference which was attended by Senator Leticia Shahani of Pangasinan as well as officials from USAID, the DOH and JHU PCS.

#### **FUTURE DIRECTIONS**

Project activities will begin soon following the training of the health care providers in the project area.

#### **FY90 IN-COUNTRY TECHNICAL ASSISTANCE**

JHU PCS Project Director Patrick L. Coleman, Deputy Project Director José G. Rimon II, Senior Program Officer Edson E. Whitney, Senior Research Officer D. Lawrence Kincaid and Consultant Rosario Lambino provided a total of two person-weeks of technical assistance. ■



**PHILIPPINES**  
**Concern for the Family in Iloilo**  
Country Project AS-PHI-09

**PROJECT GRANTEE**

Family Planning Organization of the Philippines (FPOP)

**PROJECT DURATION**

May 1, 1990 - April 30, 1991

**PROJECT BUDGET**

\$81,000

**PROJECT OBJECTIVES**

The purpose of this project is to increase the capabilities of the local FPOP clinic in Iloilo to provide service delivery and IEC support for a family planning program whose purpose is to provide quality health care to the whole family. Outreach clinics will be identified and brought into a network of clinics to be supported by the project in order to increase the number of family planning acceptors in the project area.

**SPECIAL FEATURES**

The project will use the very popular and highly rated "Radyo Bombo" station to promote the local network of clinics and services. The promotion will be conducted through a 10-minute health program, broadcast three times a week. This show will offer information on a broad range of maternal and child health issues including FP and MCH. The City Health Department is also linked to the project. It will provide vaccines for immunization days to be promoted and advertised by the project.

**PRINCIPAL FY90 ACTIVITIES**

- The project advisory committee has been formed and met to discuss key activities of the project.
- The contract with Radyo Bombo is finalized and the research agency contracted.
- Project personnel have been hired and are in place.

**FUTURE DIRECTIONS**

Broadcasts will begin and the project will be launched in October.

**FY90 IN-COUNTRY TECHNICAL ASSISTANCE**

JHU PCS Project Director Patrick L. Coleman, Deputy Project Director José G. Rimon II, Senior Program Officer Edson E. Whitney, Senior Research Officer D. Lawrence Kincaid and Consultant Rosario Lambino provided a total of two person-weeks of technical assistance. ■



**PHILIPPINES**  
**Information Services for Decision-Makers and the Media**  
 Country Project AS-PHI-10

**PROJECT GRANTEE**

Population Center Foundation (PCF)

**PROJECT DURATION**

February 1, 1990 - January 31, 1991

**PROJECT BUDGET**

\$55,653.00

**PROJECT OBJECTIVES**

This project seeks to promote a better appreciation and understanding of population issues among decision-makers, opinion leaders, and the public through the packaging and dissemination of population-related information for these groups.

**SPECIAL FEATURES**

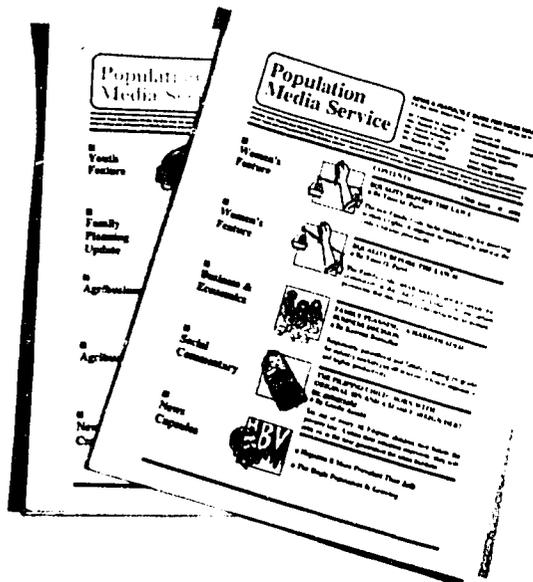
Professional writers will be hired to write press releases on various population and health issues. Information packets containing brief summaries on these same issues will be packaged for decision-makers.

**PRINCIPAL FY90 ACTIVITIES**

- The project hired staff and identified professional journalists to write the releases.
- The packaged press releases are coming out on a regular basis and are appearing in the local press.

**FY90 IN-COUNTRY TECHNICAL ASSISTANCE**

JHU/PCS Project Director Patrick L. Coleman, Deputy Project Director José G. Rimón II, Senior Program Officer Edson E. Whitney and Senior Research Officer D. Lawrence Kincaid provided a total of two person-weeks of technical assistance. ■





## **PHILIPPINES**

### **Technical Assistance**

Country Project Development

#### **OBJECTIVE**

To provide technical assistance to the Philippines through a buy-in from USAID/Manila to include IEC activities with the Department of Health, the Philippine Non-Government Organization Council, as well as additional country project development.

#### **PRINCIPAL FY90 ACTIVITIES**

- JHU/PCS staff and consultants provided technical assistance to the Department of Health in developing prototype IEC materials for DOH personnel and clients.
- Funding in the amount of \$15,000 has been provided to the Philippine Non-Government Organization Council to reprint 5,000 copies of a booklet promoting family planning in the context of the Philippines. This organization has also formed a working committee to prepare for the Philippines Enter-educate conference to be held in the spring of 1991.

#### **FUTURE ACTIVITIES**

Under the new bi-lateral agreement between USAID and GOP, JHU/PCS will provide a Resident IEC Advisor who will work with the MOH and the private sector to coordinate all IEC strategies and activities for the national family planning program. The JHU/PCS advisor will take up his post on November 1, 1990.

#### **FY90 IN-COUNTRY TECHNICAL ASSISTANCE**

JHU/PCS Project Director Patrick L. Coleman, Deputy Project Director José G. Rimón II, Senior Program Officer Edson E. Whitney, Senior Research Officer D. Lawrence Kincaid, and Consultants Venus Dagdagan and Cora Despabiladeras provided a total of one person-week of technical assistance. ■



**Table IV-1**  
*ASIA: Summary of Major Country Activities by Project Output Category*  
*Indicating Fiscal Year of Activity*

COUNTRY	NEEDS ASSESSMENT & PLANNING	COUNTRY PROJECT DEVELOPMENT	COUNTRY PROJECT INITIATION	TECHNICAL ASSISTANCE	MEETINGS AND WORKSHOPS	PROVISION OF FILMS AND MATERIALS
Bangladesh	86	86-90	89	86-90	89, 90	83, 86-89
Burma						85
Fiji	89					85, 86, 89
Hong Kong						86
India				84-90	85	83-90
Indonesia				86-90		85, 86, 88, 89
Malaysia						85, 86, 89
Micronesia						86
Nepal	84, 90	90	90	88, 90		84-86, 89
FP MCH		84	84		84, 85	85
DORC		84	84			
COMMAT		84	85			
New Caledonia						86
Pakistan	89	90	90	85, 86, 89, 90		86, 89
Papua New Guinea	89					89
Philippines		86-90	87-90	86-90	89	85, 86, 88, 89
Samoa, Western						86
Solomon Island						86, 89
South Korea					89	85
Sri Lanka	84				84	84, 85
Thailand	84*	86		84-86, 89	90	84, 85, 89

\* Partial needs assessment

\*\* Activities in FY86-FY88 were funded through a subcontract with an AID Cooperating Agency

**Table IV-2**  
*ASIA: Needs Assessments Conducted—FY90*

COUNTRY	MONTH/YEAR	PERSONNEL/(AFFILIATION)	DURATION IN WEEKS	DESCRIPTION OF ACTIVITIES
Nepal	Nov/Dec 89	Yun/(JHU/PCS) Lediard/(AED)	6	Conduct research in anthropological and historical context of FP communication. Assess current activities and conduct literature review. Collaborate and explore opportunities for communication IEC programs with MOH and other organizations.
India	Mar/May 90	Narayana/(Consultant)	12	Conduct an objective assessment of the current implementation status of the IEC component of the Family Planning Communication and Marketing Project, and to suggest alternative ways in which the project may be modified to ensure attainment of objectives.

**Table IV-3**  
*ASIA: Technical Assistance Visits—FY90*

COUNTRY	MONTH/YEAR	PERSONNEL/(AFFILIATION)	DURATION IN WEEKS	DESCRIPTION OF ACTIVITIES
Bangladesh	Oct 1989	Coleman/(JHU/PCS)	1	Discuss and conduct annual project review.
Bangladesh	Oct 1989	Yun/(JHU/PCS)	2	Monitor on-going activities.
Bangladesh	Dec 1989	Porter/(P/N)	2	Assist in designing and developing research instruments for Upazilla Project.
Bangladesh	Dec 1989	Whitney/(JHU/PCS)	2	Assist in finalizing annual work plan for JHU/BAN. Meet with local officials of and prepare groundwork for initial IEC activities in Trishal Upazilla.
Bangladesh	Feb 1990	Whitney/(JHU/PCS)	1	Assist in start-up of Trishal Project and review 5-year GOB IEC workplan.
Bangladesh	Feb/Mar 1990	Kincaid/(JHU/PCS)	2	Assist in selection of research agency for baseline data collection and assist in instrument and sampling design.
Bangladesh	Apr/May 1990	Porter/(P/N)	3	Assist in preparing case study of FWA's performance in Trishal Village.
Bangladesh	May 1990	Piotrow/(CCP)	1	Review JHU/BAN project with USAID mission and discuss future strategy with MOH.
Bangladesh	May 1990	Bankerd/(JHU/PCS)	2	Review and assist in financial and administrative systems and procedures.
Bangladesh	Jun/Jul 1990	Whitney/(JHU/PCS)	6	Manage and operate all aspects of JHU/BAN office during absence of Country Representative.
Bangladesh	Sep 1990	Coleman/(JHU/PCS) Yun/(JHU/PCS)	1	Conduct annual project review and assist in the preparation of 1990/91 work plan and in the design of the 1991 campaign strategy.
Indonesia	Oct 1989	Saffitz/(SAA)	2	Assist BKKBN/USAID in reviewing, evaluating and recommending follow-up program activities.
Nepal	Sep 1990	Hess/(JHU/PCS)	5	Finalize with USAID revisions of CHV manual and discuss upcoming IEC Strategy Workshop.
Pakistan	Feb 1990	Bouhafa/(JHU/PCS) Yun/(JHU/PCS)	2	Assist in development of PWD's communication strategy and review ad agencies' proposals of media campaigns.
Pakistan	May 1990	Yun/(JHU/PCS) Hess/(JHU/PCS)	2	Discuss and plan for initial JHU/PCS activities under new buy-in and assist in refining IEC strategy.
Pakistan	Aug/Sep 1990	Hess/(JHU/PCS)	3	Assist in communication component of PD project and initiate implementation of campaign activities.
Pakistan	Sep 1990	Lozare/(JHU/PCS)	1	Review and evaluate focus group discussion and evaluation instruments.
Philippines	Oct 1989	Coleman/(JHU/PCS)	2	Initiate implementation of new projects start-up and monitor on-going projects.
Philippines	Jan/Feb 1990	Coleman/(JHU/PCS)	2	Assist in start-up of new projects and project monitoring.
Philippines	Feb/Mar 1990	Whitney/(JHU/PCS)	2	Monitor projects and work with DOH on print materials development.
Philippines	Apr/May 1990	Rimon/(JHU/PCS)	3	Provide TA to implementation of start-up of new projects and discuss JHU/PCS programming role with DOH.
Philippines	Apr/May 1990	Kincaid/(JHU/PCS)	3	Provide summative and formative research assistance to old and new projects.
Philippines	May/June 1990	Coleman/(JHU/PCS)	3	Discuss with USAID and DOH future JHU/PCS TA under bilateral population program. Project development and monitoring.
Philippines	Jun 1990	Dagdagan/(Consultant)	2	Provide assistance to Fabella Hospital project and to the DOH in materials development.

**Table IV-3—continued**

COUNTRY	MONTH/YEAR	PERSONNEL/(AFFILIATION)	DURATION IN WEEKS	DESCRIPTION OF ACTIVITIES
Philippines	Sep 1990	Coleman/(JHU/PCS)	3	Provide assistance in the development and monitoring of on-going projects. Discuss with USAID future JHU/PCS TA under new bilateral population program and arrange logistics for Senior Communication Resident Advisor.
Thailand	Feb 1990	Coleman/(JHU/PCS)	1	Discuss FP Communication project with Mahidol University and PDA.
Thailand	May 1990	Piotrow/(CCP)	.5	Follow up on FP project with PDA.
Thailand	Jul 1990	Whitney/(JHU/PCS)	1	To follow up on FP project with PDA and brief with USAID mission on IEC population activities.

**Table IV-4**  
*ASIA: Conferences and Workshops-FY90*

COUNTRY	DATES	HOST AGENCY	NO. OF PARTICIPANTS	DESCRIPTION OF ACTIVITIES
Bangladesh	Sep 1990	JHU/BAN	20	TOT Workshop in Interpersonal Communication skills. Six-day workshop held in Bard, Comilla, to upgrade skills of GOB and NGO trainers.
Bangladesh	Nov 1990	JHU/BAN	40	Orientation of UFPO on Fieldguide. One day seminar for 40 Upazilla FP Officers to orient on the testing and inventory of the guide.

**Table IV-5**  
*ASIA: Materials Developed*  
 CA - 1, FY83 - FY87; CA-2, FY87 - FY90

REGION/COUNTRY PCS PROJECT NO.	PRINT MATERIALS	AUDIOVISUAL MATERIALS	OTHER
Bangladesh (AS-BAN-05)	1.2 million posters on delayed marriage child spacing and vasectomy* 2 Issues of the Parikrama newsletter, 30,000 copies*	1 film "Swapner Shuru" two 25 min episodes on FP and Immunization* 7 Radio spots* 12 Folk songs on audio cassettes for trains and buses* 5 TV spots*	
India (PCS-6057-0005/6)		1 25 film on delayed marriage	
Nepal (AS-NEP-01)	4 booklets, 92,000 copies 2 booklets, 60,000 copies 1 booklet, 32,000 copies		ORT and Asepsis cards, 30,000 copies Asepsis Guidelines, 2,000 copies
Nepal (AS-NEP-02)		5 film spots	
Philippines (AS-PHI-01)	1 farmer-leader-motivator (FLM) handbook, 200 copies 1 FLM flier, 20,000 copies 1 FP comic book, 6,000 copies	1 radio jingle 150 tapes 19 radio interviews 4 films transferred to video	600 FLM T-shirts 200 FLM caps signboards? 200 FLM training bags 700 pads FLM stationery 6 ARBA regional trainer identifying signboards
Philippines (AS-PHI-02)	Color poster/45 jackets, Lea & Menudo, 2,000 copies Thought cards with song lyrics, 50,000 copies Fliers linking song to youth center "I Still Believe" color poster/ 45 jacket, Lea & Charlies, 1,500 copies B & W thought cards, 15,000 copies 24 art competition posters Dial-a-Friend fliers, 5,000 copies Art competition fliers, Dial-a-Friend fliers, 3,000 pcs* Dial-a-Friend stickers, 3,500 pcs* Dial-a-Friend shell-shaped fans, 1,000 pcs*	"That Situation" radio spots, 12 open reel copies promoting concert "That Situation", 45 rpm records, 150 copies Music videos of 2 songs U-matic tape behind the scenes video shooting Promotion cassette singles of "That Situation", 100 copies U-matic split screen, Lea & Charlie Betamax tape of school tours 3 TV spots for Dial-a-Friend 3 radio spots for Dial-a-Friend "I Still Believe" 45 rpm record 150 copies "I Still Believe" cassette singles, 600 copies 3 TV "crisis" spots for Dial-a-Friend 3 Betamax tapes of "I Still Believe" for school tours 153 TV spots for Dial-a-Friend 2 broadcasts of "I Still Believe" and Dial-a-Friend on other TV programs 2 Training Films 20 copies cassette tapes of songs and radio spots for play in movie theaters* 3 sets slide-tape (STP) for company managers	Print ads on "That Situation" "That Situation" T-shirts, 500 2 banners T-shirt A, Lea & Charlie, 400 pcs. T-shirt B, Lea & Charlie, 500 pcs. Dial-a-Friend T-shirts, 400 2,500 buttons 4,000 stickers B & W press release photos 1,500 key chains Stationery, 2,000 pcs 22 Young People's Center signs 2,500 buttons, "OK to say NO to Sex" 80 pcs. B & W photos of art competition for press release 252 pcs. B & W photos of campus tours for press release 300 copies Dial-a-Friend article 2,500 Dial-a-Friend buttons 400 "Diploma Traje de Boda" and "It's OK to say NO to Sex" T-shirts 288 pcs. B & W photos of promo and training activities for press release 2,500 pcs. bookmark size stickers 105 pcs. color slides of YPP materials 12 press releases on Enter- Educate Conference in LA 1 cassette tape of radio interview DAF counselors & YAP

\* Materials developed during FY90 under CA-2

Table IV-5-Continued

REGION/COUNTRY PCS PROJECT NO.	PRINT MATERIALS	AUDIOVISUAL MATERIALS	OTHER
Philippines (AS-PHI-03)	500 Sets of briefing materials for company managers 12,000 copies brochure on health and responsible parenthood 500 copies poster on project launch 1,000 copies brochure on common childhood diseases 12,000 copies comic magazines 12,000 copies fliers on child spacing & high-risk pregnancy 200 copies poster "Sex Secrets" Poster for FP Acceptors, 500 copies*	1 Slide tape presentation on advantages of RP program* STP's for workers: •Family values, 3 sets •Effects on productivity, 3 sets •In-plant situations, 3 sets 3 sets, STP for union leaders and officials	2 photo exhibits 2,000 key chains with condom and pills 500 key chains* 5,000 stickers
Philippines (AS-PHI-04)	40 project Pamilya pamphlets 4 posters, 8,000 copies 1 pamphlet, 20,000 copies	6 radio ads, 10 copies each 7 TV ads, 5 copies 1 video movie, "Enlightment"*	37 media give-away memo holders 1 pg ad to usher in IEC campaign Newspaper ads: 1 - 1 pg. 14 - 1/4 pg. 5 - 1/2 pg. 10 - 1/8 pg. 30 copies cinema slides 40 media give-away memo pads*
Philippines (AS-PHI-05)	2 posters, 200 each 1 pamphlet/comic, 2,015 copies 1 Program schedule*	8 radio spots, 2 radio jingles, 3,800 broadcasts* Kumusta Madi..Kumasta Padi Radio Program* 39 Dramas-88 Broadcasts* 7 Radio Dramas* 4 Radio Testimonials* 1 Videotape of "Stambayan" activities*	1,000 radio stickers T-shirts 50 4 FP dramas written and produced
Philippines (AS-PHI-06)		1 TV drama special "Life in a Box"* 1 Radio plug of TV special on cassette tape*	
Philippines (AS-PHI-10)	6 issues of PMS magazine 325 copies		
Philippines (MOH-ESP)	2-week TOT curriculum in interpersonal communication skills (ICS) 1-week training curriculum in ICS for provincial health workers 1-week training curriculum in ICS for barangay level midwives		

\* Materials developed during FY90 under CA-2

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Photo: MOHAMMED HASHEM



CSI Clinic, Egypt: High quality care at an affordable price.

## Near East

JHU/PCS's activity in the Near East expanded rapidly over the year as planners and policy makers increasingly recognized the vital role of IEC in closing the gap between the high level of knowledge about family planning and the relatively low level of use of modern family planning methods. The JHU/PCS strategy in the Near East has been to:

- Support communication campaigns to inform couples about sources of family planning services and encourage them to use modern methods correctly;
  - Use mass media and entertainment channels, such as television dramas, to reach large audiences;
  - Link IEC activities and family planning services, for example, by promoting specific service sites and service providers in IEC campaigns;
  - Improve health care providers' ability to communicate effectively with clients by supporting training in interpersonal communication/counseling skills and developing print and other materials to support the counseling process;
  - Focus on men and health care providers as two important target audiences: men, because they are generally less well-informed about and less supportive of family planning than women; health care providers, because they are often sources of misinformation about family planning;
-

- Be aware of the Islamic context and other cultural characteristics and develop IEC materials which are culturally appropriate and highlight the Islamic support for child spacing;
- Draw on expertise from advertising agencies and other private sector institutions and encourage ongoing partnerships between advertising agencies and family planning organizations;
- Develop cost-sharing approaches to funding projects.

#### **REGIONAL PROJECT**

In an exciting first regional project, JHU/PCS is working with the Center for Development Communications (CDC), a private Egyptian firm, to produce a 15-episode television drama with health and family planning themes called "The Family House". The project builds on the enormous popularity of Egyptian television programs and the widespread understanding of Egyptian Arabic throughout the Near East. "The Family House", which is co-funded by the Ford Foundation and International Development and Research Council (IDRC), has a return-on-investment strategy and is designed as a self-sustaining, ongoing program. CDC will market "The Family House" nationally through regular commercial channels and use the revenue to produce additional episodes. JHU/PCS is working with research firms in Egypt, Jordan, and Morocco to conduct formative research for the project.

#### **EGYPT**

Under a three-year buy-in from USAID/Cairo, JHU/PCS provided a broad range of technical assistance to nine USAID-funded family planning agencies. The extensive program of technical assistance included:

- Assisting the Clinical Services Improvement project (CSI) and the Egyptian Junior Medical Doctors' Association (EJMDA) to develop multi-media promotional campaigns.
- Assisting the central training agency, the Ain Shams University Regional Center for Training, and several family planning agencies to train health care providers in interpersonal communication and counseling skills, to ensure that clients receive quality services.

- Assisting the Ministry of Health and several other agencies to develop print and other materials to support the counseling process, such as a booklet for low literates on oral contraceptives, a flipchart, and an Arabic translation of "The Counseling Guide", *Population Reports*.

JHU/PCS also focused on enhancing coordination among Egyptian family planning agencies and encouraging linkages between the family planning agencies and the private advertising sector. JHU/PCS worked with the Egyptian Advertising Association to sponsor a conference, "Advertising Strategies for Social Development: Issues for Egyptian Health and Family Planning Programs", which brought together advertisers and family planning personnel.

#### **MOROCCO**

Under a buy-in from USAID/Rabat, JHU/PCS worked with the Ministry of Public Health (MOPH) and an inter-agency group to develop a comprehensive, national IEC strategy and plan of action. JHU/PCS also assisted MOPH to develop and pre-test a national family planning logo, develop a training of trainers curriculum in interpersonal communication and counseling skills, and develop a booklet on oral contraceptives.

#### **YEMEN**

JHU/PCS conducted an IEC needs assessment in Yemen and developed a proposal for a project with the Department of Health Education in the Ministry of Health. The project, which will use mass media to promote family health, is due to begin in early 1991.

#### **TURKEY**

JHU/PCS initiated a new project with the Turkish Family Health and Planning Foundation following the successful 1988/89 family planning campaign. Under this project the Foundation is conducting pre-campaign activities, including formative research and script writing, for a planned second national campaign which will have as its centerpiece a multi-episode television drama about a midwife.

**TUNISIA**

JHU/PCS assisted the Office National de la Famille et de la Population (ONFP) in developing a national IEC strategy and plan of action in the context of the phase out of USAID bilateral funding.

As in all JHU/PCS projects, research and evaluation components are integrated into activities in the Near East. In Egypt, JHU/PCS assisted CSI in evaluating its promotional campaign and an "enter-educate" videomagazine for family planning clients and assisted the State Information Service/IEC Center to design and conduct an impact evaluation of its activities. Formative research is underway in Egypt, Jordan, and Morocco for the regional project and in Turkey for the new campaign.

In 1991, following several years of rapid expansion in the region, JHU/PCS will consolidate its activities and focus primarily on ongoing projects in countries in which it is already involved. The major undertaking in a new country is the proposed project in Yemen, when the political situation in the area allows it. In addition, JHU/PCS will focus on developing mechanisms for sharing expertise, experience, and IEC materials across the region. ■

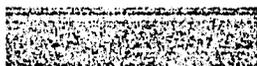
**CHANGE AND NO CHANGE IN YEMEN**

**Yemen has changed in some ways and not changed in others since I lived there in 1980.**

**On the positive side, the family I knew best in 1980 now has a real gas stove to replace the kerosene one they used then, and a washing machine. On the down side, Sultan, the father, has a constant hacking cough that has put him in the hospital several times — no doubt it is due to years of smoking. Amira, the mother, has had three more children — a total of seven. The oldest daughter, Mona, was married at the age of 12. Now, at 17, she has given birth to five children, of whom four have survived. Mona is tired, the way I remember her mother being tired 10 years ago. But maybe someday she will have a stove and a washing machine, too, and maybe even a dryer.**

**Yes, change comes slowly in Yemen. Surely it is easier to sell new technology than to change family size. Yemen has never had a family planning policy, so for the time being, it is easier to buy a new stove than to find a family planning clinic.**

Pamela Pine  
Program Officer  
Near East Division



## NEAR EAST REGION

### The Family House - A Television Soap Opera

Regional Project NE-EGY-11

#### PROJECT GRANTEE

The Center for Development Communications (CDC), Egypt

#### PROJECT DURATION

January 1, 1990 - December 31, 1991

#### PROJECT BUDGET

\$110,000 (additional funding provided by IDRC and the Ford Foundation)

#### PROJECT OBJECTIVES

"The Family House" is designed to deliver health messages through an entertaining format to audiences throughout the Near East region. Under this project CDC will produce fifteen 45-minute episodes of "The Family House." "The Family House" will integrate health messages in three priority areas: birth spacing; common household accidents; and acute upper respiratory infection.

#### SPECIAL FEATURES

"The Family House" exploits the enormous regional popularity of Egyptian television dramas. The funding for CDC to produce 15 episodes of "The Family House" is considered seed money. By distributing "The Family House" through regular commercial channels, there should be a sufficient return on investment for CDC to produce further episodes and "The Family House" to become an ongoing, self-supporting project. Formative research, including pretesting of one or more pilot episodes, and impact evaluation will be done in Egypt, Morocco, and Jordan (see additional Regional Projects below).

#### PRINCIPAL FY90 ACTIVITIES

- Convened donors' meeting in December 1989 to finalize funding responsibilities and project implementation procedures.
- Reviewed existing body of research to determine priority health topics for inclusion in "The Family House."
- Drafted overview of 15 episodes and two full sample scripts for review at regional meeting.
- Convened meeting in August 1990 in Morocco with CDC, donors, researchers and panel of expert advisors from Morocco, Jordan, and Egypt. The group defined the target audience, developed messages, reviewed sample scripts, and developed the research design.

#### FUTURE DIRECTIONS

JHU/PCS will take the lead among the three donors and work intensively with CDC to assure the scripts are high quality, culturally appropriate, and integrate the agreed upon health messages. In collaboration with a marketing consultant funded by IDRC, JHU/PCS will work with CDC to develop a strategy for marketing "The Family House" in the region. JHU/PCS will seek corporate support for the project. Corporate support has already been secured from Proctor and Gamble; they will provide a consultant to CDC free of charge to advise on how to introduce messages and products into soap operas. "The Family House" should be ready for broadcast in early 1992.

#### FY90 IN-COUNTRY TECHNICAL ASSISTANCE

Technical assistance was provided by JHU/PCS Project Director Patrick L. Coleman, Senior Evaluation Officer D. Lawrence Kincaid, and Senior Program Officer Moncef Bouhafa in conjunction with other Egypt projects. ■



## **NEAR EAST REGION** **Research for "The Family House"**

Regional Project NE-MOR-06

### **PROJECT GRANTEE**

Leader Management Services, Morocco

### **PROJECT DURATION**

September 1, 1990 - August 31, 1991

### **PROJECT BUDGET**

\$10,018

### **PROJECT OBJECTIVES**

To conduct formative research in Morocco for the regional project, "The Family House" (NE-EGY-11), a television soap opera integrating health messages. The research involves in-depth case histories and pretesting a pilot episode of "The Family House."

### **FY90 IN-COUNTRY TECHNICAL ASSISTANCE**

JHU/PCS Project Director Patrick L. Coleman, Senior Program Officer Moncef Bouhafa, and Senior Evaluation Officer D. Lawrence Kincaid, provided technical assistance at a regional meeting held in Morocco in August 1990. ■



## **NEAR EAST REGION** **Research for "The Family House"**

Regional Project NE-JOR-02

### **PROJECT GRANTEE**

Middle East Marketing and Research Consultants, Jordan

### **PROJECT DURATION**

September 1, 1990 - August 31, 1991

### **PROJECT BUDGET**

\$10,010

### **PROJECT OBJECTIVES**

To conduct formative research in Jordan for the regional project, "The Family House" (NE-EGY-11), a television soap opera which integrates health messages. The research involves in-depth case histories and pretesting a pilot episode of "The Family House."

### **FY90 IN-COUNTRY TECHNICAL ASSISTANCE**

JHU/PCS Project Director Patrick L. Coleman, Senior Program Officer Moncef Bouhafa, and Senior Evaluation Officer D. Lawrence Kincaid, provided technical assistance at a regional meeting held in Morocco in August 1990. ■



**NEAR EAST REGION**  
**Research for "The Family House"**

Regional Project NE-EGY-12

**PROJECT GRANTEE**

Radaresearch, Egypt

**PROJECT DURATION**

September 1, 1990 - August 31, 1991

**PROJECT BUDGET**

\$10,022

**PROJECT OBJECTIVES**

To conduct formative research in Egypt for the regional project "The Family House" (NE-EGY-11), a television soap opera with health messages. The research involves in-depth case histories and pretesting a pilot episode of "The Family House."

**FY90 IN-COUNTRY TECHNICAL ASSISTANCE**

JHU/PCS Project Director Patrick L. Coleman, Senior Program Officer Moncef Bouhafa, and Senior Evaluation Officer D. Lawrence Kincaid, provided technical assistance at a regional meeting held in Morocco in August 1990. ■





## EGYPT

### Technical Assistance and Country Projects

Numbers NE-EGY-06-10

#### OBJECTIVES

Develop local institutional capabilities in IEC through technical assistance to USAID-funded family planning organizations: Ain Shams University Regional Center for Training, Bishopric of Public Ecumenical and Social Services (Coptic Church), Clinical Services Improvement Project/Egyptian Family Planning Association, Egyptian Junior Medical Doctors' Association, Family of the Future, Health Insurance Organization, Ministry of Health, National Population Council, State Information Service/IEC Center, and the Teaching Hospitals' Organization.

#### PRINCIPAL FY90 ACTIVITIES

##### **Ain Shams University, Regional Center for Training (Ain Shams/RCT)**

The Ain Shams RCT, part of the Ain Shams University medical school, conducts family planning trainings for trainers and service providers from all the Egyptian family planning agencies. JHU/PCS assisted the RCT to:

- Develop and pretest training modules in interpersonal communication/counseling for trainers and service providers.
- Develop a prototype flyer for clients on all family planning methods to be used by all family planning agencies.

##### **Clinical Services Improvement Project (CSI)**

A special project of the Egyptian Family Planning Association, CSI provides services in clinics in 18 governorates. CSI's target clientele are the middle class who are willing to pay moderate prices for high quality family planning services. JHU/PCS assisted CSI to:

- Develop curricula for and conduct preservice training workshops in interpersonal communication for doctors, nurses, social workers, and outreach workers.
- Evaluate "Health and Happiness", a videomagazine which combines popular entertainment material and educational material about family planning and CSI's services. According to the evaluation, the videomagazine increased clients' satisfaction with CSI's services and increased their awareness of the range of methods available at CSI.
- Evaluate its FY89 promotional campaign. The evaluation found the leading sources of referral to CSI clinics were television followed by friends and relatives.
- Plan and implement its multi-media campaign, which included television spots, fliers, and pamphlets, to promote CSI's services and introduce new clinics as they open.
- Conduct FGD research with potential CSI clients in semi-rural areas surrounding new CSI clinics. The results were used to develop promotional messages.
- Develop support materials: Counseling cue cards on each method; an outreach flyer; and method information cards.

##### **Egyptian Junior Medical Doctors' Association (EJMDA)**

EJMDA, a membership organization of private sector physicians, initiated a family planning project in 1990. Under the project 1,500 physicians throughout the country will receive training in family planning and offer services on a fee for service basis. JHU/PCS assisted EJMDA to:

- Develop a marketing strategy, including development of a logo.
- Design and initiate a country project under which EJMDA will develop promotional materials including radio spots, newspaper ads, billboards, posters, and audio-cassettes to be played on buses and in doctors' offices. Support materials for physicians and clients will include wallcharts, leaflets, and question and answer booklets.

**Family of the Future (FOF)**

FOF is a private organization involved primarily in contraceptive social marketing in Egypt. JHU/PCS assisted FOF to develop an all methods flipchart for outreach workers.

**Health Insurance Organization (HIO)**

HIO is a parastatal organization providing health care primarily to insured government and other employees. It provides family planning in 35 polyclinics. JHU/PCS has assisted HIO to develop curricula for and train doctors, nurses, social workers, and clerks in interpersonal communication/counseling skills.

**Ministry of Health (MOH)**

MOH is the major public sector provider of family planning services in Egypt. Under the USAID project MOH is upgrading family planning services in 21 governorates. JHU/PCS assisted MOH to:

- Develop posters and a simple illustrated booklet on oral contraceptives for low literate audiences.
- Translate and adapt *Population Reports*, "The Counseling Guide" for use in Egypt.
- Expand and enhance training for service providers in interpersonal communication/counseling: 1) develop and pretest curricula for nurses and social workers in hospital-based post-partum programs; 2) conduct TOT for trainers from seven governorates; 3) develop curriculum for nurses; and 4) develop a training design for outreach workers.

**National Population Council (NPC)**

The NPC is the central government institution responsible for formulating and promulgating population policy and coordinating the population and family planning efforts of all public and private organizations. JHU/PCS has assisted NPC to design, develop, and equip a comprehensive "Information Center" with three components: 1) a multi-media center housing IEC materials from the region; 2) a library of population and family planning materials; and 3) a visitors' center with multi-media displays about the Egyptian population situation, policies, and family planning program.

**State Information Service/IEC Center (SIS/IEC Center)**

The SIS/IEC Center is the central government agency responsible for family planning IEC. It is responsible for developing the national level IEC strategy and produces the bulk of educational and motivational audio-visual and print materials about family planning. Through its subcontractor AED, JHU/PCS assisted the SIS/IEC Center to:

- Develop and implement an IEC strategy aimed primarily at women who do not want more children and are not using a method. Messages were developed based on findings of the Egyptian Demographic and Health Survey (EDHS).
- Develop a series of television spots - "Diary of a Doctor" - starring a well-known actress who plays a kind, knowledgeable gynecologist. The majority of spots were about specific methods; others dealt with societal problems such as early age of marriage.
- Train seven SIS information officers in the design and management of IEC programs. Training was conducted at Santa Cruz University.
- Design and conduct research, specifically to: 1) design and conduct research on media habits and the impact of the SIS/IEC Center's radio and television programs on contraceptive behavior; 2) design research on the impact of the SIS/IEC Center's press and local interpersonal activities; 3) further analyze results of the 1988 impact evaluation of the SIS/IEC Center to identify obstacles and constraints to contraceptive use; and 4) identify areas for further analysis of EDHS.

**Teaching Hospitals Organization (THO)**

The THO, which consists of eight Ministry of Health teaching hospitals in Cairo and Upper Egypt, instituted a USAID family planning project in 1989. JHU/PCS provided technical assistance to THO to develop an IEC strategy and design and plan staff training in interpersonal communication/counseling.

**Conference: "Advertising Strategies for Social Development, Issues for Egyptian Health and Family Planning Programs in the 1990s," October 1989.**

Sponsored by the Egyptian Advertising Association with technical assistance from JHU/PCS, this conference brought together personnel from key private advertising agencies and all the family planning agencies. The conference, designed to promote greater participation of advertising agencies in family planning IEC, resulted in enhanced mutual understanding and specific recommendations about ways to improve the working relationship between advertising and family planning agencies.

**FUTURE DIRECTIONS**

In the next year, JHU/PCS will consolidate its technical assistance, providing specialized technical assistance to selected family planning agencies. The priority will be on the SIS/IEC Center, NPC, CSI, MOH, and EJMDA with more limited technical assistance to other agencies. In addition, JHU/PCS will focus on:

- Conducting a mid-term "situational analysis" of the IEC program, focusing especially on needs and institutional capabilities relating to IEC training and materials development and distribution. Based on the findings, JHU/PCS will recommend a reorientation of the national IEC strategy and refine its workplan.
- Improving coordination of IEC activities among the family planning agencies. Specifically, JHU/PCS will encourage and assist the agencies to: a) agree on key family planning messages to ensure consistency; b) coordinate materials development; and c) develop a coordinated marketing strategy to avoid competition for the same pool of clients and to ensure that all potential family planning clients are served.
- Developing IEC efforts with a regional focus, especially in rural areas and Upper Egypt where contraceptive prevalence is lower.

**FY90 IN-COUNTRY TECHNICAL ASSISTANCE**

JHU/PCS staff, subcontractors, and consultants provided a total of 67 person-weeks of technical assistance. Visits were made by: JHU/PCS Senior Program Officer Moncef Bouhafa; JHU/PCS Program Officer Pamela Pine; JHU/PCS Research Officer Ben Lozare; PATH Senior Program Advisor Margot Zimmerman; PATH Associate Program Officer Laurie Krieger; Michelle Liroy, AED; Andrea Usiak, AED; Gary Saffitz, Saffitz, Alpert and Associates; Gail McKirdy, Saffitz, Alpert and Associates; and Randy Ormston, Nancy Holmes, Jim Williams, and Bushra Jabre, JHU/PCS consultants.

**COUNTRY PROJECTS**

The above technical assistance was provided in part through the following country projects:

**NE-EGY-06**

**Center for Development Communications, Time and Materials Two**

*Duration of Project* – October 1, 1988 - December 31, 1990

*Project Budget* – \$157,324

*Principal Activities* – CDC has provided a wide range of technical assistance to CSI and MOH in the areas of training, development of audio-visual materials, and research and evaluation.

**NE-EGY-07**

**SPAAC, Time and Materials Two**

*Duration of Project* – February 1, 1989 - July 31, 1990

*Project Budget* – \$70,738

*Principal Activities* – SPAAC provided technical assistance to CSI to evaluate its videomagazine and to evaluate the impact of its promotional campaign. In addition, SPAAC provided administrative support, such as translation and communications, to JHU/PCS and its subcontractors.

**NE-EGY-08**

**Clinical Services Improvement Project, Promotional Campaign Two**

*Duration of Project* – April 25, 1989 - open ended

*Project Budget* – \$25,500

*Principal Activities* – CSI developed 3 television spots (additional materials were completed in FY89).

**NE-EGY-09**

**Team Misr, Time and Materials**

*Duration of Project* – June 1, 1989 - November 30, 1990

*Project Budget* – \$20,494

*Principal Activities* – Team Misr provided TA with training in interpersonal communication/ counseling to HHO.

**NE-EGY-10**

**SPAAC, Time and Materials Three**

*Duration of Project* – February 1, 1990 - January 31, 1991

*Project Budget* – \$48,553

*Principal Activities* – SPAAC has provided technical assistance to the SIS/IEC Center to develop concepts for IEC messages based on a review of the Egyptian Demographic and Health Survey findings. In addition, SPAAC has provided administrative support, such as translations and communications, to JHU PCS and its subcontractors.

**Wafai and Associates, Advertising Conference**

*Duration of Project* – August 13 - November 13, 1989

*Project Budget* – \$32,470

*Principal Activities* – Organize October 1989 conference, "Advertising Strategies for Social Development, Issues for Egyptian Health and Family Planning Programs in the 1990s." ■



**MOROCCO****Leader Management Services, Technical Assistance to MOPH**

Country Project NE-MOR-01

**PROJECT GRANTEE**

Leader Management Services

**PROJECT DURATION**

March 15, 1989 - March 15, 1991

**PROJECT BUDGET**

683,212 MDH (\$84,871.08)

**PROJECT OBJECTIVES**

To provide technical assistance to MOPH in the areas of research and evaluation, pretesting IEC materials, and organizing conferences related to MOPH's IEC activities.

**PRINCIPAL FY90 ACTIVITIES**

- Pretested three family planning logos, developed by Medias Conseil (see NE-MOR-05), among men and women of reproductive age, decision makers and opinion leaders, and health care providers.
- Pretested MOPH booklet on oral contraceptives for literates.
- Assisted MOPH in finalizing IEC strategy document and convening a meeting to review the strategy.

**FY90 IN-COUNTRY TECHNICAL ASSISTANCE:**

JHU/PCS Senior Program Officer Moncef Bouhafa provided technical assistance in conjunction with the other Morocco projects. ■



**MOROCCO**  
**Family Planning Training and Communication Project**  
Country Projects NE-MOR-02 & 04

**PROJECT GRANTEE**

Ministry of Public Health (MOPH), Division of Family Planning

**PROJECT DURATION**

NE-MOR-02, January 1 - June 30, 1990

NE-MOR-04, March 1, 1990 - October 31, 1991

**PROJECT BUDGET**

NE-MOR-02, \$2,000

NE-MOR-04, 686,477 MDH (\$83,310)

**PROJECT OBJECTIVES**

To increase contraceptive prevalence in Morocco. This will be accomplished by: persuading couples of reproductive age of the benefits of family planning to family health and well being; increasing awareness of family planning service points; and enhancing health care providers' knowledge of family planning and their counseling skills. Key project outputs are: A) print materials on family planning methods for low literates; B) training of trainers in interpersonal communication/counseling; and C) a mass media campaign.

**PRINCIPAL FY90 ACTIVITIES**

- Developed a TOT curriculum in interpersonal communication/counseling skills. The curriculum will be pretested at a TOT in late 1990.
- Finalized a comprehensive, national IEC strategy and plan of action. The strategy was developed by an interagency group (Interagency meetings to develop the strategy were conducted under NE-MOR-02).
- Completed final round of pretesting on a booklet on oral contraceptives for low literates, to be produced early in 1991.

**FUTURE DIRECTIONS**

In the coming year the MOPH will focus on developing the mass media campaign, which will feature entertaining radio material. Key messages will be based on KAP studies and research concerning rumors and misinformation conducted by Leader Management Services for MOPH under NE-MOR-01.

**FY90 IN-COUNTRY TECHNICAL ASSISTANCE**

JHU/PCS Senior Program Officer Moncef Bouhafa and consultant Gilberte Vansintean provided a total of ten person-weeks of technical assistance in conjunction with the other Morocco Projects. ■



**MOROCCO**  
**Development of Family Planning Logo**  
 Country Project NE-MOR-05

**PROJECT GRANTEE**

Medias Conseil

**PROJECT DURATION**

June 1, 1990 - December 1, 1990

**PROJECT BUDGET**

MDH 38,500

**PROJECT OBJECTIVES**

To develop a family planning logo, to be used by the Ministry of Public Health and all other family planning providers in Morocco. The logo will be widely disseminated and prominently displayed on clinics, service providers' uniforms, vehicles, and in association with all family planning establishments, activities, and products.

**PRINCIPAL FY90 ACTIVITIES**

- In consultation with MOPH and based on a review of the research and the IEC strategy, Medias Conseil determined the following key concepts to be conveyed by the logo: family planning means healthy mothers and children; family planning means family well-being; and men's involvement in family planning is crucial.
- Developed three alternative logos which were pretested by Leader Management Services (see NE-MOR-01).

**FY90 IN-COUNTRY TECHNICAL ASSISTANCE**

JHU/PCS Senior Program Officer Moncef Bouhafa provided technical assistance in conjunction with the other Morocco projects. ■

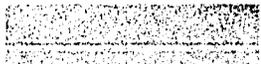


**MOROCCO**  
**Technical Assistance**

JHU/PCS Senior Program Officer Moncef Bouhafa served as the IEC expert on a multi-agency team mission to Morocco, put together by USAID/Rabat, to develop a clinical services strategy. Mr. Bouhafa developed the broad framework for an IEC program designed to assist the Ministry of Health in achieving its program objectives of increasing IUD use five-fold and more than quadrupling the number of tubal ligations by 1995. The strategy calls for improving health care providers' interpersonal communication and counseling skills through training and defines key messages to be consistently delivered at different levels of the health care system.

**FY90 IN-COUNTRY TECHNICAL ASSISTANCE**

JHU/PCS Senior Program Officer Moncef Bouhafa provided two person-weeks of technical assistance. ■



## **TUNISIA**

### **Technical Assistance**

JHU/PCS Senior Program Officer Moncef Bouhafaf assisted the Ministry of Health National Office for the Family and Population (ONFP) in developing a medium-term national IEC strategy and plan of action through 1993. This technical assistance was coordinated with RONCO, which provides training and other technical assistance to the ONFP. Mr. Bouhafaf's technical assistance visit to ONFP was tied to other work in the country, development of the JHU/CCP course "Advances in Family Health Communication," offered in November 1990 in conjunction with a Tunisian training institution, Centre Africain de Perfectionnement des Journalistes et des Communicateurs (CAPJC), and UNICEF. ■



## **TURKEY**

### **Pre-Production Activities The "Blue House Campaign"**

Country Project NE-TUR-04

#### **PROJECT GRANTEE**

The Turkish Family Health and Planning Foundation

#### **PROJECT DURATION**

September 1, 1990 - February 28, 1991

#### **PROJECT BUDGET**

\$50,000

#### **PROJECT OBJECTIVES**

This project is a bridging project between the Turkish Family Health and Planning Foundation's (TFHPPF) highly successful first family planning campaign in 1988-89 and the planned follow-on campaign, called the "Blue House Campaign." Under this project, the TFHPPF will do preparatory research and development for the Blue House Campaign. Specifically, they will: 1) conduct further analysis of existing research data, especially data from the first campaign; 2) conduct 20 new focus group discussions; 3) develop key message concepts based on research findings; 4) script an eight episode TV drama telling the story of a midwife; and 5) script eight television spots which promote the drama and promote modern family planning methods.

#### **PRINCIPAL FY90 ACTIVITIES**

- Selected a private research agency, Economic and Social Documentation and Research Inc.
- Initiated further analysis of existing research data and developed the design for FGD research with men and women of reproductive age, health care workers, and influentials.

#### **FUTURE DIRECTIONS**

The planned "Blue House Campaign" will be aimed at further increasing knowledge, approval, and use of modern family planning methods among men and women nationwide. There will be a special emphasis on men and women of lower educational levels. The campaign will be closely coordinated with the SOMARC social marketing campaign, to be launched by TFHPPF in late 1990. JHU/PCS anticipates partially funding the "Blue House Campaign," with TFHPPF raising additional funds.

#### **FY90 IN-COUNTRY TECHNICAL ASSISTANCE**

JHU/PCS Senior Program Officer Moncef Bouhafaf provided one person-week of technical assistance. ■



## TURKEY Conference

The Turkish Family Health and Planning Foundation convened a conference in November 1989 to disseminate the evaluation results of the first national family planning campaign (NE-TUR-01). The conference brought together more than 150 people from health and family planning organizations, the media, universities, and the press. The U.S. Ambassador and team from USAID/Washington also attended. Dr. Phyllis Piotrow, JHU/CCP Director, and Dr. Lawrence Kincaid, Senior Evaluation Officer, helped plan and participated in the conference.

The TFHPF gave an overview of the 1988-89 campaign which promoted family planning through mass media on a scale never previously attempted in Turkey. Research results were presented which showed that the campaign had an impressive reach and a very positive impact on the target population:

- The campaign reached more than 6 million women, or 80 percent of the target audience;
- Awareness of family planning increased from 66 to 87 percent;
- 63 percent of women said they had talked to their husbands about family planning as a result of the campaign;
- 10 percent of women said they visited a family planning clinic for family planning information as a result of the campaign;
- Modern method use increased 2.9 percentage points during the four month campaign period; and
- IUD users increased from 16 to 22 percent.

Presentations also focused on the cost-effectiveness of the campaign. The project's direct costs, those in-country expenditures covered by JHU/PCS with USAID funds, amounted to \$231,637, while calculations showed that the costs of free air time and publication advertising space amounted to approximately \$2,110,000. This means that for every \$1.00 spent on the campaign the TFHPF generated \$9.00 of donated air time and publication space. The cost per woman reached by the campaign was just \$0.4 and the cost to gain one new modern method user was just \$.97. ■



**S**EVGİLİ ANNELER BABALAR  
AİLEMİZE ÇOCUKLARIMIZA  
MUTLU BİR GELECEK SAĞLAMAK  
BİZLERİN ELİNDE

■ Artık çocuk istemiyorsunuz ■ Henüz çocuk istemiyorsunuz  
En yakın sağlık kuruluşuna başvurun



## **YEMEN**

### **Needs Assessment and Project Development**

JHU/PCS staff conducted a needs assessment in March, 1990. They found the political environment and available resources favorable for developing family planning IEC activities. They recommended:

- Development of small, targeted projects designed to mobilize male opinion leaders;
- Technical assistance to the MOH Health Education Department to strengthen institutional capacity to develop IEC materials; and
- Training for health care providers in family planning IEC.

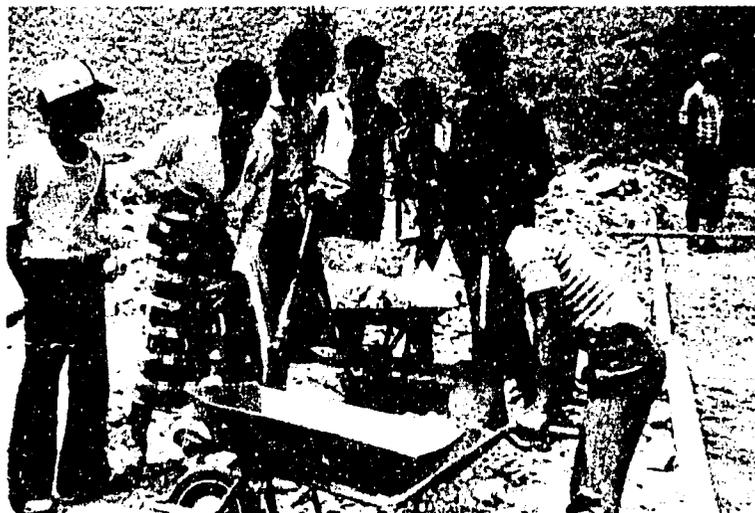
Following this needs assessment JHU/PCS developed a project proposal which has not been finalized due to political events in the region by the end of the fiscal year. The goals of the proposed project are to:

- Increase support for family planning among male opinion leaders;
- Encourage couples of reproductive age to adopt a modern family planning method; and
- Promote discussion about family planning between spouses and within the community.

Proposed project outputs are: Research on attitudes of male opinion leaders; a television documentary aimed at opinion leaders; and television "microprograms."

#### **FY90 IN-COUNTRY TECHNICAL ASSISTANCE**

JHU/PCS Senior Program Officer Moneef Bouhafa and Program Officer Pamela Pine provided four person-weeks of technical assistance. ■



**Table V-1**  
*NEAR EAST: Summary of Major Country Activities by Project Output Category*  
*Indicating Fiscal Year of Activity*

COUNTRY	NEEDS ASSESSMENT & PLANNING	COUNTRY PROJECT DEVELOPMENT	COUNTRY PROJECT INITIATION	TECHNICAL ASSISTANCE	MEETINGS AND WORKSHOPS	PROVISION OF FILMS AND MATERIALS
Regional		90	90	84, 90	85, 90	84, 85, 87, 88, 90
Algeria						87
Egypt	88	88-90	88-90	83, 88-90	88-90	85-90
Israel						85, 86, 87, 88
Jordan	83	83	83		84, 85	84-88
Lebanon						84, 85, 87
Morocco	88	88-90	89, 90	88-90	89, 90	86-88, 90
Saudi Arabia						86, 88
Somalia**	84			84, 87, 88	86, 88	85, 86
Sudan	83	84	85	87, 89	89	84, 85, 89
Tunisia				89, 90	87	83, 85-88, 90
Turkey	86	86, 87, 90	87, 89, 90	87-90	89, 90	85-90
Yemen, North	84*, 90			84		84, 85, 89, 90

\* Partial needs assessment

\*\* Activities in FY86-88 were funded through a subcontract with an AID Cooperating Agency.

**Table V-2**  
*NEAR EAST: Needs Assessments Conducted - FY90*

COUNTRY	MONTH/YEAR	PERSONNEL/ (AFFILIATION)	DURATION IN WEEKS	DESCRIPTION OF ACTIVITIES
Yemen	Mar 90	Bouhafa/(JHU/PCS)	2	Conduct needs assessment of
		Pine/(JHU/PCS)	2	FP/Communication in the YAR

**Table V-3**  
*NEAR EAST: Technical Assistance Visits - FY90*

COUNTRY	MONTH/YR	PERSONNEL/ (AFFILIATION)	DURATION IN WEEKS	DESCRIPTION OF ACTIVITIES
Regional	Aug 90	Coleman (JHU/PCS)	1	Participate in planning meeting for Regional Soap Opera.
		Kincaid (JHU/PCS)	1	
		Bahous (Consultant)	1	
		Sabbagh (MEMRC)	1	
		Sima (Consultant)	1	
Egypt	Oct 89	Saffitz (SAA)	3	Present case study and act as resource person at Advertisers' Workshop.
Egypt	Oct 89	Williams (Consultant)	1	Present keynote address at Advertisers' Workshop.
Egypt	Oct 89	Lioy (AED)	2	Assist SIS/IEC Center in preparing reports and finalize 1990 workplan. Monitor development of new TV spots.
Egypt	Oct 89	Ormston (Consultant)	1	Develop detailed design and production plan for NPC Visitor Center.
Egypt	Oct 89	Jabre (Consultant)	1	Review and revise training curriculum for module on interpersonal communication/ counseling.
Egypt	Dec 89	Zimmerman (PATH)	3	Conduct final round of pretesting and finalize oral contraceptives booklet and posters.
Egypt	Dec 89	Bouhafa (JHU/PCS)	2	Develop draft proposal for project with EJMDA. Project monitoring.
Egypt	Dec 89	Saffitz (SAA)	1	TA to EJMDA: review ad agencies' proposals, develop marketing strategy.
Egypt	Dec 89	Bouhafa (JHU/PCS)	2	Annual review with Mission and JHU/PCS-supported agencies. Planning meeting with donor agencies on proposed CDC regional TV soap opera.
		Coleman (JHU/PCS)	1	
Egypt	Dec 89	Ormston (Consultant)	1	Assist NPC in overall completion and installation of Visitors Center.
		Holmes (Consultant)	1	
Egypt	Jan 90	Lioy (AED)	2	Quarterly visit to SIS/IEC Center to review and follow up on ongoing research and new TV spots.
Egypt	Feb 90	Jabre (Consultant)	3	TA to MOH in conducting TOT in interpersonal communication/ counseling and conducting NA and curriculum development for nurses and social workers. Plan with Ain Shams workshop for FP agencies.
Egypt	Feb 90	Shafritz (Consultant)	3	Provide TA to EJMDA and CSI to review research results and assist CHO in development of communication strategy.
Egypt	Mar 90	Bouhafa (JHU/PCS)	2	To meet and consult with various Egyptian FP Agencies.
		Pine (JHU/PCS)	2	
Egypt	Apr/ May 90	Jabre (Consultant)	6	Assist in integrating IEC Training Curriculum into MOH Program. Prepare for and participate in first IEC course for MOH Hospital-based Post-Partum program. Assist Ain Shams in organizing and implementing IEC coordinating workshop for all FP agencies.
Egypt	May 90	Lioy (AED)	2	Assist SIS/IEC Center in design and pretest of booklet and review translations of TV drama.
Egypt	May 90	Saffritz (SAA)	2	Provide assistance to EJMDA in finalizing and analyzing marketing plan and results of logo. Determine production costs for media and materials development.
Egypt	May/ Jun 90	Kreiger (PATH)	4	Provide on-site assistance to Ain Shams in developing All Methods Flyer and making arrangements for IEC Workshop. Provide TA to HIO in implementing IEC projects.
Egypt	May/ Jun 90	Pine (JHU/PCS)	3	Provide TA to Ain Shams in IEC Training Curriculum workshop and THO in selecting and developing IEC materials.
Egypt	May 90	Bouhafa (JHU/PCS)	1	Review with Mission future SOW and budget for JHU/PCS PIO/T. Project monitoring.
Egypt	Jun 90	Lozare (JHU/PCS)	1	Review research and evaluation activities with SPAAC, Wafai & Associates, and Mission.

**Table V-3 – continued**

COUNTRY	MONTH/YR	PERSONNEL/ (AFFILIATION)	DURATION IN WEEKS	DESCRIPTION OF ACTIVITIES
Egypt	Jul 90	Saffitz (SAA)	2	Provide TA to EJMDA in pretesting plans, methodologies, survey instruments, and results. Assist with the analysis and development of final campaign materials.
Egypt	Jul 90	Lioy (AED)	2	Design assessment of IEC activities; develop 1991 workplan; project monitoring for SIS/IEC Center.
Egypt	Jul 90	Usiak (AED)	2	Review computerized tracking system and data files; prepare financial progress report for SIS/IEC Center.
Egypt	Jul 90	Zimmerman (PATH)	2	TA to MOH to develop booklet on barrier methods; on-the-job training for Ain Shams IEC staff in developing All Methods Flyer.
Egypt	Sep 90	Jabre (Consultant)	4	To participate in situational analysis to review present training needs of various agencies in order to enhance current work.
Egypt	Sep 90	Pine (JHU/PCS)	2	To participate in situational analysis to review present training needs; project monitoring.
Egypt	Sep 90	Saffitz (SAA) McKirdy (SAA)	1	TA to EJMDA to review marketing materials and pretesting plans; assist in developing final creatives.
Egypt	Sep 90	Bouhafa (JHU/PCS)	2	Participate in situational analysis to review training needs; project monitoring.
Morocco	Jan 90	Bouhafa (JHU/PCS)	2	Participate in workshop to develop five year plan for strengthening FP services in Morocco.
Morocco	May 90	Bouhafa (JHU/PCS)	2	TA to MOPH to finalize strategy document, designing qualitative research study, and to finalize booklet on oral contraceptives.
Morocco	Jun 90	Vansintegan (Consultant)	2	Develop training curricula in interpersonal communication, and assist in integrating modules in GOM training plans.
Morocco	Jul/ Aug 90	Bouhafa (JHU/PCS)	4	Final preparations for Script Review, Evaluation and Donors meetings for Regional Soap Opera. Review IEC strategy and case study materials for Tunis workshop. Project monitoring.
Tunisia	Sep 90	Bouhafa (JHU/PCS)	2	Review and determine preliminary media strategy with ONFP. Assess and develop plan for introduction and use of Norplant with AVSC. Finalize JHU/CCP workshop with CAPJC.
Tunisia	Sep 89	Bouhafa (JHU/PCS)	1	Discuss with the National FP office the development of a project proposal and potential for holding a CCP Communication workshop in French.
Turkey	Nov 89	Kincaid (JHU/PCS) Piotrow (JHU/PCS)	1 1	Participate in TFHPF conference for final evaluation of IEC Campaign. Assist TFHPF to revise draft project proposal.
Turkey	Sep 90	Bouhafa (JHU/PCS)	1	Assist TFHPF with start-up activities for "Bridging Project" TUR-04.

**Table V-4**  
*NEAR EAST: Conferences and Workshops - FY90*

COUNTRY	PROJECT NUMBER	DATES	HOST AGENCY	NO. OF PARTIC	DESCRIPTION
Regional	NE-MOR-06 NE-EGY-11 NE-EGY-12 NE-JOR-02	Aug 90	CDC	15	Script review meeting and planning meeting for Regional Project "The Family House" with donors, researchers, producers, and communication experts.
Egypt		Oct 89	Egyptian Advertising Association	70	"Advertising strategies for social development, issues for Egyptian Health and FP programs in the 1990s" — a conference for advertising agencies and FP organizations.
Egypt	NE-EGY-06	Oct-Nov 90	CSI	200	Training in interpersonal communication/counseling for service providers.
Egypt	NE-EGY-09	Nov-Dec 89	HIO	165	Training in interpersonal communication/counseling for service providers.
Egypt	NE-EGY-06	Jan/Mar 90	MOH	35	TOTs in interpersonal communication/counseling.
Egypt	NE-EGY-09	May/Nov 90	Ain Shams, RCT, NPC	40	Interagency conference on training in interpersonal communication/counseling.
Egypt	NE-EGY-06	May 90	CSI	295	Training in interpersonal communication/counseling for service providers.
Egypt		May 90	MOH	16	Training in interpersonal communication/counseling for nurses and social workers in hospital based postpartum FP programs.
Turkey	NE-TUR-01	Nov 89	TFHFF	150	Conference to disseminate evaluation results of FP IEC campaign.

**Table V-5**  
*NEAR EAST: Materials Developed*  
*CA - 1, FY83 - FY87; CA-2, FY87 - FY90*

REGION/COUNTRY PCS PROJECT NO.	PRINT MATERIALS	AUDIOVISUAL MATERIALS	OTHER
Egypt (CDC) (NE-EGY-01)	<i>"Interpersonal Training of Trainers"</i> curriculum		
Egypt (CDC) (NE-EGY-02/06)	6-day training curriculum in IEC 1 all methods outreach flyer		Inventory of print materials produced in Egypt Adaptation and translation of "The Counseling Circle," <i>Population Reports</i>
Egypt (CDC) (NE-EGY-03)		30-minute training video on counseling	
Egypt (MOH)	1 booklet-IUD for low literate, 50,000 copies	FP training video on counseling	
Egypt (SPAAC) (NE-EGY--05)			Inventory of audiovisual materials produced in Egypt
Egypt (CSI) (NE-EGY-04/08)	1 informational leaflet, 5,000 co. 1 wall calendar, 5,000 copies 6-day training curriculum in IEC 1 pocket calendar, 20,000 1 promotional flyer 1 informational pamphlet Promotional flier for FP clients	1 video magazine 7 TV spots	6 billboards 2 newspaper ads, run 10 times Logo for CSI project Media slogan for publicity boards Promotional gifts: 432 cups, 420 pens, 1,400 bibs, 490 key chains, 490 tea coasters, 200 ashtrays
Egypt (TEAM MISR) (NE-EGY 09)	4 training curricula in IEC		
Morocco (MOPH) (NE-MOR-03)	Mohanimedia Seminar Report, 200 copies*		
Morocco (MOPH) (NE-MOR-04)	Interpersonal Communication Manual*		
Morocco (Media Conseil) (NE-MOR-05)			Logo for FP training and communication project*
Regional (CDC)	writer's guide for scriptwriters*	2 episodes of TV soap opera*	
Turkey (TFHPF) (NE-TUR-01)	wall calendar, 5,000 copies photonovella, 5,000 copies poster on FP, 5,000 copies brochure on FP methods, 200,000 copies	3-part TV social drama, "Sparrows Don't Migrate" 5 TV spots on FP, 1-5 broadcasts 1 TV program "But Mother" 1 TV documentary "A Child" 1 radio theatre program, "Keyser's Trial" 8 radio spots, 70 broadcasts 50 copies FP video	FP photog. exhibit, 60 photos

\* Materials developed during FY90 under CA-2



PCS Packets send samples around the world.

# Media/Materials Center

The JHU/PCS Media/Materials Center (M/MC) has become widely recognized as the largest and most accessible clearinghouse of family planning information, education and communication (IEC) materials. Interest in the collection, the Packet Series and the services provided by the M/MC has increased during FY90; this is reflected in the growth of the collection, the number of requests and the popularity of the Packet Series as a tool for materials development, advocacy, and training.

The M/MC continues to provide the following services:

- Provision of sample IEC materials in response to specific requests;
  - Development and distribution of sample materials and information on various FP/IEC topics through the PCS Packet Series;
  - Cataloging and storage of sample materials in a user-friendly environment;
  - Orientations and presentations for visitors;
  - Exhibition of media materials and services at major conferences;
-

- Distribution of films and slide sets produced by the Airlie Foundation/George Washington University;
- Production of composite video and audio tapes for advocacy and training;
- Production of slide presentations on family planning communication themes;
- Technical assistance in materials development, production and collection;
- Networking with other clearinghouses and IEC units; and
- Development and distribution of generic FP/IEC materials for adaptation in developing countries.

## Activities

### ACQUISITION

The M/MC acquired 3,471 items during FY90, bringing the total number of items in the collection to 17,594. Most of these items are obtained free of charge. The M/MC continues to collect all materials produced by JHU/PCS projects. Due to demand, the M/MC also collects materials on maternal/child health and AIDS.

### CATALOGING

Most of the materials in the collection are cataloged in a computer database. Using the software "PFS: Professional File," printouts of materials on specific topics can be produced. Each item can be searched by title, code number, language, producer, date of production, and subjects. This computerization is used by the M/MC staff for filling requests as well as for internal inventory.

### SPECIAL PRODUCTIONS

The M/MC staff receives many requests to produce video and audio composites, print materials and slide sets for advocacy, training and for resource centers around the world.

During FY90 the productions included "Entertainment Educates", a video composite about JHU/PCS enter-educate projects; "Lead the Way", a video about the communication projects sponsored by USAID Office of Population; the Proceedings of the Enter-Educate Conference and other publications; support materials for several major workshops and projects; and slide sets on family health communication (see Table VI-3).

### VISITORS AND TOURS

The increase in the number of visitors to the Media/Materials Center has continued this year. More than 600 people visited the M/MC in FY90. This included groups from organizations such as CEDPA and JHPIEGO, in addition to many other family planning IEC professionals from all over the world. All visitors are shown sample materials geared toward their interests and are provided with one or more of the Packets.

### FILM DISTRIBUTION

Distribution of Airlie Films continued in FY90. Table VI-4 shows the distribution of films by region and the distribution by film title.

The M/MC also distributed videos related to PCS country projects.

### THE DISTRIBUTION CENTER

The Distribution Center is shared with the Population Information Program and other CCP projects to make optimum use of this resource. The center handles mailing of PCS Packets to US organizations, distribution of Airlie Films, and mailing of all requested materials.

### PCS Packet Series

Periodic distribution of sample IEC materials from the collection is accomplished in part through the PCS Packet Series. The M/MC has produced fourteen Packets so far (see Table VI-5).

Increased demand for the M/MC to supply sample videos resulted in Packet No. 13, "Video for Family Planning." This 26 minute video uses footage from the collection to describe how video and television can be used to motivate, educate, inform and train audiences about family planning. It is distributed with Population Reports No. J-38, "Lights! Camera! Action!"

Packet 13 includes footage from Africa, Asia, Latin America, the Caribbean and the Near East and emphasizes the basic processes and principles of using video for family health communication.

Packet No. 14, "Logos for Family Planning" was produced in the form of a full color wallchart, showing many family planning logos from around the world. The

wallchart includes tips on how to develop, produce and use logos.

Requests for all the Packets continued to increase in FY90.

**PACKET SERIES EVALUATION**

In FY90 evaluation questionnaires were mailed to each of the 2500 people on the Packet Series mailing list. This evaluation was carried out in order to determine:

1. The usefulness of the Packets;
2. Trends in Packets use;
3. Readers' preferences regarding topics and format; and
4. Characteristics of Packet Series readership.

A comparison of the evaluation response pattern with the actual distribution pattern of the Packets showed no significant differences, lending confidence to the representativeness of the sample (see Table VI-6).

The evaluations were analyzed by the PCS evaluation unit. Here are some highlights of their findings:

**Usefulness of the Packets**

Data show that users of the Packet Series find the materials sent to them quite useful, and 93% would like to continue receiving the Packets. Only 2% expressed that they no longer wish to receive the Series, and the most common reason they gave is that they are no longer in the field of family planning (see Table VI-7).

**Trends in Packets Use**

Training (67%) appears to be the major area in which the Packets are used. Four out of ten respondents (38%) said that they also use the materials in conferences and meetings while about 31% said that they use the Packets for materials development. If respondents' use of the Packets in training is combined with use in conferences and meetings, then mileage of the Packets may be deemed to be extremely high.

Other findings were that 78% of readers share their Packets with colleagues, and many store them in resource centers (see Table VI-8).

**Readers' Preferences Regarding Topics and Format**

A close look at respondents' perception of specific topics shows that basic proc-

**COMMENTS FROM THE READERS OF THE PCS PACKET SERIES:**

**"...you have helped us give the true picture about family planning. So please keep on helping us ..."**

Officer, Red Cross, Zambia

**"Your materials have been very helpful and many people are becoming aware of family planning ..."**

Health Officer, Ministry of Health, Sierra Leone

**"We thank you for the PCS Packet Series which could be helpful to improve our quality in publications."**

Director, Communication & Training, FPA of Nepal

**"We always appreciate getting the PCS Packet Series and we look forward to getting new print materials. We share ideas with other FPAs throughout the world by means of your outstanding communication, and that is a very good thing."**

Resource Center Manager,  
Somali Family Health Care Association

**"We appreciate these Packets because they help us in our education and training sessions about family planning."**

Region Chief of Education, Ministry of Health, Togo

**"These Packets are excellent. They give us ideas to continue promoting family planning."**

Family doctor, Ministry of Health, Bolivia

**"[The Packets] helped me to a great extent in the family planning training and preparation of audiovisuals."**

Master Trainer in Family Planning,  
Ain Shams Regional Training Center, Cairo, Egypt

**"I break them into inserts and use them weekly for broadcast especially in the women's programme, Feminine Fair."**

Senior Producer, Federal Radio Corporation of Nigeria

**"[The Packets] help us in developing our materials and in information and education [activities]."**

Executive Director, PLANIFAM, Peru

esses and principles of family planning communication was the topic respondents found most useful (52%). Other topics highly rated as "very useful" include: pamphlet about condoms (46%), photonovels and comic books about family planning (45%), pamphlets about oral contraceptives (43%), male responsibility (43%), pamphlets about the IUD (42%), wall charts about contraceptive methods (42%), reaching young people (41%), and working with the media (41%).

Asked why they find the materials useful, respondents commended the well thought-out presentation of the materials which they described to be "practical," "stimulating" and "innovative." A WHO regional adviser said that he "uses the materials to compare with [their] own productions." The UNFPA regional adviser for Eastern and Southern Africa commented that the Packets serve "as base materials for training and as workshop exemplars."

A flattering comment came from a Philippine respondent who said that "the materials serve as models for the subsequent development of media in other sectors, i.e. environment."

Although there was no dominant pattern in the responses, other specific topics which respondents would like the series to cover include social marketing, traditional media, promotion of female children's status, quality of care, breast feeding, family planning in literacy campaigns, natural family planning, women in development, and evaluation of family planning programs (see Table VI-9).

Regarding the format of the Packets, 39% approved of the plastic bag with materials inside, but a comparatively large percentage (26%) would prefer a ring binder format. Users' comments in this regard are instructive. One noted that "it is time for a change from the plastic bags," and one said that "plastic bags cannot be filed for library purposes."

#### Characteristics of Packet Series Readership

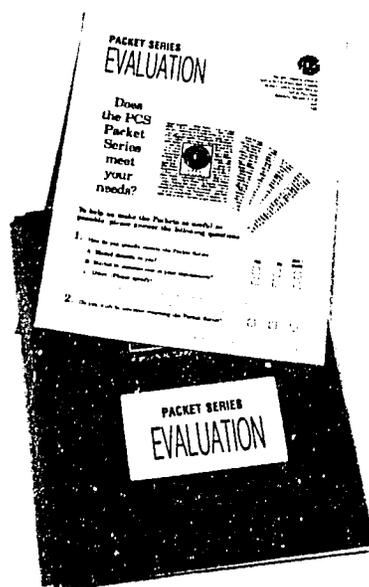
Tables VI-10 and VI-11 show professional characteristics of Packets readers. The greatest majority work in population/family planning communication (61%), followed by maternal and child health (34%).

#### SUMMARY

This evaluation found that:

1. The Packet Series are well appreciated by their recipients. Users find the materials extremely useful, practical, stimulating and worthy of emulation.
2. The Packet Series have a high pass-on readership or usage. Data show that the model sharing is 2-5 persons and that the materials are extensively used in training programs, conferences and meetings. Packet materials are also filed in resource centers of libraries where access to them is maximized.
3. Most users are family planning professionals who find materials about specific topics of greatest value in their work.

Recommendations have been made regarding content, format, distribution and future evaluation of the Packet Series. These have been incorporated in the Packet Series Workplan for FY91. ■



**Table VI-1**  
*Materials in the M/MC*

TYPE	FY89	FY90	% INCREASE
Audio Tapes	390	425	8%
Films	301	305	1%
Novelty (3-D)	1078	1437	33%
Pamphlets	5537	7089	28%
Field Shots	3097	4274	38%
Posters	1692	1785	5%
Reference Mat'ls	1225	1403	14%
Slide Sets	90	103	14%
Video Tapes	413	542	31%
Flipcharts	95	112	17%
Calendars	97	119	22%
<b>TOTAL</b>	<b>14,015</b>	<b>17,594</b>	<b>24%</b>

**Table VI-2**  
*Requests For M/MC Materials*  
*(excluding Packets and Airlie Films)*

REGION	FY89	FY90	% INCREASE
AF	322	341	5%
ASIA	136	140	2%
LA/C	198	212	7%
NE	82	89	8%
Other	302	424	40%
	1040	1206	16%

**Requests as % of Total**

Africa	31%	28%
Latin America	19%	17%
Asia	13%	12%
Near East	8%	8%
Other	29%	35%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>

**Table VI-3**  
*JHU/PCS Slide Sets*

The following is a list of slide sets which have been developed by the staff of the Media/Materials Center. They range in size from 20-80 slides, and most have accompanying text. All are available in English, and many are also available in French and Spanish.

- AIDS Communication
- AIDS Message Development
- AIDS Education Campaign
- AIDS Presentation
- Arab World Family Planning Communication Materials
- Basic Process and Principles of Communication
- Blue Circle Campaign
- Bolivia: Multi-Media Campaign
- Brazil: Vasectomy Campaign
- Center for Communication Programs
- Children
- Colombia Condom Campaign
- IEC - Key To Success in Family Planning
- Impact of PCS Projects
- Informed Choice
- Interpersonal Communication & Counseling Skills
- Lessons Learned from Family Planning Programs
- Logos
- Macho Image
- Male Involvement
- Media Extravaganza
- Message Development
- Mothers and Children
- Nigeria: Music Project
- PCS Entertainment Projects
- PCS Pretesting
- Peru: AIDS Project
- Philippines: Bicol Project
- Philippine Multi-Media Campaign for Young Adults
- Reaching Young People
- Steps to Behavior Change
- Women and Children

The M/MC also distributes slide sets produced by other organizations on the subjects of family planning, reproduction, maternal/child health, and AIDS.

**Table VI-4**  
*Distribution of Airlie Films*

CATEGORY	FY89	FY90
<b>Films Provided as Gifts</b>		
Africa	53	88
Latin America	46	14
Asia	34	38
Near East	4	8
Other	4	8
TOTAL	141	156
<b>Film Loans</b>	6	2
<b>Sales and Rentals</b>	23	8
Fees received	\$3,420	\$990

*Airlie Films Distributed as Gifts and Loans in FY90*

LANGUAGE	NUMBER DISTRIBUTED	TITLE
Arabic	1	Cheerful Revolution
English	11	Speak-They are Listening
	7	Cheerful Revolution
	8	Moment of Truth
	9	We Go Where They Are
	7	Sowing the Seeds of Health
	6	Choice Not Chance
	10	Indonesia: Family Planning First
	6	Social Marketing
	4	To the People
	1	Techniques of Laparoscopy
	1	Laparoscopic Equipment Care
	5	Lessons for the Future
	5	Two Roads
	6	Time of Your Life
	6	You
	8	A Question of Choice
	6	The City: Implication for the Future
6	Mexico 2000	
French	4	Techniques of Laparoscopy
	2	Laparoscopic Equipment Care
	3	Lessons for the Future
	7	Social Marketing
	4	A Question of Choice
Portuguese	5	Cheerful Revolution
	6	The City: Implications for the Future
	1	Lessons for the Future
Spanish	1	The City: Implications for the Future
	2	Two Roads
	1	Social Marketing
	2	You
	2	Sowing the Seeds of Health
	1	Talk About Vasectomy
	1	Breast Self-Exam
	2	A Method for John & Mary
1	Time of Your Life	

**Table VI-5**  
*JHU/PCS PACKET SERIES*

*Packets Produced FY83-FY90*

PACKET TITLE	YEAR PRODUCED
1 Print Materials for Nonreaders	FY83
2 Male Responsibility	FY84
3 Basic Processes and Principles for Population/Family Planning Communication	FY84
4 Social Marketing and Packages for Contraceptive Products	FY85
5 Reaching Young People	FY85
6 Working with the Media	FY86
7 Wallcharts about Contraceptive Methods	FY87
8 Pamphlets about Condoms	FY88
9 Pamphlets about the Pill	FY88
10 Pamphlets about Voluntary Surgical Contraception	FY88
11 Pamphlets about the IUD	FY89
12 Photonoels and Comic Books about Family Planning	FY89
13 Video for Family Planning	FY90
14 Family Planning Logos	FY90

*Packets Distributed FY90*

	NO. ON MAILING LIST	NO. DISTRIBUTED	% OF TOTAL DISTRIBUTED
Africa	621	1,611	30%
Latin America	413	917	17%
Asia	310	704	14%
Near East	115	224	4%
Other*	809	1,908	35%
<b>TOTAL</b>	<b>2,268</b>	<b>5,364</b>	<b>100%</b>

**Tables VI-6 through VI-11**  
*JHU/PCS PACKET SERIES EVALUATION*

**Table VI-6**  
*Packets Distribution Compared to Evaluation Response*

REGION	% OF DISTRIBUTION LIST	% OF EVALUATION RESPONDENTS
Africa	38%	33%
Latin America	21%	25%
North America-USAID/EUR	23%	20%
Asia	14%	15%
Middle East	4%	5%
No Answer		2%
	100%	100%

**Table VI-7**  
*Whether Respondents Wish to Continue Receiving Packet Series*

CATEGORY	% OF RESPONDENTS
Yes	93%
No	2%
Don't Know	1%
No Answer	4%
	100%

**Table VI-8**  
*How Packet Series are Used*

CATEGORY	% OF RESPONDENTS
Training	67%
Conferences/Meetings	38%
Materials Development	31%
Other	29%
	100%

**Table VI-9**  
*Topics Users Prefer*

CATEGORY	% OF RESPONDENTS
Sex Education	36%
Specified Family Planning Topics	35%
Other FP Topics not previously covered	21%
Maternal and Child Health	18%
FP in General	15%
FP Communication	13%
Counseling	8%

NOTE: Percentages do not add up to 100% due to multiple responses.

**Table VI-10**  
*Fields of Communication in Which Users are Working*

CATEGORY	% OF RESPONDENTS
Population Family Planning	61%
Education	29%
Nutrition	15%
Maternal & Child Health	34%
Health	26%
AIDS	15%
Agriculture	6%

NOTE: Percentages do not add up to 100% due to multiple responses.

**Table VI-11**  
*Professional Positions Which Best Describe Users*

CATEGORY	% OF RESPONDENTS
Project Staff	28%
Government	15%
Academic	14%
Information Manager	10%
Consultant	10%
USAID staff	3%
Others	17%
No Answer	10%

NOTE: Percentages do not add up to 100% due to multiple responses.

Photo: JOSE G. RIMON, II



# Research and Evaluation

The basic research agenda of JHU/PCS is the identification of the conditions under which communication projects lead to significant behavioral changes, as well as knowledge and attitude changes. Therefore, research and evaluation in FY90 focused on gathering evidence which lends further support to a major hypothesis that JHU/PCS has been examining — that well-planned IEC mass media campaigns not only create awareness, increase knowledge, and build approval, but also more significantly, influence behavior.

The broader concern of the Research

and Evaluation Unit is to help expand the frontiers of knowledge about population communication and to document, share, and disseminate new hypotheses, new technologies, and lessons learned in family planning.

In JHU/PCS projects, research and evaluation are part of a continuing cycle of audience analysis, design, implementation, review, and replanning. Because of its many operational projects, JHU/PCS is able to engage in research and evaluation activities which are rooted in practice and actual field conditions and which take place on a

scale large enough to produce measurable changes. Staff are ensured access to a large pool of program data coming from a rich variety of cultural, social, economic and political environments. Concomitantly, the expertise and resources available in a major research university such as JHU ensure that projects are consistently evaluated with intellectual rigor.

The staff of the Research and Evaluation unit grew in FY90 and now includes four Senior Evaluation and Research Officers, as well as other research experts. The Chief of the Division of Research and Evaluation is Dr. D. Lawrence Kincaid, an Associate Professor in the Department of Health Policy and Management at the School of Hygiene and Public Health. He co-authored, with Dr. Everett Rogers of the Annenberg School of Communication at the University of Southern California, *Communication Networks: Toward a New Paradigm for Research*, considered the standard text in the field. The other Senior Officers are Dr. Young Mi Kim, formerly on the faculty of the Central University of Venezuela, and widely published on qualitative and quantitative methods in communication and education research; Dr. Benjamin V. Lozare, whose most recent position was as Dean of the College of Arts and Sciences at the Health Sciences Campus of the University of the Philippines; and Dr. Miriam N. Jato, a Cameroonian professor and consultant who has authored one textbook for African health professionals and co-authored another. These officers are backed up by a number of post-doctoral fellows and advanced doctoral students.

Since PCS started in 1982, a total of 98 projects have been developed of which 61 projects in some 30 countries have been completed. (Projects in Nigeria are analyzed separately from this report since most are implemented under a separate contract.)

In fiscal year 1990, JHU/PCS was actively involved in implementing 37 projects in the developing world as well as in planning and developing many more (see Table VII-1).

A breakdown of JHU/PCS projects indicates the scope of its operations.

- Africa, 6 projects underway, 10 completed.
- Asia, 14 projects underway, 14 completed.
- Latin America, 5 underway, 25 completed.
- Near East, 12 projects underway, 12 completed.

Table VII-1 lists some of the key features in the evaluation of completed and ongoing projects. As can be seen from the table, JHU/PCS projects include 32 different forms of mass and interpersonal communication. The rapid growth of the broadcast media in developing countries is reflected in the fact that:

- 34 projects used TV (including video)
- 33 projects used radio
- 14 projects made use of both radio and television.

If all broadcast media (radio and television) are combined, then 67 projects have used either radio or television or both.

JHU/PCS projects also capitalized on the advantages of print media—permanency of record and opportunity for repeated exposures. Nineteen projects included booklets and manuals while 20 used either fliers, brochures, or pamphlets. Twenty-one projects made use of posters or wall charts.

The strengths of interpersonal communication were emphasized in 12 projects. The various interpersonal channels include press conferences, farmer motivators, labor and community youth groups in the Philippines, service providers in Egypt and Ghana, and other community and peer group channels in The Gambia, Cameroon, Bolivia, Colombia, and Bangladesh.

The wide-ranging and imaginative approaches in JHU/PCS projects involve not only the use of new and innovative media but also the innovative use of traditional or popular media. These include: traditional folk songs, electronic billboards, magazine inserts, comic booklets and photonovellas,

games, displays, telephone counseling services, music videos, calendars, and direct mail.

In evaluating its projects, JHU/PCS combines the flexibility, quick response, and relatively low cost of qualitative research with the rigor and precision of quantitative methods. Although focus group discussions (58 projects) and pretesting of communication messages (65) continue to be the most frequently used research techniques, there is an increasing trend in the use of more quantitative approaches such as sample surveys, experimental designs, interrupted time series, etc. A majority of JHU/PCS projects (51 projects) provided for computer analysis of quantitative data.

JHU/PCS recognizes that communication is a process. That recognition is reflected in its increasing application of evaluation designs involving data collection at several points in time. Twenty-one evaluations employed the interrupted time series design and another 26 used the pretest/posttest design with correlation exposure and outcome (i.e. self-reported changes in knowledge, attitudes, and contraceptive practice). Six followed the classic experimental approach—the pretest-posttest control group design. Seventeen projects used the posttest-only design with correlation of exposure and outcome, while four used the posttest-only experimental design with control groups.

That JHU/PCS appreciates the complexity of communication environments can be seen from the increasing use (24 projects) of multiple research designs in a single project. The use of multi-sampling methods (11 projects) is also increasing. The use of multiple indicators of success, especially in time-series designs, is likewise becoming more common, e.g., the combination of survey results with clinic records and/or sales data as measures of intervention effects.

Where possible JHU/PCS tries to employ probability sampling methods. Thirty-eight projects used probability sampling techniques while five involved census or complete saturation samples. Seventeen

used convenience, purposive or quota non-probability sampling approaches.

#### 1990 AND BEYOND

JHU/PCS continued its pioneering “enter-educate” approach and use of MIRS (Media Impact Research System) for evaluation in FY90; refinements in concept and technique continue to be a focus of attention. At the same time, the JHU/PCS agenda for research and evaluation of action programs reflects growing interest in:

- communication network research examining community or social networks as a basic unit of analysis for family planning programs;
- the use of communication interventions to improve quality of care, e.g., through improved counselling training, greater use of IEC support materials in clinic situations, and so forth;
- cost-effectiveness of various communication strategies and media;
- the need to understand conflict management in health and FP issues and social change or development processes; and
- the importance of organizational communication within and among family planning agencies.
- long-term impact of family planning programs and sustainability.

The Media Impact Research System (MIRS) is a coherent, integrated system of communication evaluation designed to assess changes in knowledge, attitude, and practice attributable to modern mass media, especially broadcast media. It consists of quasi-experimental research designs applied in combination to communication projects. Among the designs that MIRS may combine are the following:

- follow-up surveys with probability samples,
- time-series analysis of clinic-hospital client records before, during, and after a communication campaign,
- exit interviews with clients after clinic visits, and
- structured interviews with small purposive samples of health personnel and community leaders associated with a communication campaign.

Further refinement and development of MIRS in Bangladesh, for example, has led to the use of sophisticated computer programs to analyze community networks. This has generated levels of precision not obtained to date. These computer programs and methodological approach show great promise in enhancing the understanding of the dynamics of communication networks and interpersonal communication. The "enter-educate" approach continues to be an important strategy in JHU/PCS projects. The approach calls for the use of highly competent professional entertainers to present family planning and health messages in an enjoyable, entertaining fashion. Evaluation results so far have confirmed the cost-effectiveness of the "enter-educate" approach in family planning communication.

Examples of highly successful implementation of "enter-educate" strategies include the Young People's Project in Mexico and Latin America, a similar Young People's Project in the Philippines, and the Popular Music Project for family planning promotion in Nigeria. Similarly, the JHU/PCS-supported mass media campaign in Turkey harnessed the talents of some of that country's most popular actors and comedians for the production of humorous TV spot announcements, television and radio dramas, and posters. Not only did these projects secure international awards for excellence, but many of them also provided concrete evidence that financial support from the private sector can be mobilized to support highly professional family health communication productions.

Fiscal year 1990 brought further experimentation in the "enter-educate" field. A new television dramatic series is now being developed for broadcast in the Arab world. The series appears to be attracting great interest among planners, the public, and private sector advertisers. The series also aims to lend further support to the regional approach. This was initiated in the first Latin American Young People's Project and is now being tried on a larger scale in Latin America, as well as through this Near East project.

Initial data from the evaluation of a

television drama on sexual responsibility among the young in the Philippines showed extremely high ratings, conveyed encouragement of family health communication, and drew a significant increase in the number of calls to the project's "DIAL-A-FRIEND" telephone counselling service.

The ultimate value of these findings and this experience, however, can come only from widespread dissemination and use of research and evaluation results. In this regard, the year has seen a noteworthy expansion of JHU/PCS's publication and training activities, with the aim of sharing and disseminating lessons learned in family planning. JHU/PCS program and research and evaluation staffs presented papers in several international and national conferences and seminars. Likewise, evaluation staff participated in technical missions to help diffuse research insights. JHU/PCS has increased the involvement of family planning workers throughout the developing world by means of its "Advances in Family Health Communication Workshop" in Baltimore and a similar workshop in French (in November 1990) in Tunisia for francophone participants.

In summary, FY90 saw a vigorous effort by JHU/PCS to expand the frontiers of knowledge in population communication and to help document and share valuable insights and findings with others. The results presented below include four major projects in Africa—Zimbabwe, Niger, Ghana and Burkina Faso—for which the research process and findings are of such interest as to warrant a detailed presentation even though at present only preliminary data are available. Since some aspects of other projects in Latin America, Asia and the Near East have been covered in earlier reports, they are presented here with less detail.

#### RESEARCH AND EVALUATION HIGHLIGHTS BY REGION

##### Africa: Zimbabwe

In Zimbabwe, the Male Motivational Project continued in FY90. The results of the multiple evaluation approach indicate that the project had a significant impact in increasing family planning knowledge, at-

attitudes, and practice among Zimbabwean couples. The main purpose of the Male Motivational Campaign was to promote male involvement and joint decision-making among couples in family planning. The campaign used a multi-media strategy, including a social radio drama aired biweekly in the Shona language, pamphlets, radio spots, and male motivational talks held in different regions around the country. The impact of the multi-media motivational project was evaluated by comparing the national baseline and follow-up household sample surveys. The project used the 1988 Zimbabwe Male Fertility Survey of 711 married males age 20 and over (conducted by Mbizvo and Adamchak) as a baseline for evaluation. JHU/PCS sponsored a follow-up sample survey after the campaign in 1989 with 900 married and unmarried males ages 18 to 55.

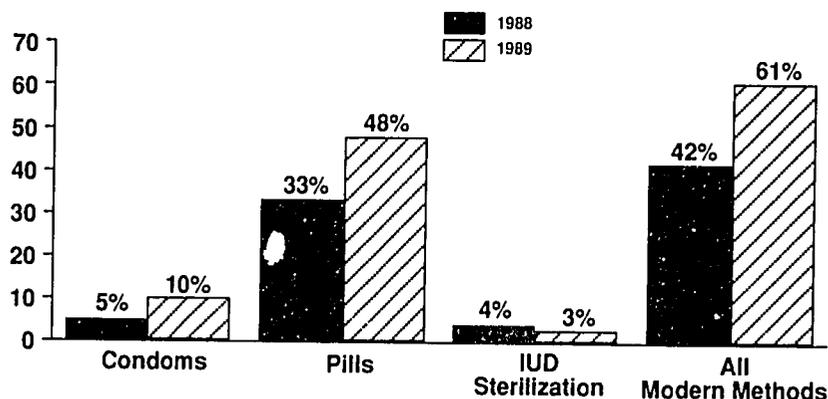
- sterilization - which increased from 19% to 38%;
- condom - which increased from 91% to 97%;
- pill - which increased from 94% to 98%;
- IUD - which increased from 37% to 43%.

Male attitudes toward personal involvement in family planning significantly improved (Figure VII-2) as a result of the communication campaign. For example:

- The proportion of married men who approved of using family planning increased from 83% to 92%.
- The percentage of married men reporting that family planning should be a joint decision went from 25% to 35%.
- The percentage of men who considered getting family planning information as a joint responsibility rose from 18% to 32%.

Overall, these results suggest that the campaign had an impact on promoting

**Figure VII-1**  
*Changes in Current Use of Modern Methods  
Among Married Couples in Zimbabwe: 1988 - 1989*



1988: MFS, N=722  
1989: MMIES, N=490

The results showed that among married men, the use of modern family planning methods increased from 42% to 61%. The increases in pill users (from 33% to 48%) and condom users (from 5% to 10%) were significant (Figure VII-1). After the campaign, knowledge about contraceptive methods in general had increased among males. Some of the major changes following the campaign were found in male awareness of:

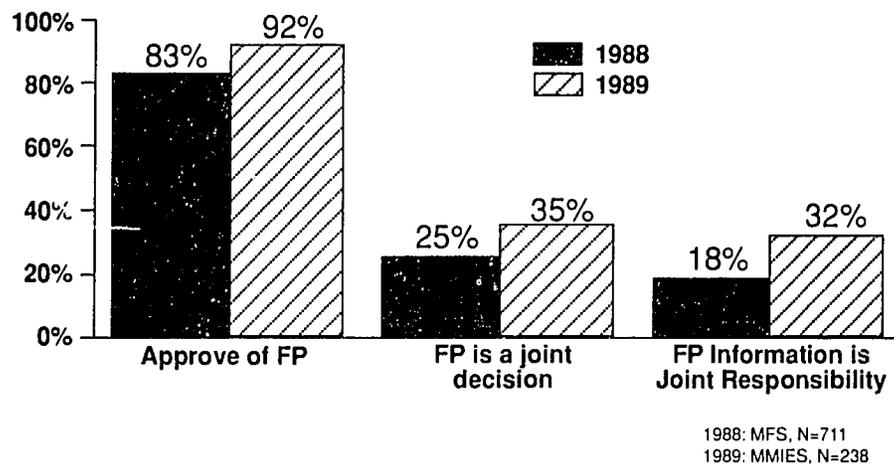
family planning awareness, favorable attitudes, and increased practice among men.

A total of 80 male motivational talks were conducted from September 1988 to July 1989 by members of a trained team of professionals from ZNFPC and other government ministries in urban/semi-urban, rural, and army regions. A sample of 13 talks was selected for the evaluation. Although the findings indicated that most of the respondents were not able to identify all

the intended messages in the talks, many did report learning about the economic advantages of family planning. Others reported learning about the methods and how they are used. About a third of the people indicated that the information was

spouses and friends, and said that, if they missed any episodes, they asked spouses or friends to tell them what had happened. People found the program entertaining and said that they could identify with the positive characters in the program.

**Figure VII-2**  
*Changes in Male Attitudes Toward Family Planning in Zimbabwe: 1988 - 1989*



new to them. Overall, the presentations were well-received by both the community members and their leaders. They were seen as a positive step toward involving men more actively in family planning.

The Male Motivational Campaign in Zimbabwe also included an innovative radio drama, *Akaruma Nchekuchera (You Reap What You Sow)*. The 52-episode program aired bi-weekly from February through August 1989. Participants in focus group discussions held two months after the broadcast recognized that the program's message was to promote the use of family planning, particularly for economic reasons. The messages were found to be convincing and served as a positive reinforcement of knowledge, attitudes, and behavior. Listeners reported discussing some of the issues depicted in the drama with

The Male Motivation Impact Evaluation Survey conducted in 1989 showed that 41 percent of the respondents had heard of the program and 33 percent listened regularly. Ninety-six percent of listeners reported that a family planning message was being conveyed in the drama, 81% learned something about family planning, 61 percent had changed their attitudes, 61 percent had discussed the drama with someone while 30% took some action as a result of the program (Figure VII-3).

The New Acceptors' Survey was carried out between May 1989 and October 1989 in 28 ZNFPC clinics. A total of 1,067 new acceptors of family planning methods were interviewed during their initial clinic visit by ZNFPC nurses. Fifty-two percent had heard family planning messages on the radio in the last three months and 47

percent listened to the radio drama.

The use of a combination of media seemed to be effective in conveying messages concerning male involvement in family planning, as well as in promoting a positive attitude toward the practice. More males realized the importance of taking a joint approach to family planning—one of the key goals for the campaign. The use of radio drama, motivational talks and pamphlets were effective in helping men change their ideas about family planning.

Because of delays in printing and distribution of the booklets, project estimates of media cost-effectiveness should be interpreted cautiously. Initial findings showed that the cost per person reached by the radio broadcast was just \$.11 and the cost per new family planning acceptor just \$1.12. In contrast, because of difficulties cited above, only 5% of men saw the booklets, 6.7% of whom reported that they had adopted a family planning method because of the booklet. A rough estimate shows that the cost per person reached by print was \$.48 and per new acceptor \$7.15, figures which would have been lower if production and distribution were made on time.

#### Africa: Ghana

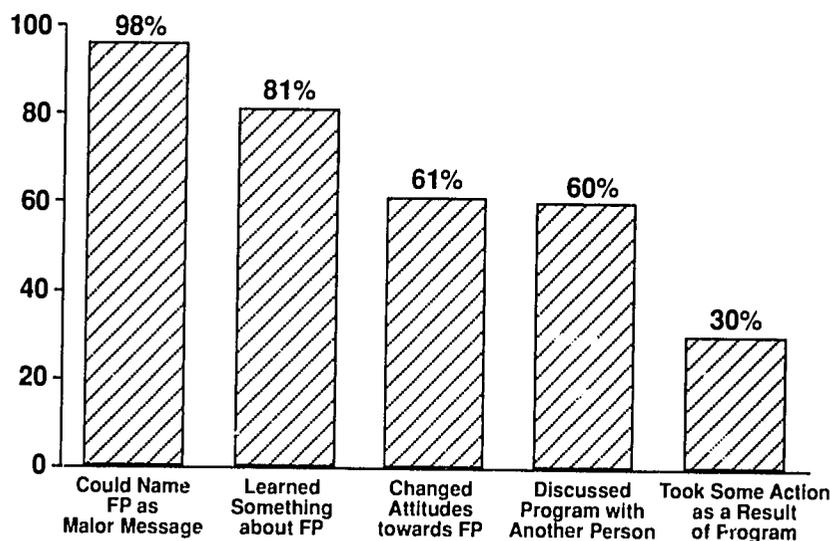
The FP/IEC project in Ghana which began in 1987 has three main communication objectives:

- 1) to enhance the counseling skills of MOH/MCH FP service providers;
- 2) to promote a positive image of FP service providers', and
- 3) to motivate people to attend family planning service centers.

More than 5,000 MOH/MCH service providers had been trained in FP counseling skills by the end of FY90. Phase I of the multi-media campaign, directed primarily toward adult men and women of reproductive age, was launched in March 1990, in the Central, Bong-Ahafo, and Ashanti Regions. The major campaign materials and activities were posters, brochures, signboards, logos, radio series broadcasting, television broadcasting, film and video shows, organized talks, contests, live drama performances and concert parties. Phase II of the campaign will start in November 1990 and end in June 1991.

A monitoring and impact evaluation system for IEC activities in Ghana was established at the beginning of the project.

**Figure VII-3**  
*Impact of Radio Drama Series "Akarumura Nebekuchera"*  
(Percent of Male Listeners)



Several special methodological features have been utilized, such as:

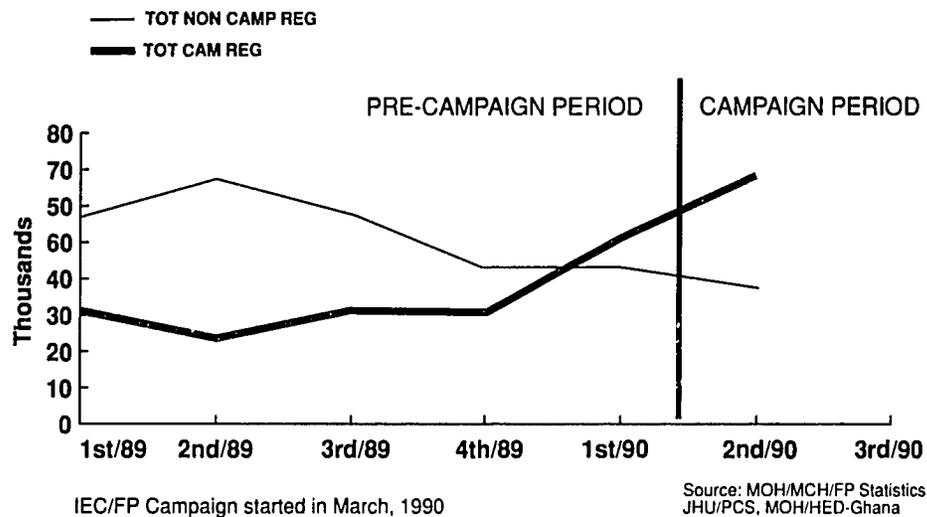
- a time series design with multiple baseline surveys;
- establishment of a comparison group;
- sentinel site analysis; and
- multiple approaches to data collection.

Baseline household surveys on FP knowledge, attitudes, practice, service use, and media exposure were conducted every three months before the multi-media campaign began. During the campaign period, impact evaluation data will be collected periodically at four to six-month intervals. Twenty-five sentinel sites were selected for the household surveys. Among the seven non-campaign regions, the West, Upper-

Protection (CYP) was much higher in the three IEC campaign regions than in comparable non-campaign regions after the multi-media campaign started in March 1990. The rate of increase in the number of oral pills (Figure VII-4) issued and IUDs inserted in the campaign region MCH/FP clinics is higher than in clinics in the non-campaign region.

A series of small-scale campaign recall surveys has been and will be conducted throughout the campaign to monitor its impact. A total of 300 men and women were interviewed in Swedru at the end of July, and another 300 were interviewed in Sunyani in the middle of August 1990. They were selected for the study if they had

**Figure VII-4**  
*Sales of Pills*  
 1st Quarter 89-2nd Quarter 90  
 Ghana: Campaign vs. Non Campaign Regions



West, and Northern Regions were selected for comparison purposes in several evaluation studies. Several approaches to evaluating the campaign impact have been used, including focus group discussions, monitoring MCH/FP clinic statistics, case studies, recall surveys, and source of referral studies.

Although the evaluation activities are still in progress, some preliminary results are available. MCH/FP clinic statistics indicated that the increase in Couple Years of

been exposed to any of the campaign materials or activities. The preliminary results from Swedru showed the highest recall for the posters (76%), followed by the *Awo Dodo* song (49%), billboards (41%), TV drama *Our Concerns* (15%), live drama (8%), and health talk (3%). Other materials and activities were remembered very little by the respondents.

In Sunyani, 70 percent of the survey respondents had seen the campaign posters, 63 percent heard the *Awo dodo* song,

43 percent saw the billboards, 26 percent participated in health talks, 14 percent saw TV drama, and 8 percent saw the live drama. Most respondents (90-95%) understood the messages of all the campaign materials to be "Practice family planning" or "Go to family planning clinics." The live drama *Osofo Dadzie*, a TV drama *Our Concerns*, and the *Awo dodo* song seemed to be the most effective media by which to convey specific family planning messages, such as: "A woman who bears too many children becomes haggard and weak;" "A couple would not have enough food to feed their numerous children;" and "It is very sad to see couples suffering because of many children."

In general, most survey respondents reported that the campaign motivated them either to continue family planning, to begin family planning practice, or to seek family planning information. Among married women and men, most respondents stated that they would discuss family planning with their spouses, visit family planning advisers, and practice FP. A majority of unmarried women and men also responded that they would practice FP when they get married.

#### **Africa: Niger**

In 1987, the Nigerian Ministry of Health and Social Affairs (MOHSA), Directorate of Family Health, in collaboration with JHU/PCS, implemented an information, education, and communication (IEC) program meant to increase public awareness of child spacing services and motivate potential clients to seek them out. The project's activities took place in Niamey, Maradi, and Zinder, over a two-year period.

To measure the project's impact, JHU/PCS assisted the MOHSA in conducting two household surveys which measured family planning knowledge, attitudes, and practice (KAP).

JHU/PCS conducted the baseline survey in Niamey, Maradi, and Zinder (630 men and 1250 women) between June and August 1988 at the beginning of the project. The second survey, in 1989, interviewed a slightly smaller group, 630 men and 1002 women, from these same three areas.

A comparison of the 1989 and 1988 surveys showed changes in the following areas:

#### USE OF MODERN METHODS OF CONTRACEPTION

- In both the capital and provincial towns, women's reported use of modern methods increased substantially. In Niamey, women's contraceptive use increased 69%, from 13% to 22%.
- Even more impressive increases were measured in Maradi and Zinder, where women's contraceptive use doubled, climbing from 8% in 1988, to 16% in 1989.
- A remarkable 76% of female non-users in Niamey (and 54% in Maradi/Zinder) said they intended to use modern contraception in the near future.
- Men who had used condoms, or whose partners used modern methods, had smaller family size ideals than non-users.

#### KNOWLEDGE OF MODERN CONTRACEPTIVE METHODS

- In Maradi/Zinder, 79% of the women surveyed named at least one modern method with no prompting from the interviewer, a 16% increase over baseline levels.
- Some 41% of women from Maradi/Zinder named three or more modern methods without prompting—a 47% increase over baseline levels.
- In Niamey, women's knowledge of the pill remained high and stable at 83%. Their knowledge of the four other modern methods, however, increased anywhere from 16% to 160% above baseline levels.
- In Maradi/Zinder, the percentage of men who named one or more modern methods, without assistance, increased from 65% to 79%, a 21% improvement.

#### ATTITUDES TOWARD CONTRACEPTIVE USE

- In 1989, 90% of the men surveyed said they approved of modern contraception for spacing births—a statistically significant improvement of 11% over baseline levels.

- Some 89% of Nigerien men believed Islam sanctioned the use of modern methods for spacing births, a 50% increase in approval over the previous survey.

#### COMMUNICATIONS

- In 1989, virtually all women who owned or had access to a radio reported hearing a radio program about child spacing.
- Men's exposure to television programs with family planning themes increased 94% between surveys: 24% in 1988 versus 47% in 1989.
- In 1989, 93% of all men reported they had heard a radio show about family planning, an increase of 47% over baseline levels. Some 86% correctly recalled that the programs' themes concerned child spacing.
- Women who used modern methods in Maradi/Zinder were four times more likely to have heard about family planning on the radio or television than non-users.
- Of those women who had discussed family planning with their partners, some 39% were currently contracepting, roughly double the contraceptive prevalence in the two survey sites.

#### Africa: Burkina Faso

In 1989, JHU/PCS assisted the Ministry of Health and Social Action (MOHSA) of Burkina Faso's Directorate of Family Health in carrying out a knowledge, attitudes, and practice (KAP) survey in two rural provinces. The survey was part of a larger communication project of the MOHSA and JHU/PCS. The survey's goal was to provide a baseline measure of rural people's awareness and utilization of family planning against which future changes could be measured. No survey of this type ever had been undertaken outside the capital city of Ouagadougou.

This survey complemented an earlier KAP survey, conducted in Ouagadougou by the Ministry of Health and Social Action and Columbia University in 1986. The information gathered in the present survey, combined with the results of the earlier one, will enable the government to strengthen ongoing communication efforts, and plan future communication strategies to expand the acceptance and use of family

planning in Burkina Faso.

The MOHSA conducted this baseline survey in April 1989, in the provinces of Kenedougou and Zoundweogo. A team of trained interviewers asked a total of 300 men and 300 women a series of questions related to family planning.

An appreciation of what needs to be done in terms of IEC can be seen from the following findings:

#### KNOWLEDGE OF MODERN CONTRACEPTIVE METHODS

- While slightly over half the respondents said they had heard the term "child spacing," only about half could define it.
- Nearly everyone who defined child spacing, described it in terms of maternal and child health.
- Men and women are largely unfamiliar with modern methods of child spacing. Only 25% of women and 15% of men could name at least one modern method without prompting from the interviewer.
- Women with some education, including Koranic schooling, were more knowledgeable about modern methods than women with none.
- Some 38% of the men did not know why a man would use a condom.
- Men were more familiar with condoms as a means to prevent pregnancy (40%) than as a means to avoid disease (18%).

#### ATTITUDES TOWARDS FAMILY PLANNING

- Over 75% of the respondents believed family planning's principal benefit to be improved health for mothers and children.
- Both men and women are uncertain about the religious acceptability of using modern methods to space births. More women believed religion supported the use of modern methods than men.
- There was no significant difference in the responses of Christians and Moslems on religious acceptance of modern methods.
- Women were largely uncertain about the effectiveness of modern methods.
- The vast majority of respondents had never discussed family planning with their partner.

- More than three-quarters of the women felt that men object to women's use of modern methods.

#### PRACTICE OF MODERN CONTRACEPTION

- None of the women respondents were using a modern method at the time of the survey.
- Only 6% of the men reported having ever used a condom.

#### LATIN AMERICA

The pursuit of regional strategies characterizes the JHU/PCS activities in Latin America, a region where family planning programs have been in existence for the past thirty years and have thus reached a stage of relative maturity. Family planning

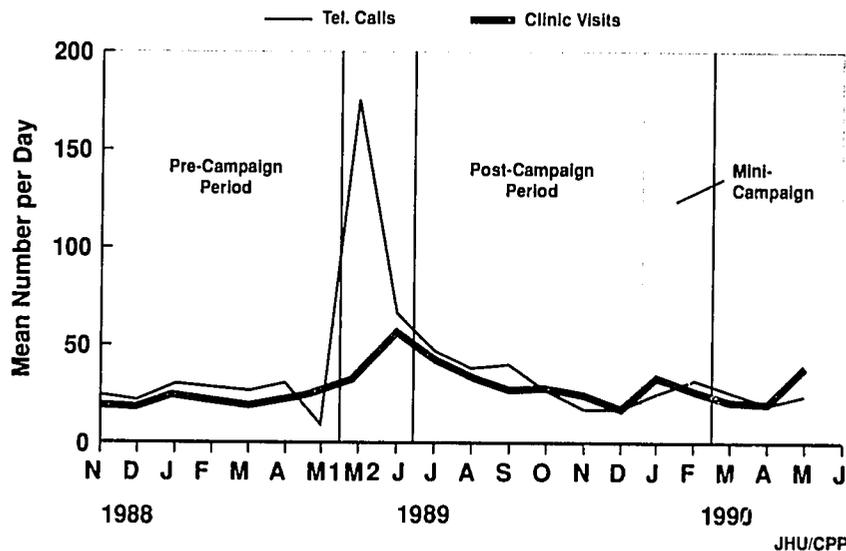
zations with parallel but sometimes competing missions, roles, and activities relating to population.

A review of current and past projects would show that because of the advanced development of media in the region, JHU/PCS was able to develop innovative media techniques which have won numerous national and international awards such as these 1990 awards:

- Gold medal for "Retail Services," London International Advertising Awards
- Bronze Medal "Health/Medical Products and Services," International Film and TV Festival of New York
- Bronze Lion, Cannes International Festival of Advertising Films.

The Mass Media Vasectomy Promotion campaign in Brazil reached its conclusion in September 1990 with outstanding results.

**Figure VII-5**  
*Clinic Telephone Calls and Visits Before and After  
the Mass Media Campaign, Pro-Pater Clinic, Sao Paulo, Brazil*



programs in Latin America enjoy support from communication infrastructures which are among the most advanced in the developing world.

JHU/PCS places high priority on reaching underserved audiences such as youth, men, and rural audiences in the region. A major challenge is in inter-organizational communication: using communication to establish synergy among different organi-

The slogan "Vasectomy is an act of love" was promoted as a household phrase. The two animated hearts featured in the TV spots have become lasting symbols for vasectomy.

Evaluation of the mini-campaign in early 1990 (results of the larger campaign in 1989 were reported in PCS' 1989 annual report) showed results as dramatic as the larger campaign. Figures VII-5 and 6 show month-

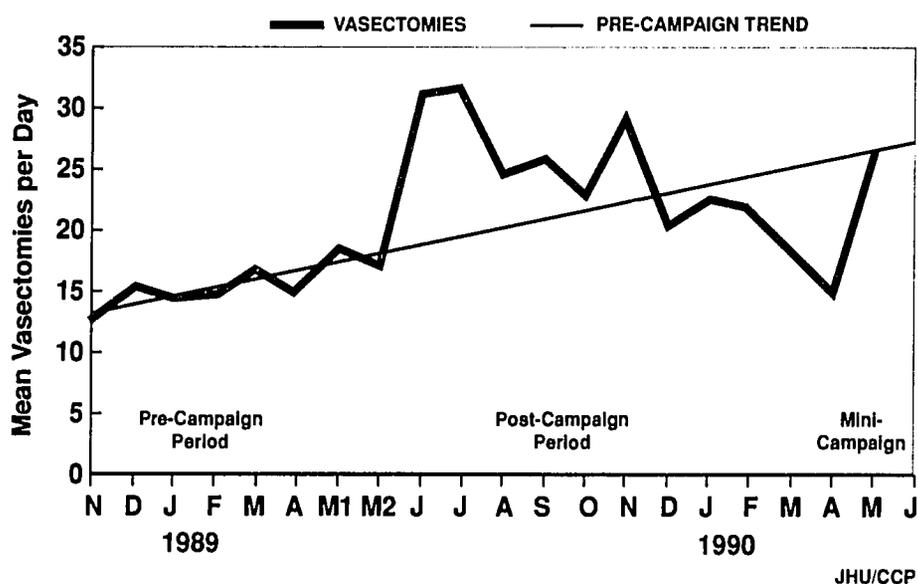
to-month changes with both the main campaign and the mini-campaign indicated in the graph. Figure VII-5 shows the dramatic spike in telephone calls that occurred during the latter half of May, immediately after the start of the main campaign and a similar but lesser increase during the mini-campaign. Figure VII-6 shows the impact of the mass media interventions on the mean vasectomies performed per day over the

Nacional de Poblacion (CONAPO).

JHU/PCS also provided technical assistance to Ecuador to develop a national communication strategy and to organize a national communication skills workshop for 15 IEC representatives from family planning agencies.

On a scale of 1 to 10 where 10 is the highest score, the participants rated the workshop 9.3. Comparisons of pre- and

**Figure VII-6**  
*Clinic Performance Before and After the Media Campaign to Promote Vasectomies, Pro-Pater Clinic, Sao Paulo, Brazil*



course of the campaigns. A regression line based on the pre-campaign period only is shown across the entire graph to suggest what might have happened had the pre-campaign trend continued without the mass media campaign.

JHU/PCS activities in Bolivia include development of a five-year communication strategy for the National Reproductive Health Program and expansion of promotional and outreach activities of CIES (Centro Para Investigacion, Educacion y Servicios). The project brought together for the first time private and public sector agencies in providing IEC and services. Another innovative project involved another first—demographics and health data were published as special inserts in a popular magazine through a JHU/PCS project with Consejo

post-workshop learning tests showed that the average participant increased his or her score by 79 percent; one score increased as much as 235 percent!

Just as important as the increase in knowledge gained by the participants was the collaboration fostered during the workshop. As a consequence of the workshop, for the first time, multisectoral coordination for national communication activities was achieved in Ecuador. A focus group moderators' guide was developed for use in Chiapas, Mexico, to help MEXFAM carry out a series of research activities with semi-urban and rural groups. The project was designed to produce psychographic and demographic profiles as well as to document beliefs and practices related to contraceptives.

**Latin America: Colombia**

Colombia has one of the highest contraceptive prevalence rates in Latin America, thanks to the efforts of PROFAMILIA, a private non-profit agency. Recently, however, PROFAMILIA became concerned because surveys showed that Colombia's Atlantic and northern regions had much lower prevalence rates for temporary methods than the rest of the country and yet the highest rate of voluntary sterilization.

PROFAMILIA proposed a communication campaign to strengthen the idea of spacing and to increase awareness and use of temporary methods among young people. The project made use of mass and interpersonal media to promote "Tahiti," Profamilia's brand of condoms. Radio and print media were supported by pharmacists who were trained to promote condom sales and to provide relevant information.

The six-month campaign used radio spots which promoted the campaign slogan "Keep being free, use Tahiti condoms." The slogan was developed after careful research on male psychology in that part of Colombia. Posters in support of the campaign were so attractive that a number were stolen from the pharmacies (one young man even paid for the campaign poster).

Impact of the campaign on sales figures was significant. During the first month of the campaign, sales climbed steeply and kept on increasing throughout the campaign. Pre-campaign sales averaged 44,500 condoms a month while sales during the campaign averaged 77,400 pieces sold per month or an increase of almost 74 percent. Interestingly, the campaign demonstrated that "machismo" need not be an obstacle to male participation in family planning. Systematic and careful research yielded appropriate clues to the psychology of the male target population which in turn led to the development of appropriate messages.

A major lesson learned in the project is that the key to involving men in family planning is to develop messages that they want to hear, not necessarily how planners wish them to hear.

**ASIA**

Because of the early integration of family planning programs in most national development plans in Asia, advances in family planning communication in this region have been remarkable in recent years. Although progress varies significantly from country to country, Asian family health communication programs in general have reached a high level of sophistication. They are marked by a concern for a wide range of issues and a correspondingly wide selection of communication strategies and techniques.

The relative maturity of family planning communication in Asia had led JHU/PCS to focus on developing wider acceptance of communication as a process rather than as a product, and to foster recognition of the crucial role played by communication research and strategic planning in using the various media most effectively to change behavior. JHU/PCS projects in the region emphasize high-quality communication components, careful audience segmentation, and consumer-oriented IEC programs and materials based on systematic research.

Follow-up projects as well as innovative experiments undertaken include:

- Evaluation of the Heartline Project in the Philippines which was developed as a follow-up to Lea Salonga's role in the successful Mass Media Campaign for Young People.
- Evaluation of the National Folk Singing Program in Bangladesh which experimented with the nation-wide use of traditional media to promote family planning. This is part of the major five-year project in Bangladesh which constitutes the largest JHU/PCS involvement in Asia.
- The use of socio-anthropological approaches in the research phase of a major media campaign in Pakistan designed to help meet latent demand for family planning services.
- The testing and revision of a field workers' manual in Nepal, followed by an IEC Workshop for District Health Officers responsible for developing IEC plans at the district level.

In evaluating these projects, JHU/PCS continued to use a wide range of process-

oriented techniques for audience analysis, audience segmentation, participatory message design and pretesting of materials. The need for more cost-effectiveness data is partially met by the use of research designs amenable to cost-effectiveness measures and analysis in several new projects in the Philippines.

#### **Asia: The Philippines**

In the Philippines, "Help is just a phone call away." This simple slogan symbolizes a veritable life-line to thousands of young Filipinos who called up a telephone-counseling service (Multi-Media Campaign for Young People) started in 1987 to give advice to young people experiencing emotional and relationship problems. These include parent-children communication, pre-marital sex, and adolescent adjustment problems.

The Multi-Media Campaign for Young People amply demonstrated that high-quality, professional mass media productions can change people's behavior and at the same time generate corporate financial support and free access to media. As a follow-up activity, the Heartline Project was conceived to provide young people with adequate knowledge of their own physical, mental, and emotional processes related to fertility in particular and sexuality in general. The project also provided values education and information on fertility and sexuality awareness, parenthood, communication (parent-child and interpersonal), decision making, career planning, and substance abuse (drugs, alcohol, cigarettes).

The Philippine Heartline project, initiated in April 1990, follows up on the success of the Multi-Media Campaign for Young People which starred Lea Salonga. It envisions informing the young on how to recognize and avoid situations in which sexual relations are likely to occur. Its major goals are to encourage parents and their children to discuss sexual responsibility with one another and to promote awareness of the benefits of planning families.

The Heartline Project's expected outputs are three one-and-a-half-hour TV dramas aimed at young people and their parents for airing on prime television. The first

episode was aired in June 1990. Findings of a two-pronged evaluation strategy—which used interviews of viewers who saw the television drama in their homes and interviews of a captive audience who saw the drama under controlled conditions—were highly encouraging.

Aside from the fact that the drama was rated as the top daytime TV drama on that day, a great majority of the viewers could recall details of the episode the day after it was shown. Research confirmed that the situational elements successfully communicated key issues of premarital sex (80%) and inter-family communication and relationships (81%). Attitudes about the presentation of issues were also found to be highly favorable. In the captive audience group, 93% gave the episode very high ratings. Interestingly, data showed that the theme of inter-family communication and relationships seems to have slightly more impact on young adults (81%) than on parents (79%).

The high impact on viewers can also be gleaned from the fact that almost half of those who saw the program in their homes (39%) said that they discussed the messages in the drama with their mother, sister, other relatives, and friends.

Highly positive reviews indicate that viewers perceived the first episode to be highly informative, realistic, relevant, and entertaining, lending further support to the "enter-educate" strategy pioneered by JHU/PCS. The next two episodes are now being developed, enriched by the research and evaluation findings from the first episode.

#### **NEAR EAST**

Family planning programs in the Near East are developing at a modest pace. However, modern mass media, especially television, are growing very rapidly and this growth seems to augur well for population communication activities in the region.

A major concern of JHU/PCS across the region is to strengthen the link between interpersonal communication and the mass media. Because the stage of development of family planning programs in the Near East varies greatly from country to country,

with some still at a nascent stage, JHU/PCS implemented communication strategies with appropriate mix of interpersonal and mass media suited to local conditions and requirements.

As reported in FY89, the highly effective 1987-89 multi-media campaign in Turkey, the region's largest country, is being followed up by another multi-media campaign called "The Blue House Campaign." This three-phase project aims to reach population segments mainly in the Black Sea and Eastern regions who have low socio-economic and educational levels.

Lessons learned from the first campaign are being applied and supplemented by pre-production research started this year. Highly encouraging were further analysis of data in the first campaign which showed the cost per person reached (an estimated 6 million women were exposed to the campaign) was just \$.05 and the cost per new acceptor of any modern method was just \$1.00 (see Table VII-1).

In Egypt, the training of clinic service providers in more empathetic interpersonal communication was supplemented by the use of video shows in magazine format for family planning clients to watch while waiting for service in clinics. The initial research analysis shows encouraging results. In contrast to viewers of mass media, women waiting in clinics preferred purely educational videos to entertainment. This feedback is being used to add more information about family planning methods to the video magazines for future use.

#### SUMMARY

The application of communication research to evaluate and improve family planning programs has characterized Population Communication Services projects since the start. Through the systematic gathering of information, JHU/PCS research and evaluation activities assist population policy makers and planners in making choices among alternative courses of ac-

**Table VII-1**  
*Cost-Effectiveness of Turkish Multi-media Campaign*

REACH/EFFECT	NO. WOMEN REACHED/AFFECTED	COST PER PERSON
To reach one woman with IEC campaign	6,566,400	.05
To increase one woman's awareness	1,723,700	.13
To increase one woman's understanding of FP	1,296,800	.18
To gain one new modern method user	238,032	\$1.00

tion. With easy access to evaluation results from action programs in more than 30 countries, JHU/PCS research and evaluation staff contribute to the development of frameworks through which to achieve a greater understanding of human behavior and the enhancement of people's capability to influence their future.

The following are some of the lessons learned in key PCS projects:

#### **Program performance and Impact**

- 1) Multimedia campaigns which link mass media and interpersonal communication have a stronger impact than campaigns using either approach alone.
- 2) Mass media can enhance the status of family planning programs and of various types of trained family planning workers.
- 3) Entertainment can be a very potent form of IEC—it reaches a wide audience, holds the audience's attention, evokes strong emotional responses, and provides role models for behavior change.
- 4) Most people in most countries want more information from the mass media on family planning.
- 5) The quality of interpersonal communication between health care providers and clients influences satisfaction with family planning services.
- 6) Counseling that helps client make their own informed choices encourages adoption and continued use of family planning methods.
- 7) Training health care providers in interpersonal communication and counseling can enhance their skills.
- 8) Communication about sexual issues and counseling about choices of methods should be private and confidential.
- 9) Use of print and other audio-visual support materials during counseling can enhance the performance of health

care providers and increase clients' knowledge about specific methods.

- 10) IEC campaigns stimulate discussions about family planning between partners and in the community.
- 11) Documentation of successful interventions enhances status of IEC managers and has lasting impact on developing long-term sustainability and institution-building.

#### **EVALUATION**

- 1) Clear program objectives should be established at the start of IEC projects, including specific objectives for changes in knowledge, attitudes, and practice among the intended audience. This requires that family planning IEC programs be developed according to a tested process which begins with analysis and strategic planning and ends with evaluation research, the results of which feed back into the programming cycle.
- 2) Because of the complexity of communication environments, the use of multiple evaluation methods to evaluate an IEC campaign is preferable to the use of a single evaluation method.

Future plans for the research and evaluation on JHU/PCS projects include focusing on:

- Development of cost-effectiveness research methods and measures for analyzing various communication interventions.
- Achievement of greater understanding of interpersonal communication networks and how they influence family planning decisions and behavior.
- Exploration of how conflict management techniques can be used to strengthen organizational communication and coordination among family planning agencies. ■

## **DOUBLE DECKER MESSAGES**

Not long after a fleet of double decker London-style buses began plying the busy streets of Dhaka, Bangladesh, they appeared one day bearing the familiar logo of the government's family planning program, followed by text in Bangla. Curious about the message carried by this innovative medium, the JHU/PCS Country Representative Max Senior sent one of the office staff, a guard named Subal Babu, down to the central bus depot. His assignment: write down all the different messages.

Upon Babu's return, other staff members began translating. As soon as they started the translations, they noticed that the messages were quite familiar. These were messages that participants had developed at the JHU/PCS Messages Development Workshop, held the month before! The participants had developed, pretested, and revised a variety of family planning messages for various media uses. Among the 25 participants from various government and non-government agencies, were people from the IEM Unit of the Department of Health. It seems that the IEM Unit had sent their artists down to the bus depot, paintbrushes in hand, to help spread the word on family planning. They had not had a moment's hesitation about implementing the results of a successful hands-on workshop.

Edson Whitney  
Senior Program Officer  
Asia Division

**Table VII-2**  
*Project Evaluation Status, Years 1 through 8*

REGION/ COUNTRY	PROJECT NUMBER	RECIPIENT	PERIOD OF ACTIVITIES	PROJECT TITLE	COMMUNICATION MEDIA	FOU FOR DESIGN	PRETEST MESS.	RESEARCH DESIGN	SAMPLING METHOD	SALES/ SERVICE STATS	COMP. ANAL.	EVAL. PHASE
<b>Africa: Underway</b>												
Regional	AF-SEN-02	URTNA	1988-91	URTNA Family Health Broadcasting Project, Phase III	Radio, TV	[Same as AF-SEN-01]						
Cameroon	AF-CAM-01	MSP SES	1989-90	Cameroon Child-Spacing Promotion Project	Flip chart, posters, radio, booklets, TV, interpersonal	yes	yes	2, 3	Saturated	yes	no	Design
The Gambia	AF-GAM-01	GPPA	1989-91	IEC and Training Materials Project	Radio, booklets, training manuals, anatomical charts, interpersonal	yes	yes	2	Prob/Sat.	yes	yes	Design
Ghana	AF-GHA-01	MOH	1987-90	Ghana Health and FP Information Program 1987-89	Booklets, radio, posters, flip charts, wallchart, interpersonal, newsletter	yes	yes	2, 3	Prob/Conv	yes	yes	Data Coll & An
Ghana	AF-GHA-02	NAFTI	1988-90	National Film and Television Institute Video	TV	no	yes	3	Prob/Conv	yes	yes	Data Coll & An
Zimbabwe	AF-ZIM-01	ZNFPC	1988-89	Male Motivation Project	Radio, leaflets	yes	yes	2, 3	Probab.	yes	yes	Data An & Rep Prep
<b>Africa: Completed</b>												
Regional	AF-SEN-01	URTNA	1984-88	URTNA Family Health Broadcasting Project	Radio, TV	no	no	1	Saturated	no	no	Rep Sub
Regional	AF-KEN-03	URTNA PEC	1987-88	Model TV Program on Family Planning	TV	[Not applicable]						
Burkina Faso	AF-BKF-01	MOHSA	1985-87	IEC Development Project	Posters, booklets	yes	no	2	Conven.	yes	no	Rep Sub
Burkina Faso	AF-BKF-02	MOHSA	1987-90	Burkina 1987-89 IEC Program	Logo decals, interpersonal, theater, manuals, posters, radio, FP kits, signs, more	yes	yes	1, 3	Saturated	yes	yes	Data An & Rep Sub
Côte d'Ivoire	AF-IVO-01	CERCOM	1987-88	Pan-African Print Material Project	Posters, booklets	yes	yes	1, 2	Saturated	yes	yes	Rep Sub
Kenya	AF-KEN-01	Sila-Graphics	1985-86	Family Planning Films	TV, film	[Same as AF-KEN-02]						
Kenya	AF-KEN-02	RETCO, Ltd.	1985-86	Evaluation of FP Film Project	N/A	yes	yes	1, 2	Con/Quota	yes	no	Rep Sub
Kenya	AF-KEN-04	FPAK	1988-89	Community Based Training Materials	Manual	no	yes	1		no	no	Rep Prep
Liberia	AF-LIB-01	Medex	1984-86	RAPID Television Program	Videotape	[Not applicable]						
Mali	AF-MAI-01	AMPPF	1985-87	Family Planning IEC Project	Booklets, posters, video, radio	yes	yes	1, 3	Conven.	yes	yes	Rep Sub
Niger	AF-NIR-01	MOPH SA	1987-89	Niger Family Health IEC Project	FP FPs, logo, conferences, radio, TV, signboards	yes	yes	3, 5	Probab.	yes	yes	Rep Sub

## \* Code for type of Design

1. Posttest only, Corr. exposure and outcome
2. Pretest/posttest corr., exp. and outcome
3. Interrupted time-series design
4. Posttest only experimental design with control group
5. Pretest/posttest experimental design with control

Table VII-2—continued

REGION/ COUNTRY	PROJECT NUMBER	RECIPIENT	PERIOD OF ACTIVITIES	PROJECT TITLE	COMMUNICATION MEDIA	FGD FOR DESIGN	PRETEST MESS.	RESEARCH DESIGN	SAMPLING METHOD	SALES/ SERVICE STATS	COMP. ANAL.	EVAL. PHASE
<b>Latin America: Underway</b>												
Regional	LA-GUA-01	APROFAM	1987-91	Centro Regional de Audiovisuales (Regional Video Production Center) (CREA)	Video							[Not applicable]
Bolivia	LA-BOL-02	CIES	1990-91	Clinic Promotion for Indigenous People	Radio, video, logo, pamphlet, flyer, signs	yes	yes	4	Probab.	yes	yes	Design
Bolivia	LA-BOL-03	CONAPO	1990	Building Support for a Population Policy	Magazine insert, pamphlets, guide book, compendium, seminar, press conferences	yes	yes	1	Probab.	N/A	yes	Design
El Salvador	LA-ELS-02	MAG. CENCAP	1990	Motivators' Training Project	Interpersonal, flipchart, referral cards, reference chart, pamphlets, curriculum	yes	yes	N/A	N/A	yes	N/A	N/A
Mexico	LA-MEX-13	MEXFAM	1990-91	Audience Research in Chiapas, Mexico (Phase I)	N/A	yes	yes	(1)				
<b>Latin America: Completed</b>												
Regional	LA-MEX-08	FFI	1987-88	Technical Assistance to CREA	N/A							[Not applicable]
Regional	LA-MEX-09	FFI	1988-89	Comm. for Young People II	Songs, records, TV, radio							[Same as LA-MEX-10]
Bolivia	LA-BOL-01	COF	1984-87	Family Health IEC	Radio, posters, pamphlets, cassettes, calendars	yes	yes	2, 3	Quota	yes	yes	Rep Sub
Brazil	LA-BRA-01	ABEPP	1985-87	Basic IEC Materials	Booklets, posters, brochures	yes	yes	N/A	N/A	yes	N/A	Rep Sub
Brazil	LA-BRA-02	ABEPP	1987-88	AIDS Manual for FF Workers	Booklet, slide sets							[Not applicable]
Brazil	LA-BRA-03	PRO-PATER	1988-90	Mass Media Vasectomy Promotion	TV, radio, leaflets	yes	yes	2, 3	Probab.	yes	yes	Data An & Rep Prep
Colombia	LA-COL-01	PROFAMILIA	1984-85	Generic Condom Promotion and Evaluation	Radio, other	yes	yes	2, 3	Quota	no	yes	Rep Sub
Colombia	LA-COL-02	Pub. Toro	1987	Research Phase (FGD) of Comm./Marketing Project	N/A	yes	yes				yes	Rep Sub
Colombia	LA-COL-03	PROFAMILIA	1989-90	Mass Media Promotion of Temporary Methods on the Atlantic Coast	Radio spots, poster, print material, interpersonal	yes	yes	2, 3	Probab.	yes	yes	
Costa Rica	LA-COS-01	COF	1984-85	Educational Radio for Costa Rican Women	Radio, booklets	yes	yes	1, 3	Probab.	yes	yes	Rep Sub

(1) This project is the audience research phase to a larger project and will be evaluated in the context of the entire project.

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3. Interrupted time-series design
4. Posttest only experimental design with control group
5. Pretest/posttest experimental design with control

Table VII-2—continued

REGION/ COUNTRY	PROJECT NUMBER	RECIPIENT	PERIOD OF ACTIVITIES	PROJECT TITLE	COMMUNICATION MEDIA	FGD FOR DESIGN	PRETEST MESS.	PRE-RESEARCH DESIGN	SAMPLING METHOD	SALES/ SERVICE STATS	COMP. ANAL.	EVAL. PHASE
El Salvador	LA-ELS-01	GAMMA	1989-90	Evaluation of the Family Planning Mass Media	Questionnaire		[Not applicable]					
Honduras	LA-HON-01	MOH	1984-87	Ministry of Health FP IEC Activities	Radio, posters, comics	yes	yes	N/A	N/A	N/A	N/A	Rep Sub
Honduras	LA-HON-02	HSS	1984-87	HHS Family Planning IEC System	Pamphlets	yes	yes	N/A	N/A	N/A	N/A	Rep Sub
Honduras	LA-HON-03	ASHON-PLAFA	1984-86	Radio Print Materials for Rural CBD Program	Radio, pamphlets, posters, booklets	yes	yes	2, 3	Probab.	yes	yes	Rep Sub
Mexico	LA-MEX-01	FEMAP	1983-86	Print, Radio, TV to Reinforce Promotoras	Radio, TV, fliers, posters, booklets	yes	yes	2, 4	Probab.	no	yes	Rep Sub
Mexico	LA-MEX-02	FFI	1985-86	Comm. for Young People (T&J)	Songs, posters, radio, TV			[Same as LA-MEX-06]				
Mexico	LA-MEX-03	AMIDEM	1976-87	IEC Materials for Health Workers	Booklets	no	yes			no	no	Rep Prep
Mexico	LA-MEX-04	FFI	1986-87	Educ. Video (T&J)	Video, TV			[Same as LA-MEX-06]				
Mexico	LA-MEX-05	FFI	1986-87	Entertainment Video (T&J)	Video, TV			[Same as LA-MEX-06]				
Mexico	LA-MEX-06	IIC	1987	Eval. Res. Program of the CYPP	N/A	yes	yes	1	Probab.	no	yes	Rep Sub
Mexico	LA-MEX-07	FFI	1987-88	Comic Book Devel. Project	Comic booklets	yes	yes	1	Probab.	yes	yes	Design
Mexico	LA-MEX-10	IIC	1988-89	Evaluation of CYPP II	N/A	yes	no	2, 3	Probab.	yes	yes	Data An
Mexico	LA-MEX-11	FFI	1989	Comic Book Development	Comic booklets	yes	yes	1	Probab.	yes	yes	Design
Mexico	LA-MEX-12	AMIDEM	1988-89	Printing 500 copies of book on education of communication	IEC manual			[Same as LA-MEX-03]				
Peru	LA-PER-01	MOH	1988-89	FP Workers in an AIDS Prevention Campaign	Newspapers, radio seminars	yes	yes	2, 3, 5	Quo/Prob	yes	yes	Data An & Rep Prep
<b>Asia: Underway</b>												
Bangladesh	AS-BAN-01	MOHEP	1989-90	National Folk Singing Program	Folk songs	yes	yes	1	Probab.	yes	yes	Design
Bangladesh	AS-BAN-02	MOHEP	1989-90	National FP Communication Program Support	Booklets, radio, brochures, posters	yes	yes	2, 3	Probab.	yes	yes	Design
Bangladesh	AS-BAN-05	ADEFILM	1990	FP and EPI Film	Film video	no	yes	N/A	N/A	no	no	Design
Bangladesh	AS-BAN-06	PIACT/B	1990	Development of Field Worker Motivational Guide	Booklet, interpersonal							
Bangladesh	AS-BAN-07	MITRA	1990	Trishal Upazila Baseline and Communication Network	N/A	no	yes		Probab. and Purposive	no	yes	Data Coll & An
Philippines	AS-PHI-05	PCF	1990-91	Project Heartline	TV specials	yes	yes	2, 3	Probab.	yes	yes	Data Coll

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5. Pretest/posttest experimental design with control

Table VII-2—continued

REGION/ COUNTRY	PROJECT NUMBER	RECIPIENT	PERIOD OF ACTIVITIES	PROJECT TITLE	COMMUNICATION MEDIA	FGD FOR DESIGN	PRETEST MESS	RESEARCH DESIGN	SAMPLING METHOD	SALES/ SERVICE RATIS	COMP. ANAL.	EVAL. PHASE
Philippines	AS-PHI-07	JFMH	1990-91	IEC for Post-partum Family Planning and Breastfeeding Program	Video, leaflets, comics, interpersonal	yes	yes	1, 2	N/A	yes	yes	Data Coll
Philippines	AS-PHI-08	DOH-DH	1990-91	Pangasinan Integrated IEC Project	Posters, games, comics, fliers	yes	yes	2	Probab.	yes	yes	Data Coll
Philippines	AS-PHI-09	FPOP	1990-91	Project in Iloilo	Radio, stickers, posters, fliers	yes	yes	5	Probab.	yes	yes	Data Coll
Philippines	AS-PHI-10	PCF	1990-91	Information services for Decision Makers and the Media	Newspaper	no	yes	1	Purposive	yes	yes	Data Coll
<b>Asia: Completed</b>												
Bangladesh	AS-BAN-03	PIACT <sup>a</sup> Bang.	1988-89	Visual Literacy Study	N/A	[Not applicable]						
Bangladesh	AS-BAN-04	ACPR	1989	Communication Test Project Rapid Upazila Assessment	N/A	[Not applicable]						
Nepal	AS-NEP-01	FP MCH	1984-86	Print Materials Development	Booklets	yes	yes	4	Conven.	no	yes	Rep Sub
Nepal	AS-NEP-02	COMMAT	1984-86	Film Spots for Cinema Halls	Film	yes	yes	4	Conven.	no	yes	Design
Nepal	AS-NEP-03	DORC	1984-86	Financial Mgmt of Print Materials	N/A	[Not applicable]						
Philippines	AS-PHI-01	PCF	1987-90	Male FP Motivators in Farmer Organization	Interpersonal, radio, booklets	yes	yes	2, 3	Probab.	yes	yes	Data An & Rep Prep
Philippines	AS-PHI-02	PCF	1987-89	A Multi-Media Campaign for Young People	Songs, records, video, radio, TV, poster, telephone, interpersonal	yes	yes	2, 3	Probab.	yes	yes	Data An & Rep Prep
Philippines	AS-PHI-03	PCF	1987-90	A FP Program for the Industrial Sector	Posters, comics, brochures, slide-tape, displays, interpersonal	yes	yes	2, 3	Prob-Sat	yes	yes	Data Coll
Philippines	AS-PHI-04	EPOP	1988-89	Improve IEC Strategies to Increase FP Use	Radio, leaflets, posters, TV, interpersonal	yes	yes	3, 5	Probab.	yes	yes	Data Coll
Philippines	AS-PHI-05	AMEC	1988-89	AMEC Population Communication Project	Radio, drama, groups, interpersonal	yes	yes	5, 5	Probab.	yes	yes	Data Coll & An
<b>Near East: Underway</b>												
Egypt	NE-EGY-05	CDC	1988-89	Time and Materials Two	N/A	[Not applicable]						
Egypt	NE-EGY-07	SPAAC	1988-89	Time and Materials Two	N/A	no	yes	1	Probab.	yes	yes	Data Coll & An
Egypt	NE-EGY-08	CSI	1989	Promotional Campaign Two	TV spots, fliers, pamphlets	yes	yes	1	Probab.	yes	yes	Data An
Egypt	NE-EGY-09	TEAM	1989-90	Time and Materials	N/A	[Not applicable]						
Egypt	NE-EGY-10	SPAAC	1990	Technical Assistance to SIS and other agencies	N/A	[Not applicable]						
Regional	NE-EGY-11	CDC	1990-92	TV Social Drama	TV	yes	yes	2	Probab.		yes	Data Coll

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4. Posttest only experimental design with control group

5. Pretest/posttest experimental design with control

Table VII-2—continued

REGION/ COUNTRY	PROJECT NUMBER	RECIPIENT	PERIOD OF ACTIVITIES	PROJECT TITLE	COMMUNICATION MEDIA	FOU FOR DESIGN	PRETEST MESS.	RESEARCH DESIGN	SAMPLING METHOD	SALES/ SERVICE STATS	COMP. ANAL.	EVAL. PHASE
Regional	NE-EGY-12	Rada Research	1990-91	Research on Family House	TV	yes	yes	2	Purposive & Probab.	no	yes	Data Coll
Regional	NE-JOR-02	MEMRC	1990-91	Research on Family House	TV	yes	yes	2	Purposive & Probab.	no	yes	Data Coll
Regional	NE-MOR-06	LMS	1990-91	Research on Family House	TV	yes	yes	2	Purposive & Probab.	no	yes	Data Coll
Morocco	NE-MOR-01	LMS	1989-91	IEC Program Development	Training in all media	yes	yes	Designs to be devel.	Probab.	N/A	yes	Data Coll
Morocco	NE-MOR-04	MOPH	1990-91	FP Training Communication Project	TV, radio, print	yes	yes	1	Probab.	yes	yes	Data Coll
Morocco	NE-MOR-05	Medias Conseils	1990	Development of Logo for the FP Training and Community Project	Logo for all media	yes	yes	[Not applicable]	N/A			Data Coll
Turkey	NE-TUR-04	TFHPF	1990-91	Pre-production Activities fro the Blue House Campaign	TV	yes	yes	1	Purposive	yes	no	Data Coll
<b>Near East: Under Development</b>												
Tunisia	NE-TUN-01	NCTI	1990	Advances in FP Health Communication Workshop in French	All media training	N/A	N/A	1	N/A	N/A	yes	Data Coll
Turkey	NE-TUR-05	TFHPF	1991	The Blue House Campaign	TV, radio, cinema posters	yes	yes	1	Purposive & Probab.	yes	yes	Data Coll
<b>Near East: Completed</b>												
Egypt	NE-EGY-01	CDC	1988	TOT Workshop in Face-to-Face Communication	Interpersonal	no	no	2	Saturation	N/A	no	Rep Prep
Egypt	NE-EGY-02	CDC	1988-89	Time and Materials One	TA							
Egypt	NE-EGY-03	CDC	1988-89	Training Videos	Video	yes	yes	1	Probab.	yes	yes	Comp

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5. Pretest/posttest experimental design with control

Photo: CAROL CHAPLIN



D.A. Henderson, M.D., M.P.H., Dean of The Johns Hopkins University School of Hygiene and Public Health, signs the PCS Cooperative Agreement, June 30, 1990.

# Program Administration

The PCS project is administered through the Center for Communication Programs (CCP) of The Johns Hopkins University School of Hygiene and Public Health. Phyllis T. Piotrow, Ph.D. is the Director of the Center and serves as the Principal Investigator of the PCS project.

The Project Director, Patrick L. Coleman, M.A., is responsible for overall management of PCS activities, working in close collaboration with the Deputy Project Director, José G. Rimon II, M.A., who directs program and field operations. The CCP Financial Manager, Paul Bankerd, M.B.A.,

oversees fiscal and contractual management of the project.

Eight Senior Program Officers are responsible for overseeing all PCS activities in their respective regions and countries including project development and monitoring. They are assisted by ten Program Officers and one Program Assistant. The program staff is further supported by a Research and Evaluation division which consists of four Senior Evaluation and Research Officers and two Research Assistants. Materials collection and dissemination are handled by the Media/Materials Center staff and the CCP Distribution Center.

**STAFFING**

Enriching the multi-talented PCS staff are six members who joined the program staff during the year. Three have masters degrees, three have doctoral degrees, and all have working experience in Africa, Asia, the Near East, or Latin America. The group includes natives or citizens of Peru, Venezuela, Cameroon, the Philippines, and Korea, as well as one Registered Nurse. Collectively the new staff members speak seven languages including French, Spanish, Portuguese, Arabic, Hindi, Korean, and Filipino.

Five members of the program staff left the project to pursue other professional opportunities. These include Wilma Lynn, Senior Program Officer for Africa; Dale

Huntington, Senior Program Evaluation Officer; Sandra Buffington, Program Officer for Latin America; Venus Dagdagan, Program Officer for Asia; and Marydean Purves, Program Officer for Africa.

**AUDITS**

As specified by the terms of the PCS Cooperative Agreement, audits are conducted on all subagreements in which annual expenditures exceed \$50,000. JHU/PCS has contracted with KPMG Peat Marwick to perform these audits, and also uses the services of local firms in-country when this proves to be more cost effective.

During the period October 1, 1989 through September 30, 1990 audits were performed on the following organizations:

ORGANIZATION	COUNTRY	PCS PROJECT	AUDIT COST
Ghana Ministry of Health (MOH)	Ghana	AF-GHA-01	\$8,500
Population Center Foundation (PCF)	Philippines	AS-PHI-01	3,600
Population Center Foundation (PCF)	Philippines	AS-PHI-02	4,100
Population Center Foundation (PCF)	Philippines	AS-PHI-03	3,600
Promocao da Paternidade Responsavel (PRO-PATER)	Brazil	LA-BRA-03	5,200
Turkish Family Health and Planning Foundation (TFHPF)	Turkey	NE-TUR-01	6,500
Asociacion Pro-Bienestar de la Familia de Guatemala (APROFAM)	Guatemala	LA-GUA-01	2,028
Ministry of Health and Family Planning (MOHFP)	Bangladesh	AS-BAN-01	3,943
<b>TOTAL AUDIT COST</b>			<b>\$37,471</b>

Final reports have been received for all of the above audits. No major problems were found but the audits have proven to be quite useful as a means of detecting potential problem areas in financial management and of identifying areas where additional management technical assistance would be useful and productive. Copies of all audit reports are available to AID upon request.

**SUPPORT FOR U.S. CONTRACTORS**

PCS has continued to maintain close working relationships with two U.S. organizations—the Academy for Educational Development (AED) and the Program for Appropriate Technology in health (PATH). Both have experience in different aspects of communication programs and have earned worldwide respect.

The Academy for Educational Development has particular expertise in development communication, the organization and planning of training workshops, use of mass media for health programs, and educational broadcasting. PATH is well known for its pioneering work in the development of print materials for nonreaders. Both organizations have contributed significantly to a variety of PCS activities and have worked closely with PCS staff.

Staff members of AED and PATH provide continuing assistance and advice on project development and monitoring; suggestions for identifying consultants; assistance in preparing packets of sample materials for mailing; identification of pamphlets, brochures, and other materials for the Media/Materials Collection; and help in generating new projects.

AED staff and consultants were heavily involved in providing technical assistance and training to the State Information Service/Information, Education and Communication Center (SIS/IEC) in Egypt. In addition, AED provided technical assistance to URTNA and to projects in Zaire and Nepal. AED is expected to continue to assist in monitoring, development, and initiation of related projects designed to teach effective message design and broadcasting.

PATH was involved in PCS efforts in Egypt and also provided technical support to projects in Cameroon, Ghana, the Gambia, Morocco, Bangladesh, and Nepal. Major contractor activities are summarized in Tables IX-3 through IX-6 by country and type of activity.

Porter/Novelli staff provided technical assistance in Bangladesh with the design of IEC projects and research studies. P/N also completed a research study in Ghana during the year. P/N is expected to continue to support PCS projects in Bangladesh.

SAAI provided technical assistance in Indonesia in strategic planning and evaluation of the Urban IEC (Blue Circle) campaign for the national family planning program. SAAI also supported PCS projects in Egypt.

JHU/PCS has also entered into subcontracts with two advertising agencies to

provide services in specific countries. Porter/Novelli (P/N) supports projects in Bangladesh and Ghana, and Saffitz Alpert & Associates, Inc. (SAAI) provides assistance to communication to projects in Indonesia and Egypt. The activities of AED, PATH, P/N, and SAAI are described in detail in their annual reports, included as Appendices C, D, E, and F.

Other U.S. based subcontractors include Development Through Self-Reliance, Inc. (DSR) which has produced films and videos for PCS, primarily in Asia; and Engineered Full Productions (EFP) which provides equipment maintenance and training for the CREA project in Guatemala. In addition, PCS has contracted with Doe Mayer Production (DMP) to produce videos in the United States.

Expenditures (including accruals) by each contractor for the 12 month period October 1, 1989 through September 30, 1990 were:

AED	\$390,156
PATH	203,507
P/N	76,812
SAAI	100,066
DSR	6,417
EFP	15,000
DMP	60,630

### A COOL DAD

When Richard Bissell, Ph.D., moved into his new position at the U.S. Agency for International Development as Assistant Administrator for Science and Technology, he had to learn about the many projects in the areas now under his jurisdiction. As he surveyed the array of information sources, he noticed that some items could more easily — and more appropriately — be examined at home than at the office. One example: the enter-educate videotapes developed by JHU/PCS projects in Latin America, the Philippines, and Nigeria. He had trouble imagining himself sitting in his office watching what would appear to be Music Television (cable's famed M-TV), and decided that, definitely, these videos were "homework"!

At home, while he watched the videos, his teenage daughter happened past. Attracted by the vibrant, contemporary rock music, she asked, "What're you watching, Dad?" "Well, it's part of my new job..." Tatiana and Johnny were singing about "waiting" until they were ready for a long-lasting relationship; Lea Salonga and Menudo speculated how not to "get into that situation"; King Sunny Ade and Onyeka asked each other "Is it love with peace of mind? Or children we're not prepared for?"

She watched the video with her dad. She was impressed. In fact, this "homework" evoked the ultimate teen compliment: "You're cool, Dad!"

Excerpt from keynote speech by  
Richard Bissell, Ph.D.  
Health Communication Day, October 18, 1990  
The Johns Hopkins School of Hygiene and Public Health

Photo: NORM WATKINS



**Table VIII-1**  
*The Johns Hopkins University Staff Working on the PCS Project*  
*as of September 30, 1990*

NAME	TITLE	PERCENT OF TIME ALLOCATED TO PCS	FUNCTION
Rodolfo B. Apantado	Distribution Manager	9%	Mailing (8% funded under the Nigeria contract)
Jennifer E. Ashcraft	Senior Contract Specialist	62%	Grants and subcontract management (38% funded under the Nigeria contract)
Paul Bankerd*	Financial Manager	66%	Administration (17% funded under the Nigeria contract)
Michelle E. Bashin	Program Officer I	100%	Backstopping for Programs in Francophone Africa
Moncef M. Bouhafa	Senior Program Officer I	100%	Programs in the Near East
Venessa L. Bradley	Secretary to Project Director	100%	Administrative secretarial support
Deborah Bunda	Grants Coordinator	100%	Administration
Deborah M. Chalmers	Receptionist	60%	Clerical support
Z. Pilar Chiarito	Secretary III	100%	Secretarial support for programs in Latin America
Nobuyuki Chikudate	Research Assistant	60%	Research and evaluation
Patrick L. Coleman*	Project Director	85%	Program management and coordination (10% funded under the Nigeria contract)
Dionne R. Conteh	Copy Clerk	100%	Clerical support
Benedette C. Cooper	Field Support/Travel Coordinator	95%	Coordination of overseas travel, briefing and reports
Jennifer A. Daves	Program Officer I	30%	Backstopping for programs in Africa (70% funded under the Nigeria contract)
Linda L. Donhauser	Assistant to Financial Manager	60%	Administration
Elizabeth B. DuVerlie	Assistant to the Director	42%	Administration
Gwendolyn S. Ellis	Accounting Assistant III	100%	Administration
Vera E. Ford	Administrative Manager	100%	Administration
Susan J. Gaztanaga	Secretary III	100%	Secretarial support for programs in Francophone Africa
Ann H. Gibbins	Budget Analyst II	65%	Administration (35% funded under the Nigeria contract)
Ruth M. Gorham	Secretary II	34%	Secretarial support for the Research and Evaluation Division
Carol A. Haddaway	Program Assistant	100%	Administration and backstopping for programs in Asia and the Near East
Ronald W. Hess	Program Officer I	100%	Backstopping for programs in Asia
Angela M. Hill	Secretary II	100%	Secretarial support for programs in Anglophone Africa
Linda E. Ingram	Accounting Assistant III	60%	Administration (40% funded under the Nigeria contract)
Antoinette L. Jackson	Secretary II	100%	Secretarial support for programs in Asia and the Near East
Veronica R. Jackson	Financial/Admin. Secretary	90%	Financial and administrative secretarial support
Miriam Jato	Senior Evaluation and Research Officer	100%	Research and evaluation
Celeste Karolenko	Computer Specialist	60%	Computer systems support
Carl Kendall	Assistant Professor, Department of International Health	25%	Technical support, project development and evaluation
Young Mi Kim	Senior Evaluation and Research Officer	48%	Research and evaluation (50% funded under the Nigeria contract)
D. Lawrence Kincaid	Senior Evaluation and Research Officer	75%	Evaluation design and planning
Susan C. Krenn	Program Officer II	25%	Backstopping for programs in Africa (75% funded under the Nigeria contract)
Opia Mensah Kumah	Senior Program Officer I	85%	Programs in Francophone Africa (15% funded under the Nigeria contract)

\* Key personnel

Table VIII-1 – *continued*

NAME	TITLE	PERCENT OF TIME ALLOCATED TO PCS	FUNCTION
Philippe F. Langlois	Senior Program Officer II	75%	Programs in Africa and Haiti
Kimberley Larkins	Clerk/Typist	100%	Media/Materials Collection
Susan A. Leibtag	Librarian	100%	Media/Materials Collection
Cheryl Lettenmaier	Program Officer I	100%	Backstopping for programs in Anglophone Africa
Benjamin Lozare	Senior Evaluation and Research Officer	98%	Research and evaluation
Andriel R. Matthews	Secretary to Deputy Project Director	100%	Administrative secretarial support
Della McCaskill	Secretary to Principal Investigator	50%	Secretarial support
Marcia J. McMillian	Grant Support Assistant	100%	Administration
Alice Payne Merritt	Senior Program Officer I	85%	Programs in Latin America
Rita C. Meyer	Editor	100%	Publications and editing
Mary Molloy	Database Editor	83%	Media/Materials Collection
Winthrop Morgan	Program Officer I	100%	Backstopping for programs in Anglophone Africa
Patricia Moses	Secretary/Receptionist	60%	Clerical support
Tyrus R. Mullis	Media/Materials Specialist	100%	Media/Materials Collection
Elizabeth D. Nickerson	Program Officer I	100%	Backstopping for programs in Latin America
Pamela J. Pine	Program Officer I	100%	Backstopping for programs in the Near East
Phyllis T. Piotrow*	Director, CCP and Principal Investigator, PCS Project	27%	Program guidance and communication expertise (13% funded under the Nigeria contract)
Patricia R. Poppe	Program Officer I	100%	Backstopping for programs in Latin America
Hugh M. Rigby	Media/Materials Coordinator	83%	Media/Materials Collection (15% funded under the Nigeria contract)
José G. Rimón II*	Deputy Project Director	73%	Programming and supervision of field operations (25% funded under the Nigeria contract)
Vanassa Ross	Secretary III	15%	Secretarial support to the Africa Division (85% funded under the Nigeria contract)
Debra Roter	Associate Professor, Department of Behavioral Sciences and Health Education	20%	Technical support, project development and evaluation
George Schroen	Senior Mail Clerk	18%	Mailing (7% funded under the Nigeria contract)
Maxwell S. Senior	Country Representative, Bangladesh	100%	Programs in Bangladesh
Cynthia B. Shaw	Media/Materials Assistant	100%	Media/Materials Collection
Valerie A. Smith	Accounting Assistant III	100%	Administration
Uvonna D. Taylor	Secretary III	100%	Secretarial support to the Media/Materials Collection
Katherine Treiman	Program Officer I	60%	Backstopping for programs in the Near East
Diane Tulkoff	Field Support Assistant	100%	Overseas and domestic travel
Edson E. Whitney	Senior Program Officer I	100%	Programs in Asia
Deborah V. Williams	Secretary II	100%	Secretarial support for programs in Asia and the Near East
Kim E. Winnard	Country Representative, Nigeria	0%	(Funded under the Nigeria contract)
Sung Hee Yun	Senior Program Officer II	98%	Programs in Asia and the Near East
Hong Zhang	Senior Research Assistant II	100%	Evaluation of Programs

\* Key personnel

**Table VIII-2**  
*Background Information on JHU/PCS Staff*

## Management

**Phyllis T. Piotrow, Ph.D.** (Political Science and Population Dynamics)—Director, Center for Communication Programs (CCP) and Principal Investigator, Population Communication Services project. Dr. Piotrow has worked in international population, population policy, and communication programs since 1965. She initiated the Population Crisis Committee as Executive Director in 1965, the Population Information Program (PIP) in 1972 and the Population Communication Services (PCS) project at JHU in 1982. She serves on the Board of Directors of the Population Crisis Committee and the Center for Population and Development Affairs. Her book, *World Population Crisis: The US Response*, is the standard history of US support for population assistance and includes a foreword by now President George Bush. In 1989 she received the Carl S. Shultz award presented annually by the Population and Family Planning Section of the American Public Health Association for contributions to the field of population and family planning.

**Patrick L. Coleman, M.A.** (Communication)—Project Director. Mr. Coleman is a specialist in developing communication strategies and in radio and TV production, including innovative use of audio-visual equipment. His more than 15 years of work in development communication include an ORS and sanitation project with the Ministry of Health of El Salvador. He has played a major role in strategy development for the "enter-educate" approach to social marketing communication campaigns. He was the conceptual designer of the Lea Salonga project during 1986-88, which used a popular entertainment format to promote family planning and sexual responsibility among Philippine young people. Mr. Coleman served as PCS Senior Program Officer for Latin America for three years before becoming the Project Director in 1986. (Since November 1, 1990, Senior Communication Advisor in the Philippines.)

**José G. Rimon, II, M.A.** (Communication)—Deputy Project Director. Formerly a Mid-Career Fellow (Parvin) at the Woodrow Wilson

School, Princeton University, Mr. Rimon has been the Associate Director for IEC, Operations Manager, and Officer-in-Charge at the Commission of Population in the Philippines. In the last 15 years, Mr. Rimon has developed and managed more than 100 communication projects worldwide, taught graduate courses in communication and change, served as consultant to regional and international agencies, and has worked extensively in Asia, Africa and the Near East. His key areas of interest are: communication management, strategic thinking, negotiations, and leveraging. (Since November 1, 1990, PCS Project Director.)

**Paul Bankerd, M.B.A.** (International Business)—Financial and Administrative Manager. Mr. Bankerd is a management expert with almost 20 years experience in finance and accounting, contract administration, and management systems development. He has an extensive background in managing government grants and contracts, and in providing support to public health projects operating in developing countries.

**Elizabeth DuVerlie, M.A., M.H.S.** (Health Planning and Administration)—Special Assistant to the Director. Ms. DuVerlie has extensive experience in health promotion and in program development and administration. She has also specialized in conference design and implementation. Ms. DuVerlie is fluent in French, conversant in Spanish and has a background in intercultural communication.

## Research and Evaluation Staff

**D. Lawrence Kincaid, Ph.D.** (Communication)—Senior Research and Evaluation Officer. Dr. Kincaid has worked in international communication and development for more than 20 years. He is an expert in qualitative and quantitative research methodologies for the development of messages and evaluation of communication in health and related fields. Dr. Kincaid developed MIRS—Media Impact Research System—a method of measuring the intermediate steps of communication that eventually lead to behavior change. An Associate Professor in the School of Hygiene

and Public Health, he teaches and directs graduate student and fellowship research in family planning communication. He is the Chief of the Research and Evaluation Division.

**Benjamin V. Lozare, Ph.D.** (Communication)—Senior Program and Evaluation Officer. Dr. Lozare has 20 years of experience in research, teaching, and practical work in international and development communication. As Dean of the College of Arts and Sciences at the Health Sciences Campus of the University of the Philippines, he was responsible for strengthening the humanities and social science orientation of students preparing for careers in the health sciences. He served as the first Director-General of the Philippine Information Agency, a national institution which provides development communication services to government ministries and international development agencies. He has also served as Deputy Secretary-General of the Asian Mass Communication Research and Information Center Foundation, a leading non-governmental organization in Asia and the Pacific, and consulted with UN agencies such as the World Health Organization, the Economic Commission for Asia and the Far East, and the UNFPA.

**Young Mi Kim, Ed.D.** (Counseling/Educational Psychology)—Senior Program and Evaluation Officer. Dr. Kim has extensive experience working with international organizations in family planning, population education, and health education. She has been on the faculty of several universities, including Universidad Central de Venezuela, and has authored various publications in her major field of expertise, qualitative and quantitative methods in communication and education research and evaluation. Dr. Kim has worked in Asia, Latin America, Europe, and Africa and speaks fluent Korean and Spanish.

**Miriam N. Jato, Dr. P.H.** (Public Health Research)—Senior Research and Evaluation Officer. Dr. Jato, a Cameroonian has developed and taught health education and public health courses to nurses, doctors and graduate students for 15 years. A public health and communication consultant to regional and international agencies in Africa, she has co-authored and authored two African health professional text books: *The Nurse and*

*Community Health in Africa and Principles and Methods of Health Education for Africa*. She is an expert in quantitative and qualitative research methodologies in public health research. She has served as adviser for several student theses.

**Hong Zhang, M.D., M.P.H.**—Research Evaluation Officer. Dr. Zhang has been with The Johns Hopkins Hospital and the School of Hygiene and Public Health for five years. She is experienced in experimental and survey research designs and in conducting and evaluating clinical and population studies. She has expertise in international health and family planning communication in developing countries, particularly in statistical analysis of project evaluation research results.

## Field Operations

### AFRICA REGION

**Philippe F. Langlois, B.A.** (English Literature)—Senior Program Officer II, Africa Division. Mr. Langlois, a native of Canada, has experience in public relations, audio-visual production, training, and media materials development. For over a decade, Mr. Langlois has provided technical assistance in the design and implementation of family planning/IEC programs in developing countries. He is Chief of the Africa Division.

**Opia Mensah Kumah, M.A.** (Journalism and Communication)—Senior Program Officer I, Africa Region. Mr. Kumah, a citizen of Ghana, has worked in print radio and TV production, taught international communication and served as communication consultant and health consultant to international organizations in Africa. He has expertise in market research and long-term field experience managing USAID primary health care/family planning projects in Africa. He has also been executive head of a major advertising agency in Africa. Mr. Kumah has a graduate academic background in journalism and communication and speaks four languages.

**Michelle Bashin, M.H.S.** (Public Health)—Program Officer I, Africa Region. Ms. Bashin's public health experience began in Mali where she assisted in USAID response to the worst drought in a decade. Her contribution to drought relief included collaboration in designing and implementing the Famine Warn-

ing System. As a Peace Corps Volunteer in Mali, she developed rural water supply. Ms. Bashin has considerable experience in project design and evaluation, focus group discussion research, and interpersonal communication training. She is fluent in French, Spanish and Bambara, a West African dialect.

**Cheryl Lettenmaier, R.N., M.P.H.** (International Health)—Program Officer I, Africa Region. Author of *Population Reports* on counseling, family planning and maternal health, her international experience as a community health nurse spans the globe from refugee camps in Indonesia and Thailand, to an outpost in aboriginal Australia. In the United States she has practiced pediatric nursing on an American Indian reservation and family planning nursing at inner-city clinics. Ms. Lettenmaier has considerable experience designing and conducting training for health workers.

**Winthrop B. Morgan, M.P.H.** (International Health Communication)—Program Officer I, Africa Region. Mr. Morgan has experience in community mobilizing and training trainers of health care workers. He was principal researcher for a book on management, *Re-inventing the Corporation*. He spent three years, including Peace Corps service, in Liberia assisting with the establishment of a Primary Health Care program in the Southeast Region of the country. He is currently researching the use of radio soap opera as a vehicle for said development messages.

**Marydean A. Purves, M.A.** (International Program Administration)—Program Officer I, Africa Region. Ms. Purves has a background in domestic community development, international health communication, and health education materials design. She served in the Peace Corps in Gabon, speaks French fluently, and has professional experience in evaluation and training.

#### LATIN AMERICA

**Alice Payne Merritt, M.P.H.** (International Health/Family Planning)—Senior Program Officer I, Latin America. Ms. Payne Merritt has 10 years of experience in 15 countries throughout Latin America and the Caribbean in health communication and integrated rural development. She has designed and man-

aged a wide variety of family planning and AIDS prevention projects ranging from mass media campaigns to grassroots health education. She is fluent in Spanish and conversant in Portuguese.

**Patricia Poppe, M.S., M.A.** (Communication and Education)—Program Officer II, Latin America. Ms. Poppe, a native of Peru, has worked in communication and development since 1978. Most of her experience has been in Peru, Brazil, Mexico, Argentina, and South Korea, serving as a consultant to international organizations such as UNESCO and FAO. She has designed and managed communication and training interventions on health, women's issues, and agriculture in several Latin American countries. Ms. Poppe also has expertise in video production and the design of a variety of media materials. In addition to being fluent in Spanish, Ms. Poppe is conversant in Portuguese.

**Liza Nickerson, M.A.L.D.** (International Development)—Program Assistant, Latin America. Ms. Nickerson has designed and implemented health education and community development projects in Peru and Honduras, and for Latin American communities in the United States. She has experience in population policy research and speaks Spanish fluently.

#### ASIA/NEAR EAST

**Sung Hee Yun, Dr.P.H., M.P.H.** (Public Health/Population Communications)—Senior Program Officer II, Asia/Near East Region. Dr. Yun is a native of Korea with 24 years of continuous and extensive experience in international health and family planning communication project development in Africa, the Middle East, and Asia. Chief of the Asia/Near East Division, he worked initially for the Korean Family Planning Association and later with the World Bank.

**Maxwell S. Senior, Ed.D.** (Educational Media Technology)—Country Representative Bangladesh, Senior Program Officer II. Dr. Senior is a development communication specialist from Jamaica with broad experience in a variety of media, including radio, TV and print materials. He has 15 years experience in communication training, program management and evaluation, and broadcasting.

**Moncef M. Bouhafa, M.A.** (International Economics)—Senior Program Officer I, Asia/Near East Region. Mr. Bouhafa has worked in more than 30 countries in Asia, Africa, the Middle East, and Latin America. A community mobilization specialist with UNICEF for more than 12 years, he developed training curricula and designed multi-media strategies for health-related behavior change. He also held the position of Regional Communications Adviser for UNICEF Africa Regional Office. Mr. Bouhafa is fluent in Arabic and French.

**Edson E. Whitney, M.P.S.** (Communication Arts)—Senior Program Officer I, Asia/Near East Region. Mr. Whitney has extensive experience in training and education in both Asia and Africa. He has served as Project Director for a Peace Corps training program in Thailand, as Program Supervisor for a refugee training program in Indonesia, and as a secondary school teacher in Swaziland. He speaks Thai and Indonesian.

**Katherine Treiman, M.P.H.** (International Health, Population Dynamics) - Program Officer I, Asia/Near East Region. Ms. Treiman has worked in Egypt developing a wide variety of IEC programs including training programs health workers in interpersonal communication/counseling. Prior to joining PCS she administered a refugee relief program in the Sudan and a health education program in the Philippines. She is conversant in Arabic.

**Ronald W. Hess, M.P.S.** (Communication Arts) —Program Officer I, Asia Region. Mr. Hess worked since 1978 in media planning, production, and training in educational commercial film and television. His professional work in Asia involved extensive anthropological and communication research. Mr. Hess speaks Hindi and Urdu.

**Pamela J. Pine, M.P.H.** (Public Health), MAIA (International Affairs)—Program Officer I, Asia/Near East Region. Ms. Pine has broad experience managing and providing technical assistance to health (family planning, nutrition, tropical/communicable diseases, water), social (battered women, the homeless, elderly, retarded), and economic (income generation for women with low incomes) programs in the Middle East, Africa, Asia, and the U.S. Ms. Pine speaks Arabic and French.

**Carol Haddaway, B.S.** (Spanish)—Program Assistant, Asia/Near East Region. Ms. Haddaway has worked in a number of administrative and management positions, and owned and managed a travel agency in Trinidad. Prior to becoming Program Assistant with JHU/PCS, she held the position of Field Support Coordinator. Ms. Haddaway speaks Spanish and French. She is currently pursuing a masters degree in Applied Behavioral Sciences.

#### NIGERIA

**Kim E. Winnard, M.A.** (International Development)—Country Representative Nigeria, Senior Program Officer II. Mr. Winnard has extensive management experience in the United States, Asia and Nigeria in development communication and extension projects for various local and international organizations. As a visual media specialist and cross-cultural trainer, he has played a key role in the development and implementation of over a dozen projects in Nigeria.

**Susan C. Krenn, B.A.** (Modern Languages)—Program Officer II, Nigeria. Ms. Krenn has previous family planning/population experience through the administration of international training programs focusing on management of family planning, development and health organizations. She was Media/Materials Specialist before becoming Program Officer for Francophone Africa in 1986, and was appointed Program Officer for Nigeria in 1989. She is currently monitoring the more than 30 projects under way in Nigeria. Ms. Krenn speaks French and Spanish.

**Jennifer Daves, M.A.** (Population Studies)—Program Officer I, Nigeria. Ms. Daves has experience in video publication and marketing in addition to family planning communication program design, monitoring and training. In the United States, she also has worked as a family planning counselor and has conducted research in the area of adolescent pregnancy prevention.

#### MEDIA/MATERIALS CENTER

**Hugh M. Rigby, B.A., P.G.C.E.** (Design/Education)—Media/Materials Coordinator. Mr. Rigby came to PCS from the Eastern and Southern Africa Regional Office of UNICEF, where he was Visual Communication Officer for five years. Previously he practiced as a

Graphic Designer developing media materials and also as a teacher of the visual arts.

**Susan A. Leibtag, M.L.S.** (Library Science)—Librarian. Ms. Leibtag has worked as a cataloguer/reference librarian at the JHU Population Dynamics/Maternal and Child Health Library and as an abstractor and indexer for PIP. She is particularly experienced in the cataloging and maintenance of special collections.

**Rita C. Meyer, B.A.** (English Literature)—Editor. Ms. Meyer provides editorial and creative support to PCS staff by editing, writing, designing, and illustrating PCS field reports, scripts and other materials. Her background includes training in music and the visual arts (painting and drawing) and experience in writing and editing magazines and journals in New York City.

**Tyrus R. Mullis, C.T.S.** (Video/Film)—Media/Materials Specialist. Mr. Mullis brings seventeen years of experience as an independent video/film consultant to provide technical support to PCS staff and maintain the video/film collection.

**Cynthia K. Shaw, A.A.** (Art Education)—Media/Materials Assistant. Ms. Shaw came to PCS from the Public Affairs Office of the American Red Cross. She is the primary contact for all visitors to the Media/Materials Center.

## Administration

**Linda L. Donhauser**—Senior Budget/Grant Administrator. Ms. Donhauser, who served as Administrative Manager to PCS from 1980 to 1986, rejoined the staff on a part-time basis to provide administrative and financial management support.

**Vera E. Ford, B.S.** (Business Administration)—Administrative Manager. Ms. Ford has worked with the PCS project for eight years, providing financial and administrative support. Ms. Ford also has worked in both public and private sectors in the areas of budgeting, auditing and program management.

**Jennifer E. Ashcraft, B.S.** (Chemistry)—Senior Contract Specialist. Ms. Ashcraft has six years experience managing government contracts from agencies such as Department of Defense, Internal Revenue Service, and

Department of Health and Human Services. She is responsible for drafting and monitoring country projects and subcontracts, and for developing and maintaining financial and management systems.

**Susan Dugan, B.A.** (Spanish)—Administrative/Grants Supervisor. Ms. Dugan has ten years of experience in financial and administrative operations, including budget preparation and analysis and program management. She has served as Business Manager for NASA's Hopkins Ultraviolet Telescope contract and Senior Contract Specialist with PCS.

**Ann H. Gibbins**—Financial Analyst/Systems Development. Ms. Gibbins' financial and administrative experience includes work with the Saint Louis University, and with the Accounting Department of The Johns Hopkins University.

**Benedette Cooper**—Field Support/Travel Coordinator. Ms. Cooper has worked for fifteen years in the travel industry and has extensive experience in corporate meeting planning. She is attending JHU to complete a degree in Organizational Management.

**Table VIII-3**  
*Summary of US Contractor Activities—FY90*  
*Academy for Educational Development (AED)*

AFRICA		
Regional	Country Projects	Mark Lediard and consultant Patrick Tadie coordinated the design and preparation of, and delivered, a workshop on television production for URINA held in Dakar, Senegal in May of 1990. The three-week workshop trained Francophone TV broadcasters in advanced production techniques.
Regional	Technical Assistance	In September, 1990, Michelle Lioy finalized a generic French-language IEC training curriculum for Africa, originally produced for Zaire.
Zaire	Technical Assistance	Michelle Lioy assisted the IEC Unit of PSND during three trips in November-December, 1990, March-April, 1990, and in May-June, 1990. She reviewed and "africanized" the training of trainers (TOT) interpersonal communication manual, and assisted the IEC division staff in preparing and carrying out two TOT seminars in Lubumbashi and Kinshasa. She also assisted the PSND IEC Operational Research staff in planning and implementing the PCS-IEC activities evaluation in Kinshasa.
NEAR EAST		
Egypt	Country Projects	Michelle Lioy made quarterly visits to Egypt to monitor project activities and to provide assistance in communications planning, message development (particularly for TV spots), research design and program evaluation. In August, 1990, Andrea Usiak provided additional assistance to the IEC Center's computer section. In addition, two AED Egyptian consultants have been placed in the SIS/IEC Center to assist the Center director and staff in IEC research and the use of mass media.
ASIA		
Nepal	Needs Assessment	In April of 1990, Mark Lediard and JHU PCS's Sung Hee Yun reviewed the current status of IEC plans and progress in Nepal and, assisted by a Nepali anthropologist, undertook a review of IEC efforts and outcomes in the previous two Five-Year Plan periods. The team also identified popular entertainers with interest in developing FP messages, and reviewed existing print materials in use for training and client education and motivation.

**Table VIII-4**  
*Summary of US Contractor Activities—FY90*  
*Program for Appropriate Technology in Health (PATH)*

AFRICA		
Ghana	Country Projects	In November, 1989, Kwame Asiedu assisted the HED/MOH in developing a supervisory training curriculum. He also met with regional directors of Health Services in the three campaign regions to develop a mechanism that would incorporate the training division in future training-related activities.
Cameroon	Technical Assistance	In August, 1990, Lynn Cogswell organized and coordinated a two-week IEC workshop on child-spacing. She also assisted the MOPH/HES in finalizing a child spacing method booklet, a FP motivational flipchart, and a FP drama script.
The Gambia	Technical Assistance	In November, 1989, Pamela Greene assisted the Gambia Family Planning Association in preparing for a one-week training materials development and identification workshop. In December she helped conduct the workshop with JHU/PCS's Cheryl Lettenmaier.
NEAR EAST		
Egypt	Technical Assistance	In November-December of 1989 and again in July-August, 1990, Margot Zimmerman assisted the Ain Shams University in preparing a brochure on available FP methods. She also assisted the MOH in finalizing a booklet and posters on oral contraceptives for a non-literate audience.
	Technical Assistance	In May-June, 1990, Laurie Krieger assisted Ain Shams University with preparations for the all-agencies IEC workshop. She also provided assistance to Family of the Future in finalizing the all-methods flipchart. In addition, she worked with TEAM Misr to conduct a training needs assessment and develop a supervisory checklist for interpersonal communication of clinicians and clinic staff working in FP.
	Technical Assistance	Throughout the year, Margot Zimmerman and Laurie Krieger assisted in developing strategy plans and formulating questions for a situational analysis. They maintained contact with counterparts in Egypt and with other organizations supplying TZ to PCS-assisted projects.
Morocco	Technical Assistance	In June, 1990, Linda Morales reviewed a draft of an oral contraceptive booklet which the MNFPO was preparing as part of a project to promote oral contraceptives. She prepared a memo in French and English with detailed comments and suggestions for change which was sent through JHU/PCS to the MNFPO.
ASIA		
Bangladesh	Technical Assistance	In October, 1989, Margot Zimmerman helped prepare and participated in a JHU/PCS Bangladesh planning meeting. She accompanied the JHU/PCS Country Representative in Dhaka to meet with Bangladesh's NIPORT director of training to discuss a collaborative project for training family welfare assistants in counseling, quality of care and clinical FP knowledge.
Nepal	Technical Assistance	In April, 1990, Scott Wittet followed up on a JHU/PCS'-supported project to revise the FP section of a community-based health volunteer manual. He worked with local consultants, reviewed the training manual and recommended reprinting and revising old FP materials, as well as developing new ones.

**Table VIII-5**  
*Summary of US Contractor Activities—FY90*  
*Saffitz Alpert and Associates, Inc. (SAA)*

AFRICA		
Indonesia	Technical Assistance	In October-November, 1989, Gary Saffitz made a final TA visit to Jakarta in support of BKKBN's two-year Blue Circle Project. He assisted USAID/BKKBN in: reviewing the recent activities associated with the IEC campaign; analyzing the SRI Omnibus survey results and recommending future program activities; reviewing and analyzing the final Pokja tracking reports and recommending future strategies for technology transfer; and reviewing the activities associated with initial acceptance of the Libi campaign kits in the sixteen Year 3 cities and recommending appropriate follow-up strategies.
NEAR EAST		
Egypt	Workshops and Conferences	In October, 1989 Gary Saffitz participated in a JHU/PCS-sponsored workshop in Cairo. He prepared and presented several case studies and round table discussions on such topics as the Blue Circle Campaign, proposal development and selection and selective partnerships between advertising agencies and clients in the social sector.
	Technical Assistance	In December, 1990, Gary Saffitz assisted EJMDA in developing a marketing promotion plan and developed Request for Proposals to assist in the selection of a local advertising agency for the overall purpose of training 1,500 physicians in providing FP services and developing marketing programs supporting participating physician outlets in rural upper Egypt.
	Technical Assistance	In April-May of 1990, Mr. Saffitz assisted in developing the final draft marketing plan and a list of specific marketing materials and costs to support Year 1 activities. The logo pretest was reviewed and process outlines were developed for the creative development and pretesting of campaign materials.
	Technical Assistance	In July, 1990, Gary Saffitz assisted in developing prototype communications materials, and reviewing pretesting plans for advertising media, public relations and local community programs.
	Technical Assistance	Gary Saffitz and Gail McKirdy traveled to Cairo in September, 1990 to assist in developing the final campaign materials for pretesting, reviewing final implementation activities and budgets, and reviewing the Country Project Paper and JHU/PCS sub-agreement with EJMDA.

**Table VIII-6**  
*Summary of US Contractor Activities—FY90*  
*Porter/Novelli (P/N)*

AFRICA		
Ghana	Technical Assistance	Dr. Robert Porter completed a systematic review of relevant FP planning and population research in Ghana to assist AID Accra in designing its next five-year population project. He provided an assessment of the current market for contraception and suggested promising directions for new population program initiatives.
ASIA		
Bangladesh	Technical Assistance	In November-December, 1989, Bob Porter visited Dhaka to guide the development of the evaluation design and produce a detailed action plan for the MOHPF/EM National Folk Singing Program (NFSP).
	Technical Assistance	In April-May of 1990, he developed a needs assessment and conducted other formative research to guide the creation of IEC training curricula and materials for rural fieldworkers, and community-based communication interventions to be implemented through the MOHPF's rural service delivery system. He drafted a RFP for distribution to local organizations interested in conducting the NFSP evaluation with JHU/PCS.



# Financial Report

The FY90 Financial Report for Cooperative Agreement No. DPE-3004-A-6057-00 (PCS II) covers the period October 1, 1989 through September 30, 1990. The following tables include a financial summary for the total Cooperative Agreement and for each source of Regional Bureau or Mission buy-in funding.

The PCS project was renewed for an additional five year period on July 18, 1990 through Cooperative Agreement No. DPE-3052-A-00-0014-00 (PCS III). As of September 30, \$3,509,068 in funding had been obligated to this Cooperative Agreement including \$2,414,393 in core funds and

\$1,094,675 in funding for six buy-ins. Of these funds, only \$7,997 was expended during the year against one buy-in as shown in tables IX-3 and IX-36.

Under PCS II, the total project budget for the five year period, September 1, 1986 through August 31, 1991, is \$30 million. Total obligated funding of \$29,987,500 has been provided through September 30, 1990 leaving an unobligated balance of \$12,500. As shown in Table IX-1, FY87 through FY90 project expenditures (including accruals) totaled \$25,237,649 leaving a remaining obligated balance of \$4,749,851. Following is a list of funding by region as of September 30, 1990.

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Source	No. of Buy-ins	Total Funds Obligated	% of funds Obligated
Core		\$13,424,205	45
Buy-ins (including earmarked funds)			
Africa	20	\$4,627,528	15
Latin America	12	2,576,746	9
Asia	11	6,552,176	22
Near East	4	2,806,845	9
Total Buy-ins	47	\$16,563,295	55
<b>GRAND TOTAL</b>		<b>\$29,987,500</b>	<b>100</b>

The FY90 budget totaled \$8,000,000. Actual expenditures of \$7,931,245 under PCS II represent a variance of \$68,755 or less than one percent of this budget. Table IX-2 shows a comparison of actual to budgeted expenses. During this year \$7,699,894 was disbursed and year end accruals and adjustments of \$231,351 produced the total of \$7,931,245.

Core expenditures for FY90 equaled \$3,102,298 or 39 percent of total funds expended, and buy-in expenses were \$4,828,947 or 61 percent of the total. Table IX-3 shows project expenditures as they are distributed among core and buy-in funding sources. A statement of account for each buy-in under PCS II is included as Tables IX-4 through IX-35 and expenditures funded by the one buy-in active under CA III are shown on Table IX-36. Each of these tables

also includes a list of activities conducted under the buy-in during the year.

Expenditures for country projects during the fourth year of the PCS II Cooperative Agreement totaled \$1,832,276 or 23 percent of project expenses. Core funds supported only \$11,970 of this amount, while buy-ins provided \$1,820,306 or more than 99 percent of FY90 country project funding.

As of September 30, 1990, an additional amount of \$1,786,107 was committed to the support of future subproject activities.

As noted above, the PCS project was renewed in July of 1990 for an additional five year period which continues through July 15, 1995. The funding ceiling for the renewal period is \$60 million and buy-ins are expected to provide up to 50 percent of this total.

**Table IX-1**  
*Cumulative Expenditures 1986-1990*  
*DPE-3004-A-00-6057-00*

	<b>FY87</b> <b>EXPENDITURES</b> <b>FR: 09/01/86</b> <b>TO: 09/30/87</b>	<b>FY88</b> <b>EXPENDITURES</b> <b>FR: 10/01/87</b> <b>TO: 09/30/88</b>	<b>FY89</b> <b>EXPENDITURES</b> <b>FR: 10/01/88</b> <b>TO: 09/30/89</b>	<b>FY90</b> <b>EXPENDITURES</b> <b>FR: 10/01/89</b> <b>TO: 09/30/90</b>	<b>TOTAL</b> <b>EXPENDITURES</b> <b>FR: 09/01/86</b> <b>TO: 09/30/90</b>
Salaries & Wages	\$963,126	\$1,133,118	\$1,234,687	\$1,420,334	\$4,751,265
Fringe Benefits	226,754	257,662	285,178	340,937	1,110,531
Consultants	180,794	239,134	178,551	271,379	869,858
Travel and Allowances	400,400	465,311	643,722	539,800	2,049,233
Equipment & Supplies	231,808	543,570	524,528	427,648	1,727,554
Subcontracts					
Country Projects	414,636	1,440,411	1,692,182	1,832,276	5,379,505
AED	335,595	335,015	340,152	421,662	1,432,424
PATH	133,746	239,805	419,551	251,474	1,044,576
Other Subcontracts	18,544	95,283	324,480	301,675	739,982
Subtotal	902,521	2,110,514	2,776,365	2,807,087	8,596,487
Other Direct Costs	268,010	536,128	729,328	913,243	2,446,709
Indirect Costs	632,197	830,039	1,012,959	1,210,817	3,686,012
<b>TOTAL</b>	<b><u>\$3,805,610</u></b>	<b><u>\$6,115,476</u></b>	<b><u>\$7,385,318</u></b>	<b><u>\$7,931,245</u></b>	<b><u>\$25,237,649</u></b>
Obligated as of 9/30/90			\$29,987,500		
Balance of Funds as of 9/30/90			\$4,749,851		

See Notes on Table IX-2

**Table IX-2**  
*Actual Expenditures vs. Budget FY90*  
*DPE-3004-A-00-6057-00*

	<b>ACTUAL EXPENDITURES FR: 10/01/89 TO: 09/30/90</b>	<b>BUDGET FR: 10/01/89 TO: 09/30/90</b>	<b>DEVIATION</b>
Salaries & Wages	\$1,420,334	\$1,113,581	(\$306,753)
Fringe Benefits	340,937	267,278	(73,659)
Consultants	271,379	468,318	196,939
Travel and Allowances	539,800	573,939	34,139
Equipment & Supplies	427,648	250,554	(177,094)
Subcontracts			
Country Projects	1,832,276	2,735,121	902,845
AED	421,662	656,024	234,362
PATH	251,474	280,496	29,022
Other Subcontracts	301,675	236,831	(64,844)
Subtotal	2,807,087	3,908,472	1,101,385
Other Direct Costs	913,243	300,284	(612,959)
Indirect Costs	1,210,817	1,117,574	(93,243)
<b>TOTAL</b>	<b><u>\$7,931,245</u></b>	<b><u>\$8,000,000</u></b>	<b><u>\$68,755</u></b>

Notes: (1) Includes regional and mission buy-in funds.

(2) FY90 Expenditures include accruals and adjustments as follows:

    Equipment & Supplies-(\$2,002); Country Projects-\$169,144; AED-\$39,045; PATH-\$17,641; Other Subcontracts-\$9,830;  
    Other Direct Costs-(\$1,254); Indirect Costs-(\$1,053)

(3) Expenditures for consultants include both fees for services and travel costs.

(4) Expenditures for Other Direct Costs are reduced by \$1,371 film revenue in FY90.

**Table IX-3**  
*Total Expenditures by Source of Funding*

	FY87 EXPENDITURES FR: 09/01/86 TO: 09/30/87	FY88 EXPENDITURES FR: 10/01/87 TO: 09/30/88	FY89 EXPENDITURES FR: 10/01/88 TO: 09/30/89	FY90 EXPENDITURES FR: 10/01/89 TO: 09/30/90	TOTAL EXPENDITURES FR: 09/01/86 TO: 09/30/90
<b>DPE-3004-A-00-6057-00:</b>					
Core Funds	\$2,786,192	\$3,356,789	\$4,090,835	\$3,102,298	\$13,336,114
Buy-Ins:					
Africa Nigeria (\$1 Million)	352,149	60,868	0	0	413,017
Latin America (\$280,000)	23,045	75,865	0	0	98,910
CAFS (\$160,000)	45,409	0	0	0	45,409
Asia (\$125,000)	23,663	5,963	0	0	29,626
India, Regional Advisor (\$428,805)	170,925	200,112	57,768	0	428,805
Philippines (\$896,745)	163,712	476,449	216,215	34,765	891,141
Bangladesh (\$150,000)	97,486	52,514	0	0	150,000
REDSO (Ivory Coast) (\$50,000)	30,340	(9,506)	29,166	0	50,000
NE Asia (\$50,000)	2,531	21	0	47,448	50,000
Latin America (RVPC) (\$1,360,000)	96,238	644,252	320,881	187,288	1,248,659
Burkina Faso (\$340,000)	10,512	96,175	146,103	87,211	340,000
Niger (\$67,300)	655	52,104	14,541	0	67,300
Ghana (\$1,397,000)	3,120	216,075	493,701	510,504	1,221,400
Haiti (\$7,836)	1,633	6,203	0	0	7,836
CAFS (\$140,000)		140,000	0	0	140,000
Turkey (\$406,707)		190,455	119,575	68,374	378,404
Brazil AIDS (\$20,000)		12,184	7,817	0	20,000
Peru AIDS (\$20,000)		21,779	(1,779)	0	20,000
Francophone Africa AIDS (\$10,000)		3,539	701	0	4,240
Zimbabwe (\$50,000)		50,000	0	0	50,000
Uganda (\$50,000)		0	9,509	11,959	21,468
Colombia (\$120,000)		0	65,084	50,093	115,177
Sahel (\$180,000)		17,858	72,475	75,399	165,732
India (\$300,000)		25,695	56,909	22,349	104,953
Brazil Vasectomy Promotion (\$325,000)		9,523	191,264	124,213	325,000
Indonesia (\$194,000)		80,273	94,697	19,030	194,000
Egypt (\$2,030,138)		142,998	523,379	767,849	1,434,226
Zaire (\$360,000)		30,952	63,952	218,927	313,831
Bangladesh (\$3,510,000)		156,336	576,418	1,024,780	1,757,534
Africa (\$350,000)			0	253,570	253,570
Asia Near East (\$250,000)			8,105	50,742	58,847
Philippines (\$82,217)			82,217	0	82,217
Burkina Faso KAPS (\$45,000)			33,992	11,008	45,000
Tanzania (\$600,000)			23,101	67,539	90,640
Nepal (\$43,000)			82	42,918	43,000
Costa Rica (\$30,500)			0	25,441	25,441
Cameroon (\$200,000)			6,467	90,690	97,157
Morocco (\$320,000)			77,363	165,515	242,878
Chad (\$84,500)			987	17,401	18,388
Ghana PN (\$50,302)			3,793	35,872	39,665
El Salvador GAMMA (\$112,000)				112,000	112,000
Bolivia (\$235,000)				123,161	123,161
El Salvador MAG (\$240,000)				240,000	240,000
Philippines (\$667,783)				318,327	318,327
Honduras (\$7,500)				4,223	4,223
Kenya (\$150,000)				20,351	20,351
Subtotal Buy-Ins	<u>1,019,418</u>	<u>2,758,687</u>	<u>3,294,483</u>	<u>4,828,947</u>	<u>11,901,535</u>
<b>TOTAL</b>	<b><u>\$3,805,610</u></b>	<b><u>\$6,115,476</u></b>	<b><u>\$7,385,318</u></b>	<b><u>\$7,931,245</u></b>	<b><u>\$25,237,649</u></b>
<b>DPE-3052-A-00-0014-00:</b>					
Buy-Ins:					
Pakistan				7,997	7,997
<b>TOTAL</b>				<b><u>\$7,997</u></b>	<b><u>\$7,997</u></b>

**Table IX-4**  
*Summary of Buy-In Expenditures*  
*Philippines Buy-In (\$896,745)*  
*DPE-3004-A-00-6057-00*

<b>AWARD DATED 9/01/86</b>	<b>FY87 EXPENDITURES FR: 09/01/86 TO: 09/30/87</b>	<b>FY88 EXPENDITURES FR: 10/01/87 TO: 09/30/88</b>	<b>FY89 EXPENDITURES FR: 10/01/88 TO: 09/30/89</b>	<b>FY90 EXPENDITURES FR: 10/01/89 TO: 09/30/90</b>	<b>FY91 BUDGET FR: 09/01/90 TO: 08/31/91</b>	<b>TOTAL FUNDING FR: 09/01/86 TO: 08/31/91</b>
Salaries & Wages	\$15,927	\$11,854	\$17,817	\$0	\$0	\$45,598
Fringe Benefits	7,022	2,726	4,174	0	0	13,922
Consultants	919	10,903	233	0	0	12,055
Travel and Allowances	11,326	71,711	26,044	12,389	0	121,470
Equipment & Supplies	514	568	1,231	0	0	2,313
Subcontracts						
Country Projects	116,421	346,990	151,300	18,000	5,604	638,315
AED	0	0	0	0	0	0
PATH	0	0	0	0	0	0
Other Subcontracts	0	0	0	0	0	0
Subtotal	<u>116,421</u>	<u>346,990</u>	<u>151,300</u>	<u>18,000</u>	<u>5,604</u>	<u>638,315</u>
Other Direct Costs	670	1,822	212	312	0	3,016
Indirect Costs	10,913	29,875	15,204	4,064	0	60,056
<b>TOTAL</b>	<b><u>\$163,712</u></b>	<b><u>\$476,449</u></b>	<b><u>\$216,215</u></b>	<b><u>\$34,765</u></b>	<b><u>\$5,604</u></b>	<b><u>\$896,745</u></b>

**Activities during FY90**

Completion of five country projects including AS-PHI-01, AS-PHI-02 and AS-PHI-03 with Population Center Foundation; AS-PHI-04 with Family Planning Organization of the Philippines; and AS-PHI-05 with the Ago Medical and Education Centers.

**Table IX-5**  
*Summary of Buy-In Expenditures*  
*NE/Asia Buy-In (\$50,000)*  
*DPE-3004-A-00-6057-00*

<b>AWARD DATED 9/01/86</b>	<b>FY87 EXPENDITURES FR: 09/01/86 TO: 09/30/87</b>	<b>FY88 EXPENDITURES FR: 10/01/87 TO: 09/30/88</b>	<b>FY89 EXPENDITURES FR: 10/01/88 TO: 09/30/89</b>	<b>FY90 EXPENDITURES FR: 10/01/89 TO: 09/30/90</b>	<b>TOTAL FUNDING FR: 09/01/86 TO: 09/30/90</b>
Salaries & Wages	\$0	\$0	\$0	\$3,150	\$3,150
Fringe Benefits	0	0	0	787	787
Consultants	1,880	0	0	0	1,880
Travel and Allowances	0	0	0	30,115	30,115
Equipment & Supplies	44	16	0	220	280
Subcontracts					
Country Projects	0	0	0	0	0
AED	0	0	0	0	0
PATH	0	0	0	0	0
Other Subcontracts	0	0	0	0	0
Subtotal	0	0	0	0	0
Other Direct Costs	23	0	0	1,674	1,697
Indirect Costs	584	5	0	11,502	12,091
<b>TOTAL</b>	<b><u>\$2,531</u></b>	<b><u>\$21</u></b>	<b><u>\$0</u></b>	<b><u>\$47,448</u></b>	<b><u>\$50,000</u></b>

NOTE: Includes accruals and adjustments as follows: Other Direct Costs--\$827; Indirect Costs--\$264.

### Activities during FY90

1. Technical Assistance was provided to review current status of national Population Welfare Communication Project and to develop a five-year FP/IEC strategy for the forthcoming USAID/MPW national FP project.
2. Wafai & Associates (Egypt Subcontractor) began focus research design for Yemen Project.

**Table IX-6**  
*Summary of Buy-In Expenditures*  
*Latin America (RVPC) Buy-In (\$1,360,000)*  
*DPE-3004-A-00-6057-00*

<b>AWARD DATED 9/01/86 AMENDMENTS NO. 2, 5, &amp; 15 DATED 6/18/87; 8/4/87; 9/8/88</b>	<b>FY87 EXPENDITURES FR: 09/01/86 TO: 09/30/87</b>	<b>FY88 EXPENDITURES FR: 10/01/87 TO: 09/30/88</b>	<b>FY89 EXPENDITURES FR: 10/01/88 TO: 09/30/89</b>	<b>FY90 EXPENDITURES FR: 10/01/89 TO: 09/30/90</b>	<b>FY91 BUDGET FR: 10/01/90 TO: 08/31/91</b>	<b>TOTAL FUNDING FR: 09/01/86 TO: 08/31/91</b>
Salaries & Wages	\$11,702	\$26,523	\$10,341	\$24,505	\$5,478	\$78,549
Fringe Benefits	2,768	6,100	2,466	6,012	1,175	18,521
Consultants	386	1,341	4,863	0	18,700	25,290
Travel and Allowances	478	24,670	2,466	4,028	6,791	38,433
Equipment & Supplies	76,233	348,145	165,044	(3,846)	0	585,576
Subcontracts						
Country Projects	0	143,016	130,000	136,200	22,473	431,689
AED	0	0	0	0	0	0
PATH	0	0	0	0	0	0
Other Subcontracts	0	0	0	7,500	0	7,500
Subtotal	0	143,016	130,000	143,700	22,473	439,189
Other Direct Costs	0	58,677	(799)	1,338	35,181	94,397
Indirect Costs	4,671	35,780	6,500	11,551	21,543	80,045
<b>TOTAL</b>	<b><u>\$96,238</u></b>	<b><u>\$644,252</u></b>	<b><u>\$320,881</u></b>	<b><u>\$187,288</u></b>	<b><u>\$111,341</u></b>	<b><u>\$1,360,000</u></b>

NOTE: Includes accruals and adjustments as follows: Salaries & Wages-\$4,117; Fringe Benefits-\$1,224; Indirect Costs-\$1,710.

**Activities during FY90**

See Project LA-GUA-01 in Chapter III, "Principal FY90 Activities" and "FY90 In-Country Technical Assistance".

**Table IX-7**  
*Summary of Buy-In Expenditures*  
*Burkina Faso Buy-In (\$340,000)*  
*DPE-3004-A-00-6057-00*

AWARD DATED 9/01/86 AMENDMENT NO. 7 DATED 11/19/87	FY87	FY88	FY89	FY90	TOTAL
	EXPENDITURES FR: 09/01/86 TO: 09/30/87	EXPENDITURES FR: 10/01/87 TO: 09/30/88	EXPENDITURES FR: 10/01/88 TO: 09/30/89	EXPENDITURES FR: 10/01/89 TO: 09/30/90	FUNDING FR: 09/01/86 TO: 09/30/90
Salaries & Wages	\$6,527	\$7,071	\$11,228	\$22,035	\$46,861
Fringe Benefits	1,550	1,626	2,563	5,526	11,265
Consultants	0	18,992	8,721	23,629	51,342
Travel and Allowances	0	6,551	2,919	2,544	12,014
Equipment & Supplies	0	467	1,527	5,035	7,029
Subcontracts					
Country Projects	0	50,000	110,000	1,168	161,168
AED	0	0	0	0	0
PATH	0	0	0	71	71
Other Subcontracts	0	0	0	0	0
Subtotal	0	50,000	110,000	1,239	161,239
Other Direct Costs	9	812	740	6,582	8,143
Indirect Costs	2,426	10,656	8,404	20,621	42,107
<b>TOTAL</b>	<b><u>\$10,512</u></b>	<b><u>\$96,175</u></b>	<b><u>\$146,102</u></b>	<b><u>\$87,211</u></b>	<b><u>\$340,000</u></b>

NOTE: Includes accruals and adjustments as follows: Salaries & Wages-\$16,164; Fringe Benefits-\$1,100; Consultants-\$12,086; Travel & Allowances-\$2,525; Country Projects-(\$8,832); Other Direct Costs-\$2,040; Indirect Costs-\$11,807.

### Activities during FY90

See Project AF-BKF-02 in Chapter II, "Principal FY90 Activities" and "FY90 In-Country Technical Assistance."

**Table IX-8**  
**Summary of Buy-In Expenditures**  
**Ghana Buy-In (\$1,397,000)**  
**DPE-3004-A-00-6057-00**

AMENDMENTS NO. 4; 18; & 23 DATED 7/15/87; 2/1/89; & 8/10/89	FY87 EXPENDITURES FR: 09/01/86 TO: 09/30/87	FY88 EXPENDITURES FR: 10/01/87 TO: 09/30/88	FY89 EXPENDITURES FR: 10/01/88 TO: 09/30/89	FY90 EXPENDITURES FR: 10/01/89 TO: 09/30/90	FY91 BUDGET FR: 10/01/90 TO: 08/31/91	TOTAL FUNDING FR: 09/01/86 TO: 08/31/91
Salaries & Wages	\$700	\$5,727	\$4,466	\$58,176	\$0	\$69,069
Fringe Benefits	161	1,317	1,062	13,575	0	16,115
Consultants	0	16,646	(6,300)	712	0	11,058
Travel and Allowances	0	30,533	25,221	48,553	0	104,307
Equipment & Supplies	0	12,364	6,845	15,679	0	34,888
Subcontracts						
Country Projects	0	129,360	370,000	228,501	175,600	903,461
AED	0	0	904	0	0	904
PATH	0	0	1,460	80,749	0	82,209
Other Subcontracts	0	0	0	0	0	0
Subtotal	0	129,360	372,364	309,250	175,600	986,574
Other Direct Costs	0	2,020	62,986	18,340	0	83,346
Indirect Costs	259	18,108	27,057	46,219	0	91,643
<b>TOTAL</b>	<b>\$1,120</b>	<b>\$216,075</b>	<b>\$493,701</b>	<b>\$510,504</b>	<b>\$175,600</b>	<b>\$1,397,000</b>

NOTE: Includes accruals and adjustments as follows: Salaries & Wages-\$39,094; Fringe Benefits-\$9,383; Indirect Costs-\$15,513.

### Activities during FY90

See Project AF-GHA-01 in Chapter II, "Principal FY90 Activities."

**Table IX-9**  
*Summary of Buy-In Expenditures*  
*Turkey Buy-In ( \$406,707)*  
*DPE-3004-1-00-6057-00*

AMENDMENTS NO. 4; 5; 8; & 12 DATED 7/15/87; 8/4/87; 8/26/87; & 6/3/88	FY88 EXPENDITURES FR: 10/01/87 TO: 09/30/88	FY89 EXPENDITURES FR: 10/01/88 TC: 09/30/89	FY90 EXPENDITURES FR: 10/01/89 TO: 09/30/90	FY91 BUDGET FR: 10/01/90 TO: 08/31/91	TOTAL FUNDING FR:10/01/87 TO: 08/31/91
Salaries & Wages	\$9,788	\$8,279	\$4,489	\$2,024	\$24,580
Fringe Benefits	2,225	1,904	1,127	501	5,757
Consultants	4,264	(127)	50	0	4,187
Travel and Allowances	8,607	15,395	984	0	24,986
Equipment & Supplies	665	116	66	0	847
Subcontracts					
Country Projects	156,521	77,723	55,030	24,970	314,244
AED	0	90	3,588	0	3,678
PATH	0	0	0	0	0
Other Subcontracts	0	0	0	0	0
Subtotal	156,521	77,813	58,618	24,970	317,922
Other Direct Costs	554	6,475	673	0	7,702
Indirect Costs	7,831	9,720	2,367	808	20,726
<b>TOTAL</b>	<b><u>\$190,455</u></b>	<b><u>\$119,575</u></b>	<b><u>\$68,374</u></b>	<b><u>\$28,303</u></b>	<b><u>\$406,707</u></b>

NOTE: Includes accruals and adjustments as follows: Salaries & Wages-\$3,912; Fringe Benefits-\$983; Indirect Costs-\$1,565.

### Activities during FY90

Initiation of new project with Turkish Family Health and Planning Foundation (TFHPF) for a planned second national campaign (NE-TUR-04).

**Table IX-10**  
*Summary of Buy-In Expenditures*  
*Francophone Africa/AIDS Buy-In (\$10,000)*  
*DPE-3004-A-00-6057-00*

AMENDMENT NO. 5 DATED 8/04/87	FY88 EXPENDITURES FR: 10/01/87 TO: 09/30/88	FY89 EXPENDITURES FR: 10/01/88 TO: 09/30/89	FY90 EXPENDITURES FR: 10/01/89 TO: 09/30/90	FY91 BUDGET FR: 10/01/90 TO: 08/31/91	TOTAL FUNDING FR: 10/01/87 TO: 08/31/91
Salaries & Wages	\$1,793	\$438	\$0	\$0	\$2,231
Fringe Benefits	412	101	0	0	513
Consultants	0	0	0	3,284	3,284
Travel and Allowances	0	0	0	0	0
Equipment & Supplies	517	0	0	100	617
Subcontracts					
Country Projects	0	0	0	0	0
AFD	0	0	0	0	0
PATH	0	0	0	0	0
Other Subcontracts	0	0	0	0	0
Subtotal	0	0	0	0	0
Other Direct Costs	0	0	0	979	979
Indirect Costs	817	162	0	1,397	2,376
<b>TOTAL</b>	<b><u>\$3,539</u></b>	<b><u>\$701</u></b>	<b><u>\$0</u></b>	<b><u>\$5,760</u></b>	<b><u>\$10,000</u></b>

#### Activities during FY90

No activities were undertaken under this buy-in during this year.

**Table IX-11**  
*Summary of Buy-In Expenditures*  
*Uganda Buy-In (\$50,000)*  
*DPE-3004-A-00-6057-00*

AMENQMENT NO. 6 DATED 8/26/87	FY89	FY90	FY91	TOTAL
	EXPENDITURES FR: 10/01/88 TO: 09/30/89	EXPENDITURES FR: 10/01/89 TO: 09/30/90	BUDGET FR: 10/01/90 TO: 08/31/91	FUNDING FR: 10/01/88 TO: 08/31/91
Salaries & Wages	\$0	\$0	\$0	\$0
Fringe Benefits	0	0	0	0
Consultants	9,509	0	6,000	15,509
Travel and Allowances	0	1,051	10,000	11,051
Equipment & Supplies	0	0	3,472	3,472
Subcontracts				
Country Projects	0	0	0	0
AED	0	0	0	0
PATH	0	0	0	0
Other Subcontracts	0	0	0	0
Subtotal	0	0	0	0
Other Direct Costs	0	5,848	2,500	8,348
Indirect Costs	0	5,060	6,560	11,620
<b>TOTAL</b>	<b><u>\$9,509</u></b>	<b><u>\$11,959</u></b>	<b><u>\$28,532</u></b>	<b><u>\$50,000</u></b>

#### Activities during FY90

Development of FP flipchart for African countries.

**Table IX-12**  
*Summary of Buy-In Expenditures*  
*Colombia Buy-In (\$120,000)*  
*DPE-3004-A-00-6057-00*

AMENDMENT NO. 6 DATED 8/28/87	FY89 EXPENDITURES FR: 10/01/88 TO: 09/30/89	FY90 EXPENDITURES FR: 10/01/89 TO: 09/30/90	FY91 BUDGET FR: 10/01/90 TO: 08/31/91	TOTAL FUNDING FR: 10/01/88 TO: 08/31/91
Salaries & Wages	\$0	\$0	\$0	\$0
Fringe Benefits	0	0	0	0
Consultants	610	0	0	610
Travel and Allowances	0	26	0	26
Equipment & Supplies	0	0	0	0
Subcontracts				
Country Projects	63,650	50,000	4,823	118,473
AED	0	0	0	0
PATH	0	0	0	0
Other Subcontracts	0	0	0	0
Subtotal	63,650	50,000	4,823	118,473
Other Direct Costs	824	67	0	891
Indirect Costs	0	0	0	0
<b>TOTAL</b>	<b>\$65,084</b>	<b>\$50,093</b>	<b>\$4,823</b>	<b>\$120,000</b>

#### Activities during FY90

See Project LA-COI-03 in Chapter III, "Principal FY90 Activities."

**Table IX-13**  
*Summary of Buy-In Expenditures*  
*Sabel Buy-In (\$180,000)*  
*DPE-3004-A-00-6057-00*

<b>AMENDMENT NO. 6 DATED 8/28/87</b>	<b>FY88 EXPENDITURES FR: 10/01/87 TO: 09/30/88</b>	<b>FY89 EXPENDITURES FR: 10/01/88 TO: 09/30/89</b>	<b>FY90 EXPENDITURES FR: 10/01/89 TO: 09/30/90</b>	<b>FY91 BUDGET FR: 10/01/90 TO: 08/31/91</b>	<b>TOTAL FUNDING FR: 10/01/87 TO: 08/31/91</b>
Salaries & Wages	\$5,677	\$4,493	\$5,475	\$2,352	\$17,997
Fringe Benefits	1,306	1,044	1,380	548	4,278
Consultants	1,020	0	0	0	1,020
Travel and Allowances	9,765	36,327	0	0	46,092
Equipment & Supplies	90	0	185	0	275
Subcontracts					
Country Projects	0	9,300	65,700	0	75,000
AED	0	3,375	0	0	3,375
PATH	0	0	0	10,439	10,439
Other Subcontracts	0	0	0	0	0
Subtotal	0	12,675	65,700	10,439	88,814
Other Direct Costs	0	0	250	0	250
Indirect Costs	0	17,936	2,409	929	21,274
<b>TOTAL</b>	<b><u>\$17,858</u></b>	<b><u>\$72,475</u></b>	<b><u>\$75,399</u></b>	<b><u>\$14,268</u></b>	<b><u>\$180,000</u></b>

NOTE: Includes accruals and adjustments as follows: Salaries & Wages-\$1,657; Fringe Benefits-\$454; County Projects-\$21,500; Indirect Costs-\$675.

### Activities during FY90

Refinement and finalization of two country projects:

"Joining Traditional and Modern Media to Promote Family Planning in Mali" with AMPPF (AF-MAI-02) and CERPOD (AF-MAI-03).

**Table IX-14**  
*Summary of Buy-In Expenditures*  
*India Buy-In (\$300,000)*  
*DPE-3004-A-00-6057-00*

AMENDMENT NO. 6 DATED 8/26/87	FY88 EXPENDITURES FR: 10/01/87 TO: 09/30/88	FY89 EXPENDITURES FR: 10/01/88 TO: 09/30/89	FY90 EXPENDITURES FR: 10/01/89 TO: 09/30/90	FY91 BUDGET FR: 10/01/90 TO: 08/31/91	TOTAL FUNDING FR: 10/01/87 TO: 08/31/91
Salaries & Wages	\$13,557	\$10,063	\$10,107	\$7,379	\$41,106
Fringe Benefits	3,118	2,339	2,453	1,845	9,755
Consultants	0	0	888	0	888
Travel and Allowances	2,580	(2,580)	2,307	16,520	18,827
Equipment & Supplies	0	0	0	1,050	1,050
Subcontracts					
Country Projects	0	0	0	133,529	133,529
AED	0	0	0	0	0
PATH	0	0	0	0	0
Other Subcontracts	0	42,966	0	0	42,966
Subtotal	0	42,966	0	133,529	176,495
Other Direct Costs	510	872	1,160	19,811	22,353
Indirect Costs	5,930	3,249	5,434	14,913	29,526
<b>TOTAL</b>	<b><u>\$25,695</u></b>	<b><u>\$56,909</u></b>	<b><u>\$22,349</u></b>	<b><u>\$195,047</u></b>	<b><u>\$300,000</u></b>

#### Activities during FY90

JHU/PCS staff and consultant conducted an assessment of the IEC training for Hindi speaking states in North India.

**Table IX-15**  
*Summary of Buy-In Expenditures*  
*Brazil/Vasectomy Promotion Buy-In (\$325,000)*  
*DPE-3004-A-00-6057-00*

<b>AMENDMENTS NO. 6 &amp; 14 DATED 8/26/87 &amp; 8/2/88</b>	<b>FY88 EXPENDITURES FR: 10/01/87 TO: 09/30/88</b>	<b>FY89 EXPENDITURES FR: 10/01/88 TO: 09/30/89</b>	<b>FY90 EXPENDITURES FR: 10/01/89 TO: 09/30/90</b>	<b>TOTAL FUNDING FR: 10/01/87 TO: 09/30/90</b>
Salaries & Wages	\$0	\$0	\$12,467	\$12,467
Fringe Benefits	0	0	3,117	3,117
Consultants	1,462	(1,462)	0	0
Travel and Allowances	0	0	451	451
Equipment & Supplies	0	0	0	0
Subcontracts				
Country Projects	8,000	192,740	102,684	303,424
AED	0	0	0	0
PATH	0	0	0	0
Other Subcontracts	0	0	0	0
Subtotal	8,000	192,740	102,684	303,424
Other Direct Costs	61	(14)	264	311
Indirect Costs	0	0	5,230	5,230
<b>TOTAL</b>	<b><u>\$9,523</u></b>	<b><u>\$191,264</u></b>	<b><u>\$124,213</u></b>	<b><u>\$325,000</u></b>

NOTE: Includes accruals and adjustments as follows: Salaries & Wages-\$12,467; Fringe Benefits-\$3,117; Country Projects-\$15,684; Indirect Costs-\$4,987.

### Activities during FY90

See Project LA-BRA-03 in Chapter III, "Principal FY90 Activities."

**Table IX-16**  
*Summary of Buy-In Expenditures*  
*Indonesia Buy-In (\$194,000)*  
*DPE-3004-A-00-6057-00*

<b>AMENDMENTS NO. 8 &amp; 18 DATED 12/11/87 &amp; 2/1/89</b>	<b>FY88 EXPENDITURES FR: 10/01/87 TO: 09/30/88</b>	<b>FY89 EXPENDITURES FR: 10/01/88 TO: 09/30/89</b>	<b>FY90 EXPENDITURES FR: 10/01/89 TO: 09/30/90</b>	<b>TOTAL FUNDING FR: 10/01/87 TO: 09/30/90</b>
Salaries & Wages	\$5,802	\$8,133	\$(314)	\$13,621
Fringe Benefits	1,335	1,884	(79)	3,140
Consultants	5,574	691	0	6,265
Travel and Allowances	5,286	6,410	0	11,696
Equipment & Supplies	0	0	0	0
Subcontracts				
Country Projects	0	0	0	0
AED	0	0	0	0
PATH	0	0	0	0
Other Subcontracts	56,764	72,203	19,394	148,361
Subtotal	56,764	72,203	19,394	148,361
Other Direct Costs	87	167	107	361
Indirect Costs	5,425	5,209	(78)	10,556
<b>TOTAL</b>	<b><u>\$80,273</u></b>	<b><u>\$94,697</u></b>	<b><u>\$19,030</u></b>	<b><u>\$194,000</u></b>

NOTE: Includes accruals and adjustments as follows: PATH-46; Other Subcontracts-(\$1,794).

### Activities during FY90

See Indonesia (Technical Assistance), "Principal FY90 Activities."

**Table IX-17**  
*Summary of Buy-In Expenditures*  
*Egypt Buy-In (\$2,030,138)*  
*DPE-3004-A-00-6057-00*

AMENDMENTS NO. 9, 13, & 22 DATED 2/24/88; 6/10/88; & 6/2/89	FY88 EXPENDITURES FR: 10/01/87 TO: 09/30/88	FY89 EXPENDITURES FR: 10/01/88 TO: 09/30/89	FY90 EXPENDITURES FR: 10/01/89 TO: 09/30/90	FY91 BUDGET FR: 10/01/90 TO: 08/31/91	TOTAL FUNDING FR: 10/01/87 TO: 08/31/91
Salaries & Wages	\$9,545	\$51,507	\$61,538	\$65,000	\$187,590
Fringe Benefits	2,149	11,969	14,929	16,250	45,297
Consultants	12,890	32,781	94,195	40,000	179,866
Travel and Allowances	32,634	35,610	33,710	35,000	136,954
Equipment & Supplies	21,027	(1,972)	24,473	14,000	57,528
Subcontracts					
Country Projects	38,533	19,785	126,016	264,611	448,945
AFD	0	146,543	125,892	39,580	312,015
PATH	0	15,314	119,060	23,108	157,482
Other Subcontracts	0	151,701	61,657	31,965	245,323
Subtotal	38,533	333,343	432,625	359,264	1,163,765
Other Direct Costs	2,982	18,562	27,377	10,000	58,921
Indirect Costs	23,238	41,579	79,002	56,398	200,217
<b>TOTAL</b>	<b><u>\$142,998</u></b>	<b><u>\$523,379</u></b>	<b><u>\$767,849</u></b>	<b><u>\$595,912</u></b>	<b><u>\$2,030,138</u></b>

NOTE: Includes accruals and adjustments as follow - County Projects-\$16,162, AFD-\$10,420, PATH-\$12,892

### Activities during FY90

- Assisted USAID-funded family planning agencies with wide range of IEC activities, including:
  - Development of print materials for illiterates
  - Training of health care workers in interpersonal communication counseling skills
  - Development of second issue of innovative "videomagazine" for use in clinics
  - Development of information and promotional campaigns involving TV dramas and spots, flyers, brochures, billboards, and logo design
  - Design and implementation of a situational analysis of all USAID-funded family planning projects
  - Development of strategic directions guidelines for continuing FP IEC projects in Egypt
  - Design and implementation of IEC workshops to produce IPC core curriculum, IEC national guidelines, and a system of materials exchange.
- Assisted the State Information Service IEC Center, the central government agency responsible for family planning IEC, to:
  - Develop and implement and IEC strategy for mass media and interpersonal communication aimed at potential users of contraception
  - Identify themes and messages for TV spots, and assist in production of TV dramas
  - Conduct research on media habits and for materials development
  - Develop print materials for the general population.

**Table IX-18**  
*Summary of Buy-In Expenditures*  
*Zaire Buy-In (\$360,000)*  
*DPE-3004-A-00-6057-00*

AMENDMENT NO. 10 DATED 3/18/88	FY88 EXPENDITURES FR: 10/01/87 TO: 09/30/88	FY89 EXPENDITURES FR: 10/01/88 TO: 09/30/89	FY90 EXPENDITURES FR: 10/01/89 TO: 09/30/90	FY91 BUDGET FR: 10/01/90 TO: 08/31/91	TOTAL FUNDING FR:10/01/87 TO: 08/31/91
Salaries & Wages	\$1,412	\$6,940	\$11,090	\$0	\$19,442
Fringe Benefits	325	1,613	2,782	0	4,720
Consultants	21,984	6,443	0	3,467	31,894
Travel and Allowances	0	4,478	46,086	5,000	55,564
Equipment & Supplies	0	0	2,303	1,090	3,393
Subcontracts					
Country Projects	0	0	0	0	0
AED	0	38,608	99,734	27,070	165,412
PATH	0	0	6,215	0	6,215
Other Subcontracts	0	0	13,990	0	13,990
Subtotal	0	38,608	119,939	27,070	185,617
Other Direct Costs	88	0	12,723	5,000	17,811
Indirect Costs	7,143	5,870	24,004	4,632	41,649
<b>TOTAL</b>	<b><u>\$30,952</u></b>	<b><u>\$63,952</u></b>	<b><u>\$218,927</u></b>	<b><u>\$46,169</u></b>	<b><u>\$360,000</u></b>

NOTE: Includes accruals and adjustments as follows: Salaries & Wages - \$6,993, Fringe Benefits - \$1,789, AED - \$12,476, Indirect Costs - \$2,808

### Activities during FY90

See Zaire (Technical Assistance) "Principal FY90 Activities" and "FY90 In-Country Technical Assistance."

**Table IX-19**  
*Summary of Buy-In Expenditures*  
*Bangladesh Buy-In (\$3,510,000)*  
*DPE-3004-A-00-6057-00*

AMENDMENT NO. 11 DATED 4/15/88	FY88 EXPENDITURES FR: 10/01/87 TO: 09/30/88	FY89 EXPENDITURES FR: 10/01/88 TO: 09/30/89	FY90 EXPENDITURES FR: 10/01/89 TO: 09/30/90	FY91 BUDGET FR: 10/01/90 TO: 08/31/91	TOTAL FUNDING FR: 10/01/87 TO: 08/31/91
Salaries & Wages	\$41,659	\$122,643	\$137,788	\$119,616	\$421,706
Fringe Benefits	9,582	28,501	34,182	29,245	101,510
Consultants	272	1,974	5,793	6,083	14,122
Travel and Allowances	45,286	30,477	63,939	67,136	206,838
Equipment & Supplies	2,207	71,033	82,277	86,391	241,908
Subcontracts					
Country Projects	0	35,000	155,081	832,720	1,022,801
AED	0	0	2,736	20,000	22,736
PATH	906	6,353	20,412	30,000	57,671
Other Subcontracts	24,307	77,726	72,252	75,168	249,453
Subtotal	25,213	119,079	250,481	957,888	1,352,661
Other Direct Costs	2,286	110,544	290,371	299,999	703,200
Indirect Costs	29,831	92,167	159,949	186,108	468,055
<b>TOTAL</b>	<b>\$156,336</b>	<b>\$576,418</b>	<b>\$1,024,780</b>	<b>\$1,752,466</b>	<b>\$3,510,000</b>

NOTE: Includes accruals and adjustments as follows: Salaries & Wages-\$12,225; Fringe Benefits-\$3,715; Country Projects-\$6,508; Other Subcontracts-\$1,831; Indirect Costs-\$5,108

### Activities during FY90

1. See Bangladesh (Technical Assistance), "Principal FY90 Activities".
2. Ongoing project activities under seven country projects.

**Table IX-20**  
*Summary of Buy-In Expenditures*  
*Africa Buy-In (\$350,000)*  
*DPE-3004-A-00-6057-00*

AMENDMENT NO. 14 DATED 8/2/88	FY90 EXPENDITURES FR: 10/01/89 TO: 09/30/90	FY91 BUDGET FR: 10/01/90 TO: 08/31/91	TOTAL FUNDING FR: 10/01/89 TO: 08/31/91
Salaries & Wages	\$524	\$0	\$524
Fringe Benefits	47	0	47
Consultants	3,104	0	3,104
Travel and Allowances	39,497	31,897	71,394
Equipment & Supplies	3,141	5,000	8,141
Subcontracts			
Country Projects	180,500	44,500	225,000
AED	0	0	0
PATH	0	0	0
Other Subcontracts	0	0	0
Subtotal	180,500	44,500	225,000
Other Direct Costs	9,095	2,444	11,539
Indirect Costs	17,712	12,589	30,301
<b>TOTAL</b>	<b><u>\$253,570</u></b>	<b><u>\$96,430</u></b>	<b><u>\$350,000</u></b>

NOTE: Includes accruals and adjustments as follows: Travel & Allowances: (\$1,897); Country Projects: \$5,500; Other Direct Costs: \$5,822; Indirect Costs: \$1,256.

### Activities during FY90

1. Produced and distributed four issues of the "Family Health and Communication Bulletin" - two in English and two in French - containing ready-to-air news items on health and family planning.
2. Sponsored an advanced production workshop in Dakar, Senegal, for television producers from Burkina Faso, Cote d'Ivoire, Mali, and Senegal.
3. Supported development of television programs with family planning messages in Cameroon, Ghana, Kenya, Nigeria, and Zimbabwe.
4. Funded production and broadcast of radio series with health and family planning messages in Ghana, Gambia, and Ethiopia.
5. Presented the sexual responsibility Enter-Educate songs "Changes" and "Wait for Me" produced in Nigeria at URTNA Screen IV and distributed the videotapes of the songs to all URTNA members.
6. Distributed the Congo Television program "La Mésaventure" to all Francophone African countries.

**Table IX-21**  
*Summary of Buy-In Expenditures*  
*Asia/Near East Buy-In (\$250,000)*  
*DPE-3004-A-00-6057-00*

<b>AMENDMENT NO. 14 DATED 8/2/88</b>	<b>FY89 EXPENDITURES FR: 10/01/88 TD: 09/30/89</b>	<b>FY90 EXPENDITURES FR: 10/01/89 TD: 09/30/90</b>	<b>FY91 BUDGET FR: 10/01/90 TD: 08/31/91</b>	<b>TOTAL FUNDING FR: 10/01/88 TD: 08/31/91</b>
Salaries & Wages	\$0	\$2,381	\$3,000	\$5,381
Fringe Benefits	0	572	750	1,322
Consultants	0	0	50,000	50,000
Travel and Allowances	6,140	12,438	15,000	33,578
Equipment & Supplies	0	181	1,000	1,181
Subcontracts				
Country Projects	0	28,000	93,803	121,803
AED	0	0	0	0
PATH	0	0	0	0
Other Subcontracts	0	0	0	0
Subtotal	0	28,000	93,803	121,803
Other Direct Costs	0	1,658	4,000	5,658
Indirect Costs	1,965	5,512	23,600	31,077
<b>TOTAL</b>	<b><u>\$8,105</u></b>	<b><u>\$50,742</u></b>	<b><u>\$191,153</u></b>	<b><u>\$250,000</u></b>

NOTE: Includes accruals and adjustments as follows: Country Projects-\$3,000

### Activities during FY90

1. Development of Regional Soap Opera project to produce 15-episode television drama with health and family planning themes called "The Family House" (NE-EGY-11).
2. Several research contracts to support the soap opera were initiated in Egypt, Jordan, and Morocco.

**Table IX-22**  
*Summary of Buy-In Expenditures*  
*Burkina Faso/KAPS Buy-In (\$45,000)*  
*DPE-3004-A-00-6057-00*

<b>AMENDMENT NO. 15 DATED 9/8/88</b>	<b>FY89 EXPENDITURES FR: 10/01/88 TO: 09/30/89</b>	<b>FY90 EXPENDITURES FR: 10/01/89 TO: 09/30/90</b>	<b>TOTAL FUNDING FR: 10/01/88 TO: 09/30/90</b>
Salaries & Wages	\$1,250	\$2,310	\$3,560
Fringe Benefits	293	548	841
Consultants	12,672	(2,588)	10,084
Travel and Allowances	11,926	0	11,926
Equipment & Supplies	0	0	0
Subcontracts			
Country Projects	0	10,331	10,331
AED	0	0	0
PATH	0	0	0
Other Subcontracts	0	0	0
Subtotal	0	10,331	10,331
Other Direct Costs	0	0	0
Indirect Costs	7,851	407	8,258
<b>TOTAL</b>	<b><u>\$33,992</u></b>	<b><u>\$11,008</u></b>	<b><u>\$45,000</u></b>

NOTE: Includes accruals and adjustments as follows: Country Projects-\$10,331, Consultants-(\$3,209), Indirect Costs-(\$1,027)

### Activities during FY90

Conducted KAP Survey under Project AF-BKF-02.

**Table IX-23**  
**Summary of Buy-In Expenditures**  
**Tanzania Buy-In (\$600,000)**  
**DPE-3004-A-00-6057-00**

<b>AMENDMENTS NO. 16 &amp; 23 DATED 9/30/88 &amp; 8/10/89</b>	<b>FY89 EXPENDITURES FR: 10/01/88 TO: 09/30/89</b>	<b>FY90 EXPENDITURES FR: 10/01/89 TO: 09/30/90</b>	<b>FY91 BUDGET FR: 10/01/90 TO: 08/31/91</b>	<b>TOTAL FUNING FR: 10/01/88 TO: 08/31/91</b>
Salaries & Wages	\$7,500	\$4,950	\$18,099	\$30,549
Fringe Benefits	1,755	1,238	4,531	7,524
Consultants	4,093	4,742	20,565	29,400
Travel and Allowances	4,133	7,439	44,060	55,632
Equipment & Supplies	127	(107)	2,000	2,020
Subcontracts				
Country Projects	0	42,000	380,326	422,326
AED	0	0	0	0
PATH	0	5	0	5
Other Subcontracts	0	0	0	0
Subtotal	0	42,005	380,326	422,331
Other Direct Costs	122	936	8,500	9,558
Indirect Costs	5,371	6,336	31,279	42,986
<b>TOTAL</b>	<b><u>\$23,101</u></b>	<b><u>\$67,539</u></b>	<b><u>\$509,360</u></b>	<b><u>\$600,000</u></b>

NOTE: Includes accruals and adjustments as follows: Salaries & Wages-\$5,091, Fringe Benefits-\$1,417, Country Projects-\$42,000, Indirect Costs-\$2,277.

### Activities during FY90

Collaborated with MOH/MED and USAID/Dar-es-Salaam in review/revision of country project document (AF-TAN-01).

**Table IX-24**  
*Summary of Buy-In Expenditures*  
*Nepal Buy-In (\$43,000)*  
*DPE-3004-A-00-6057-00*

AMENDMENT NO. 16 DATED 9/30/88	FY89 EXPENDITURES FR: 10/01/88 TO: 09/30/89	FY90 EXPENDITURES FR: 10/01/89 TO: 09/30/90	TOTAL FUNDING FR: 10/01/88 TO: 09/30/90
Salaries & Wages	\$0	\$2,160	\$2,160
Fringe Benefits	0	518	518
Consultants	0	3,662	3,662
Travel and Allowances	0	5,166	5,166
Equipment & Supplies	0	0	0
Subcontracts			
Country Projects	0	0	0
AED	82	18,181	18,263
PATH	0	8,642	8,642
Other Subcontracts	0	0	0
Subtotal	82	26,823	26,905
Other Direct Costs	0	688	688
Indirect Costs	0	3,901	3,901
<b>TOTAL</b>	<b><u>\$82</u></b>	<b><u>\$42,918</u></b>	<b><u>\$43,000</u></b>

NOTE: Includes accruals and adjustments as follows: AED-(53,980).

### Activities during FY90

See Project AS-NEP-04 in Chapter IV, "Principal FY90 Activities."

**Table IX-25**  
*Summary of Buy-In Expenditures*  
*Costa Rica Buy-In (\$30,500)*  
*DPE-3004-A-00-6057-00*

AMENDMENT NO. 16 DATED 9/30/88	FY90	FY91	TOTAL
	EXPENDITURES FR: 10/01/89 TO: 09/30/90	BUDGET FR: 10/01/90 TO: 08/31/91	FUNDING FR: 10/01/89 TO: 08/31/91
Salaries & Wages	50	50	50
Fringe Benefits	0	0	0
Consultants	18,252	3,835	22,085
Travel and Allowances	977	0	977
Equipment & Supplies	0	0	0
Subcontracts			
Country Projects	0	0	0
AED	0	0	0
PATH	0	0	0
Other Subcontracts	0	0	0
Subtotal	0	0	0
Other Direct Costs	45	0	45
Indirect Costs	6,167	1,226	7,393
<b>TOTAL</b>	<b><u>\$25,441</u></b>	<b><u>\$5,059</u></b>	<b><u>\$30,500</u></b>

#### Activities during FY90

JIU/PCS Consultant provided technical assistance in developing an IEC strategy in support of family planning programs in Costa Rica.

**Table IX-26**  
*Summary of Buy-In Expenditures*  
*Cameroon Buy-In (\$200,000)*  
*DPE-3004-A-00-6057-00*

<b>AMENDMENTS NO. 17 &amp; 24 DATED 11/4/88 &amp; 4/19/90</b>	<b>FY89 EXPENDITURES FR: 10/01/88 TO: 09/30/89</b>	<b>FY90 EXPENDITURES FR: 10/01/89 TO: 09/30/90</b>	<b>FY91 BUDGET FR: 10/01/90 TO: 08/31/91</b>	<b>TOTAL FUNDING FR: 10/01/88 TO: 08/31/91</b>
Salaries & Wages	\$3,490	\$11,557	\$0	\$15,047
Fringe Benefits	838	2,909	0	3,747
Consultants	0	2,732	13,485	16,217
Travel and Allowances	524	16,296	23,876	40,696
Equipment & Supplies	0	5,432	2,068	7,500
Subcontracts				
Country Projects	0	35,000	50,335	85,335
AED	0	0	0	0
PATH	0	0	0	0
Other Subcontracts	0	0	0	0
Subtotal	0	35,000	50,335	85,335
Other Direct Costs	69	3,248	350	3,667
Indirect Costs	1,546	13,516	12,729	27,791
<b>TOTAL</b>	<b>\$6,467</b>	<b>\$90,690</b>	<b>\$102,843</b>	<b>\$200,000</b>

NOTE: Includes accruals and adjustments as follows: Salaries & Wages-\$3,629; Fringe Benefits-\$987; Indirect Costs-\$1,479.

### Activities during FY90

See Project AF-CAM-01 in Chapter II, "Principal FY90 Activities" and "FY90 In-Country Technical Assistance."

**Table IX-27**  
*Summary of Buy-In Expenditures*  
*Morocco Buy-In (\$320,000)*  
*DPE-3004-A-00-6057-00*

AMENDMENT NO. 20 DATED 3/29/89	FY89 EXPENDITURES FR: 10/01/88 TO: 09/30/89	FY90 EXPENDITURES FR: 10/01/89 TO: 09/30/90	FY91 BUDGET FR: 10/01/90 TO: 08/31/91	TOTAL FUNDING FR: 10/01/88 TO: 08/31/91
Salaries & Wages	\$7,168	\$23,488	\$0	\$30,656
Fringe Benefits	1,720	5,445	0	7,165
Consultants	0	11,144	0	11,144
Travel and Allowances	16,366	17,984	0	34,350
Equipment & Supplies	5,692	2,034	0	7,726
Subcontracts				
Country Projects	19,025	56,437	77,122	152,584
AED	0	0	0	0
PATH	0	12,964	0	12,964
Other Subcontracts	9,518	4,500	0	14,018
Subtotal	28,543	73,901	77,122	179,566
Other Direct Costs	5,852	7,124	0	12,976
Indirect Costs	12,022	24,395	0	36,417
<b>TOTAL</b>	<b><u>\$77,363</u></b>	<b><u>\$165,515</u></b>	<b><u>\$77,122</u></b>	<b><u>\$320,000</u></b>

NOTE: Includes accruals and adjustments as follows: Country Projects—58,334.

### Activities during FY90

1. Collaboration with MOPH and interagency group to develop comprehensive, national IEC strategy and plan of action.
2. Assisted the MOPH to:
  - develop and pretest national FP logo
  - develop a training of trainers curriculum in interpersonal communication and counseling skills
  - develop a booklet on oral contraceptives.

**Table IX-28**  
*Summary of Buy-In Expenditures*  
*Chad Buy-In (\$84,500)*  
*DPE-3004-A-00-6057-00*

<b>AMENDMENT NO. 21 DATED 4/10/89</b>	<b>FY89 EXPENDITURES FR: 10/01/88 TO: 09/30/89</b>	<b>FY90 EXPENDITURES FR: 10/01/89 TO: 09/30/90</b>	<b>FY91 BUDGET FR: 10/01/90 TO: 08/31/91</b>	<b>TOTAL FUNDING FR: 10/01/88 TO: 08/31/91</b>
Salaries & Wages	\$603	\$2,908	\$3,053	\$6,564
Fringe Benefits	145	698	763	1,606
Consultants	0	0	5,000	5,000
Travel and Allowances	0	1,102	20,556	21,658
Equipment & Supplies	0	0	1,000	1,000
Subcontracts				
Country Projects	0	7,930	22,722	30,652
AED	0	0	0	0
PATH	0	0	0	0
Other Subcontracts	0	0	0	0
Subtotal	0	7,930	22,722	30,652
Other Direct Costs	0	2,467	2,500	4,967
Indirect Costs	239	2,296	10,518	13,053
<b>TOTAL</b>	<b>\$987</b>	<b>\$17,401</b>	<b>\$66,112</b>	<b>\$84,500</b>

#### Activities during FY90

1. Development of an 18 month IEC project to support FP efforts between MOPII and JHU/PCS.
2. JHU/PCS staff provided 2 person-weeks of technical assistance.

**Table IX-29**  
*Summary of Buy-In Expenditures*  
*Ghana/PN Buy-In (\$50,302) DPE-3004-A-00-6057-00*

AMENDMENT NO. 21 DATED 4/10/89	FY89 EXPENDITURES FR: 10/01/88 TO: 09/30/89	FY90 EXPENDITURES FR: 10/01/89 TO: 09/30/90	FY91 BUDGET FR: 10/01/90 TO: 08/31/91	TOTAL FUNDING FR: 10/01/88 TO: 08/31/91
Salaries & Wages	\$531	\$1,273	\$4,184	\$5,988
Fringe Benefits	127	505	1,046	1,478
Consultants	0	0	0	0
Travel and Allowances	0	0	0	0
Equipment & Supplies	0	0	0	0
Subcontracts				
Country Projects	0	0	0	0
AED	0	447	0	447
PATH	0	0	0	0
Other Subcontracts	2,924	33,342	3,734	40,000
Subtotal	2,924	33,789	3,734	40,447
Other Direct Costs	0	0	0	0
Indirect Costs	211	505	1,673	2,389
<b>TOTAL</b>	<b><u>\$3,793</u></b>	<b><u>\$35,872</u></b>	<b><u>\$10,637</u></b>	<b><u>\$50,302</u></b>

#### Activities during FY90

Completion by JHU/PCS subcontractor of systematic review of relevant FP and population research in Ghana to assist USAID/Accra in designing its next 5-year population project.

**Table IX-30**  
*Summary of Buy-In Expenditures*  
*El Salvador/GAMMA Buy-In (\$ 112,000)*  
*DPE-3004-A-00-6057-00*

<b>AMENDMENT NO. 23 DATED 8/10/89</b>	<b>FY90 EXPENDITURES FR: 10/01/89 TO: 09/30/90</b>	<b>TOTAL FUNDING FR: 10/01/89 TO: 09/30/90</b>
Salaries & Wages	\$10,690	\$10,690
Fringe Benefits	2,413	2,413
Consultants	2,862	2,862
Travel and Allowances	0	0
Equipment & Supplies	0	0
Subcontracts		
Country Projects	90,650	90,650
AED	0	0
PATH	0	0
Other Subcontracts	0	0
Subtotal	90,650	90,650
Other Direct Costs	209	209
Indirect Costs	5,176	5,176
<b>TOTAL</b>	<b><u>\$112,000</u></b>	<b><u>\$112,000</u></b>

NOTE: Includes accruals and adjustments as follows: Consultants--(\$588), Indirect Costs--(\$188)

### Activities during FY90

See Project LA-ELS-01 in Chapter III, "Principal FY90 Activities" and "FY90 In-Country Technical Assistance."

**Table IX-31**  
*Summary of Buy-In Expenditures*  
*Bolivia Buy-In (\$235,000)*  
*DPE-3004-A-00-6057-00*

AMENDMENT NO. 24 DATED 9/15/89	FY90 EXPENDITURES FR: 10/01/89 TO: 09/30/90	FY91 BUDGET FR: 10/01/90 TO: 08/31/91	TOTAL FUNDING FR: 10/01/89 TO: 08/31/91
Salaries & Wages	\$22,660	\$0	\$22,660
Fringe Benefits	5,665	0	5,665
Consultants	10,269	6,013	16,282
Travel and Allowances	13,281	6,399	19,680
Equipment & Supplies	0	1,600	1,600
Subcontracts			
Country Projects	50,678	92,522	143,200
AED	0	0	0
PATH	0	0	0
Other Subcontracts	0	0	0
Subtotal	50,678	92,522	143,200
Other Direct Costs	3,036	1,010	4,046
Indirect Costs	17,572	4,295	21,867
<b>TOTAL</b>	<b><u>\$123,161</u></b>	<b><u>\$111,839</u></b>	<b><u>\$235,000</u></b>

NOTE: Includes accruals and adjustments as follows: Salaries & Wages-\$9,809, Fringe Benefits-\$2,672, Indirect Costs-\$3,994.

#### Activities during FY90

1. See Project LA-BOL-02 in Chapter III, "Principal FY90 Activities."
2. See project LA-BOL-03 in Chapter III, "Principal FY90 Activities" and "FY90 In-Country Technical Assistance."

**Table IX-32**  
*Summary of Buy-In Expenditures*  
*El Salvador/MAG Buy-In (\$240,000)*  
*DPE-3004-A-00-6057-00*

AMENDMENT NO. 25 DATED 12/27/89	FY90 EXPENDITURES FR: 10/01/89 TO: 09/30/90	TOTAL FUNDING FR: 10/01/89 TO: 09/30/90
Salaries & Wages	\$6,407	\$6,407
Fringe Benefits	1,562	1,562
Consultants	7,331	7,331
Travel and Allowances	14,456	14,456
Equipment & Supplies	91	91
Subcontracts		
Country Projects	199,412	199,412
AED	0	0
PATH	0	0
Other Subcontracts	0	0
Subtotal	199,412	199,412
Other Direct Costs	902	902
Indirect Costs	9,839	9,839
<b>TOTAL</b>	<b><u>\$240,000</u></b>	<b><u>\$240,000</u></b>

NOTE: Includes accruals and adjustments as follows: Salary & Wages-\$2,259; Fringe Benefits-\$565; Travel & Allowances-(\$10,313); Country Projects-(\$3,727); Indirect Costs-(\$2,497).

#### **Activities during FY90**

See Project LA-ELS-02 in Chapter III, "Principal FY90 Activities" and "FY90 In-Country Technical Assistance."

**Table IX-33**  
*Summary of Buy-In Expenditures*  
*Philippines Buy-In (\$667,783)*  
*DPE-3004-A-00-6057-00*

AMENDMENT NO. 25 DATED 12/27/89	FY90 EXPENDITURES FR: 10/01/89 TO: 09/30/90	FY91 BUDGET FR: 10/01/90 TO: 08/31/91	TOTAL FUNDING FR: 10/01/88 TO: 08/31/91
Salaries & Wages	\$26, 8	\$11,155	\$37,973
Fringe Benefits	6,705	2,789	9,494
Consultants	9,415	7,065	16,480
Travel and Allowances	31,253	20,370	51,623
Equipment & Supplies	2,819	13,491	16,310
Subcontracts			
Country Projects	180,988	268,364	449,352
AED	0	0	0
PATH	0	0	0
Other Subcontracts	19,275	0	19,275
Subtotal	200,263	268,364	468,627
Other Direct Costs	12,868	9,000	21,868
Indirect Costs	28,186	17,222	45,408
<b>TOTAL</b>	<b><u>\$318,327</u></b>	<b><u>\$349,456</u></b>	<b><u>\$667,783</u></b>

NOTE: Includes accruals and adjustments as follows: Country Projects--\$51,500, Other Subcontracts--\$5,000.

#### **Activities during FY90**

Development and implementation of five country projects:

- Project Heartline (AS-PHI-06)
- IEC for post partum FP and Breastfeeding Program (AS-PHI-08)
- Pangasinan integrated IEC Project (AS-PHI-08)
- Concern for the Family in Iloilo (AS-PHI-09)
- Information Services for Decision Makers and the Media (AS-PHI-10)

**Table IX-34**  
*Summary of Buy-In Expenditures*  
*Honduras Buy-In (\$7,500)*  
*DPE-3004-A-00-6057-00*

AMENDMENT NO. 26 DATED 4/19/90	FY90 EXPENDITURES FR: 10/01/89 TO: 09/30/90	FY91 BUDGET FR: 10/01/90 TO: 08/31/91	TOTAL FUNDING FR: 10/01/89 TO: 08/31/91
Salaries & Wages	\$1,699	\$0	\$1,699
Fringe Benefits	426	0	426
Consultants	0	1,483	1,483
Travel and Allowances	747	1,000	1,747
Equipment & Supplies	0	0	0
Subcontracts			
Country Projects	0	0	0
AED	0	0	0
PATH	0	0	0
Other Subcontracts	0	0	0
Subtotal	0	0	0
Other Direct Costs	326	0	326
Indirect Costs	1,025	794	1,819
<b>TOTAL</b>	<b><u>\$4,223</u></b>	<b><u>\$3,277</u></b>	<b><u>\$7,500</u></b>

NOTE: Includes accruals and adjustments as follows: Salaries & Wages-\$1,699; Fringe Benefits-\$426; Travel & Allowances-\$747; Indirect Costs-\$921.

#### Activities during FY90

1. See Honduras (Technical Assistance) in Chapter III, "Principal FY90 Activities" and "FY90 In-Country Technical Assistance."

**Table IX-35**  
*Summary of Buy-In Expenditures*  
*Kenya Buy-In (\$150,000)*  
*DPE-3004-A-00-6057-00*

AMENDMENT NO. 27 DATED 7/30/90	FY90 EXPENDITURES FR: 10/01/89 TO: 09/30/90	FY91 BUDGET FR: 10/01/90 TO: 08/31/91	TOTAL FUNDING FR: 10/01/89 TO: 08/31/91
Salaries & Wages	\$3,153	\$25,119	\$28,272
Fringe Benefits	787	6,281	7,068
Consultants	0	20,000	20,000
Travel and Allowances	11,322	40,128	51,450
Equipment & Supplies	0	3,757	3,757
Subcontracts			
Country Projects	0	0	0
AED	0	0	0
PATH	0	0	0
Other Subcontracts	0	0	0
Subtotal	0	0	0
Other Direct Costs	156	3,844	4,000
Indirect Costs	4,933	30,520	35,453
<b>TOTAL</b>	<b><u>\$20,351</u></b>	<b><u>\$129,649</u></b>	<b><u>\$150,000</u></b>

NOTE: Includes accruals and adjustments as follows: Salaries & Wages-\$3,153; Fringe Benefits-\$787; Travel & Allowances-\$7,607; Other Direct Costs-\$2,134; Indirect Costs-\$3,694.

#### **Activities during FY90**

JHU/PCS staff provided 10 person-weeks of technical assistance.

**Table IX-36**  
*Summary of Buy-In Expenditures*  
*Pakistan Buy-In (\$515,675)*  
*DPE-3052-A-00-0014-00*

AWARD DATED 7/18/90	FY90 EXPENDITURES FR: 10/01/89 TO: 09/30/90	FY91 BUDGET FR: 10/01/90 TO: 09/30/91	TOTAL FUNDING FR: 10/01/89 TO: 09/30/91
Salaries & Wages	50	\$87,870	\$87,870
Fringe Benefits	0	21,967	21,967
Consultants	0	46,408	46,408
Travel and Allowances	1,000	30,812	31,812
Equipment & Supplies	55	3,945	4,000
Subcontracts			
Country Projects	5,000	240,000	245,000
AED	0	0	0
PATH	0	0	0
Other Subcontracts	0	0	0
Subtotal	5,000	240,000	245,000
Other Direct Costs	1,215	11,785	13,000
Indirect Costs	727	64,891	65,618
<b>TOTAL</b>	<b><u>\$7,997</u></b>	<b><u>\$507,678</u></b>	<b><u>\$515,675</u></b>

#### **Activities during FY90**

1. Development and initiation of country project AS-PAK-01 with Domestic Research Bureau.
2. Two qualitative audience studies for message development, one using socio-anthropological case studies, and the other using focus group discussion in-depth interviews.



# Appendices

## A

### LIST OF ABBREVIATIONS

**AED**

Academy for Educational Development  
(based in Washington, D.C.)

**AIBEF**

Association Ivoirienne pour le Bien-Etre  
Familial (Ivorian Association for Family Wel-  
fare)

**AIDS**

Acquired Immune Deficiency Syndrome

**AIDSCOM**

AIDS Communication (centrally funded USAID  
activity based at AED)

**AMEC**

Ago Medical and Educational Center (Legazpi  
City, Philippines)

**AMPPF**

Association Malienne pour la Protection et la  
Promotion de la Famille (Mali Association for  
the Protection and Promotion of the Family)

**APROFAM**

Asociacion Pro-Bienestar de la Familia de  
Guatemala (Guatemalan Family Welfare As-  
sociation)

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**ARBA**

Agrarian Reform Beneficiaries Association (Philippines)

**ATBEF**

Association Togolaise pour le Bien-Etre Familial (Togolese Family Welfare Association)

**AV**

Audio-Visual

**BKKBN**

National Family Planning Coordinating Board (Indonesia)

**CA**

Cooperative Agreement; also Cooperating Agency

**CAFS**

Centre for African Family Studies (based in Kenya)

**CBD**

Community Based Distribution

**CDC**

Center for Development Communication (Egypt)

**CEDPA**

Centre for Development and Population Activities (Washington, D.C.)

**CENCAP**

Centro Nacional de Capacitación Agropecuaria (El Salvador)

**CERCOM**

Le Centre d'Enseignement et de Recherche en Communication (Center for Teaching and Research in Communication) (Cote d'Ivoire)

**CHO**

Cairo Health Organization (Egypt)

**CERPOD**

Centre d'Etudes et de Recherche sur la Population pour le Developpement (Center for Applied Research on Population and Development) (based in Mali)

**COMMAT**

Communication Management Advertising Training, Inc. (Nepal)

**CPARH**

Centro de Pesquisa Assistencia em Reproducao Humana (Brazil)

**CREA**

Centro Regional de Audiovisuales (Regional Video Production Center) (based in Guatemala)

**CSI**

Clinical Services Improvement Project (Egypt)

**DORC**

Development Oriented Research Centre (Nepal)

**DRB**

Domestic Research Bureau (Pakistan)

**EAA**

Egyptian Advertising Association

**EFFA**

Egyptian Family Planning Association

**FGD**

Focus Group Discussion

**FH/FP**

Family Health/Family Planning

**FHI**

Family Health Initiatives

**FHS**

Family Health Services (Nigeria Project)

**FISA**

Fianakaviana Sambatra (Family Planning Association of Madagascar)

**FLE**

Family Life Education

**FMOH**

Federal Ministry of Health

**FMOI**

Federal Ministry of Information

**FOF**

Family of the Future (Egypt)

**FP**

Family Planning

**FP/IEC**

Family Planning/Information, Education, and Communication

**FPA**

Family Planning Association

**FPAK**

Family Planning Association of Kenya

**FPOP**

Family Planning Organization of the Philippines

**FY**

Fiscal Year

**GAMMA**

Grupo Asesor en Mercadotecnia y Metodologia Aplicada, S.C. (Mexico)

**GFPA**

The Gambia Family Planning Association

**GHSA**

Ghana Home Sciences Association

**GOES**

Government of El Salvador

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<b>GOG</b> Government of Guatemala	<b>JHPIEGO</b> The Johns Hopkins Program for International Education in Reproductive Health	<b>MSAWW</b> Ministry of Social Affairs and Women's Welfare
<b>GTZ</b> West German Agency for Technical Cooperation	<b>JHU/CCP</b> Johns Hopkins University/Center for Communication Programs	<b>MSH</b> Management Sciences for Health
<b>HED</b> Health Education Division	<b>JHU/PCS</b> Johns Hopkins University/Population Communication Services	<b>MSP/SES</b> Ministère de Santé Publique/Service d'Éducation pour la Santé (Ministry of Public Health/Health Education Service)
<b>HEU</b> Health Education Unit	<b>JOICFP</b> Japanese Organization for International Cooperation in Family Planning	<b>NAFTI</b> National Film and Television Institute (Ghana)
<b>HIO</b> Health Insurance Organization (Egypt)	<b>KAP</b> Knowledge, Attitudes and Practices	<b>NCAC</b> Niger State Council for Arts and Culture
<b>HPN</b> Health, Population, and Nutrition	<b>LAC</b> Latin America and the Caribbean	<b>NFP</b> Natural Family Planning
<b>IDRC</b> International Development Resource Council (Egypt)	<b>LE</b> Egyptian Pounds	<b>NGO</b> Non-Governmental Organization
<b>IEC</b> Information, Education, and Communication	<b>MAG</b> Ministry of Agriculture (El Salvador)	<b>NTA</b> National Television Authority (Nigeria)
<b>IEM</b> Information, Education, and Motivation	<b>MCH</b> Maternal and Child Health	<b>ORS</b> Oral Rehydration Solution
<b>IIC</b> Instituto de Investigacion de la Comunicacion, A.C. (Mexico)	<b>MEXFAM</b> Fundacion Mexicana Para la Planeacion Familiar, A.C.	<b>ORT</b> Oral Rehydration Therapy
<b>IISNFP</b> Institute for International Studies in Natural Family Planning (based at Georgetown University, Washington, D.C.)	<b>MIRS</b> Media Impact Research System	<b>ORTS</b> Office de Radio Diffusion-Television du Sénégal (Senegal Office of Radio and Television)
<b>INPPARES</b> Instituto Peruano de Paternidad Responsable	<b>M/MC</b> Media/Materials Center	<b>PATH</b> Program for Appropriate Technology in Health (based in Seattle, Washington, and Washington, D.C.)
<b>INTRAH</b> Program for International Training in Health (based at the University of North Carolina)	<b>MOH</b> Ministry of Health	<b>PCF</b> Population Center Foundation (Philippines)
<b>IPC</b> Interpersonal Communication	<b>MOH/FP</b> Ministry of Health/Family Planning	<b>PCS</b> Population Communication Services (The Johns Hopkins University, Baltimore, Maryland; also designated as JHU/PCS)
<b>IPPF</b> International Planned Parenthood Federation	<b>MOHFW</b> Ministry of Health and Family Welfare	<b>PIACT</b> Program for the Introduction and Adaptation of Contraceptive Technology
<b>ISTI</b> International Science and Technology Institute (Washington, D.C., and Dakar, Senegal)	<b>MOHSA</b> Ministry of Health and Social Action	<b>PIO/T</b> Project Implementation Order/Technical Services
<b>IUCD</b> Intrauterine Contraceptive Device	<b>MOH/HED</b> Ministry of Health/Health Education Division	<b>PMM</b> Peat, Marvick, Main and Company (Baltimore office)
<b>IUD</b> Intrauterine Device	<b>MOH/HEU</b> Ministry of Health/Health Education Unit	
<b>JFMH</b> Jose Fabella Memorial Hospital	<b>MOPH</b> Ministry of Public Health	
	<b>MOPHSA</b> Ministry of Public Health and Social Affairs	

**P/N**

Porter/Novelli (based in Washington, D.C.)

**PNGOC**

Philippine Non-Government Organization Council

**PPFN**

Planned Parenthood Federation of Nigeria

**PROFAMILIA**

Asociación Pro-Bienestar de Familia Colombiana (Association for Colombian Family Welfare)

**PRO-PATER**

Promocao da Paternidade Responsavel (Brazil)

**PROVAS**

Promocao de Orientacao e Planejamento Familiar

**PSND**

Projet des Services des Naissances Desirables (Family Planning Services Project) (Zaire)

**PWD**

Population Welfare Division

**RAPID**

Resources for the Awareness of Population Impacts on Development (based at Research Triangle Institute in North Carolina)

**REDSO/ESA**

Regional Economic Development Services Office/Eastern and Southern Africa

**REDSO/WCA**

Regional Economic Development Services Office/West and Central Africa

**RETCO**

Research Evaluation and Training Consultancy Ltd.

**RVPC**

Regional Video Production Center (Guatemala)

**RFP**

Request for Proposal

**SAAI**

Saffitz Alpert & Associates, Inc. (based in McLean, Virginia)

**SAMEAC**

Sociedade de Assistencia a Maternidade Escola Assis Chateaubriand (Brazil)

**SCBFHCP**

Sudan Community-Based Family Health Care Project

**SDA**

Salvadoran Demographic Association (El Salvador)

**SEATS**

Service Expansion and Technical Support (Project of John Snow Inc., JSI)

**SIS**

State Information Services (Egypt)

**SOMARC**

Social Marketing for Change (centrally funded USAID activity - based at Futures Group, Washington, D.C.)

**TA**

Technical Assistance

**TFG/SOMARC**

The Futures Group/Social Marketing for Change (based in Washington, D.C.)

**TFHPF**

Turkish Family Health and Planning Foundation

**TOT**

Training of Trainers

**UNC**

University of North Carolina

**UNFPA**

United Nations Population Fund

**UNICEF**

United Nations Children's Fund

**URC**

University Research Corporation (based in Bethesda, Maryland)

**URTNA**

Union des Radiodiffusions et Televisions Nationales d'Afrique (Union of National Radio and Television Organizations of Africa)

**USAID**

United States Agency for International Development

**USAID/W**

United States Agency for International Development/Washington, D.C.

**VSC**

Voluntary Surgical Contraception

**WHO**

World Health Organization

**ZNFPC**

Zimbabwe National Family Planning Council

**B****COMPLETED TRAVEL FOR JHU/PCS STAFF, CONSULTANTS AND CONTRACTORS-FY90****OCTOBER**

APHA 10/22-26

Chicago

Compton, Anne

Huntington, Dale

Kincaid, Lawrence

Kumah, Opia Mensah

Piotrow, Phyllis

Rigby, Hugh

Rimon, José

Whitney, Edson

Adamchak, Donald (C)

Zimbabwe: 10/2-14

Bashin, Michelle

Niger: 10/1-6

Bouhafa, Moncef

Egypt: 10/1-15

Morocco: 10/15-19

Brambilla, Carol (C)

El Salvador: 10/2-7

Coleman, Patrick

Brazil: 10/5-10/8 (CCP)

Bangladesh: 10/12-20

Philippines: 10/21-29

Compton, Anne (CCP)

Thailand: 10/1-7

Crane, Beth (PATH)

Nigeria: 10/1-25

Daves, Jennifer

Nigeria: 10/30-11/27

Ford, Vera

D-Washington, D.C.: 10/1

Haider, M. (CEDPA)

Nigeria: 10/1-22

Jabre, Bushra (C)

Egypt: 10/28-11/18

Jato, Miriam (C)

Niger: 10/1-20

Kazi, Carol (PATH)

Nigeria: 10/1-25

Kincaid, Lawrence

Turkey: 10/30-11/3

Krenn, Susan

Nigeria: 10/1-12

- Langlois, Philippe  
Madagascar: 9/29-10/12  
Burkina Faso: 10/14-25  
Niger: 10/26-29  
Cote d'Ivoire: 10/31-11/3
- Lioy, Michèle (PATH)  
Egypt: 10/21-11/13
- Liskin, Laurie (AIDSCOM)  
Cameroon: 10/21-28  
Zambia: 10/30-11/11
- Lobo, Marta (C)  
Peru: 10/15-28
- Lynn, Wilma  
Zimbabwe: 10/27—11/18
- McMillian, Marcia  
Washington D.C.: 10/18
- Metsola, E. (AIDSCOM)  
Uganda: 10/16-11/16
- Morgan, Winthrop  
Ghana: 10/31-11/21
- Payne Merritt, Alice  
Brazil: 10/2-8 (CCP)  
New York: 10/15-16  
Bolivia: 10/23-28
- Perkins, Elaine (C)  
Baltimore: 10/8-15
- Piotrow, Phyllis  
Turkey: 10/30-11/5  
Amsterdam: 11/5-10
- Riber, John (AIDSCOM)  
Uganda: 10/16-11/16
- Rigby, Hugh  
Thailand: 10/1-7
- Saffitz, Gary (C)  
Egypt: 10/5-12  
Indonesia: 10/13-29
- Stone, Dace (AIDSCOM)  
Cameroon: 10/18-26  
Kenya: 10/27-29  
Uganda: 10/29-11/5  
Zambia: 11/5-10
- Weeks, Dennis (C)  
Cameroon: 10/20-26  
Uganda: 10/27-11/18
- Williams, Jim (C)  
Egypt: 10/6-11
- Winnard, Kim  
Kenya: 10/28-11/5
- Yun, Sung Hee  
Bangladesh: 10/12-20
- Zulu, Ben (C)  
Zambia: 10/30-11/12
- NOVEMBER**
- Bankerd, Paul  
Guatemala: 11/12-20
- Caravano, K. (AIDSCOM)  
Paris: 11/26-12/3
- Coleman, Patrick  
Washington, D.C.: 11/6
- Daves, Jennifer  
Nigeria: 11/1-27
- Green, Pamela (C)  
The Gambia: 11/7-18
- Jabre, Bushra (C)  
Egypt: 11/1-18
- Kincaid, Lawrence  
Turkey: 11/1-3
- Krenn, Susan  
El Salvador: 11/6-18
- Kumah, Opia Mensah  
Cote d'Ivoire: 11/10-26  
Cameroon: 11/26-12/10
- Kunjian, Oliver (C)  
Guatemala: 11/10-15
- Langlois, Philippe  
Cote d'Ivoire: 11/2-4  
London: 11/18-13 (IPPF)
- Lediard, Mark (AED)  
Nepal: 11/16-12/16
- Lettenmaier, Cheryl  
The Gambia: 11/6-25
- Lioy, Michèle (PATH)  
Egypt: 10/21-11/13  
Zaire: 11/26-12/8
- Liskin, Laurie  
Zambia: 11/1-11
- Lynn, Wilma  
Zimbabwe: 11/1-18
- Metsola, E. (AIDSCOM)  
Uganda: 11/1-16
- Morgan, Winthrop  
Ghana: 11/1-21
- Payne Merritt, Alice  
El Salvador: 11/6-15
- Piotrow, Phyllis  
Turkey: 10/30-11/5  
Amsterdam: 11/5-10
- Purves, Marydean  
Cote d'Ivoire: 11/9-27  
Zaire: 11/28-12/8
- Riber, John (AIDSCOM)  
Uganda: 11/1-16
- Rimon, José  
New York: 11/20-21
- Ross, Mike (C)  
Guatemala: 11/10-15
- Stone, Dace (AIDSCOM)  
Uganda: 11/1-3  
Zambia: 11/4-18
- Weeks, Dennis (AIDSCOM)  
Uganda: 11/1-18
- Whitney, Edson  
Bangladesh: 11/27-12/7
- Yun, Sung Hee  
Nepal: 11/3-12/7
- Zimmerman, M. (PATH)  
Egypt: 11/28-12/16
- Zulu, Ben (AIDSCOM)  
Zambia: 11/1-12
- DECEMBER**
- Ashcraft, Jennifer  
Boston: 12/13-14
- Bouhafa, Moncef  
Egypt: 12/3-17
- Caravano, K. (AIDSCOM)  
Paris: 12/1-3
- Coleman, Patrick  
Egypt: 12/7-15
- Holmes, Nancy (C)  
Egypt: 12/23-1/3
- Kumah, Opia Mensah  
Cameroon: 12/1-10
- Lediard, Mark (AED)  
Nepal: 11/1-12/12-16
- Lioy, Michèle (PATH)  
Zaire: 12/1-8
- Ornston, Randy (C)  
Egypt: 12/21-1/3
- Purves, Marydean  
Cote d'Ivoire: 12/1-7
- Riber, John (AIDSCOM)  
Zambia: 12/3-12/14
- Saffitz, Gary (C)  
Egypt: 12/7-15

Whitney, Edson  
Bangladesh: 12/1-15  
Winnard, Kim  
Baltimore: 12/16-1/12  
Yun, Sung Hee  
Nepal: 12/1-7  
Zulu, Ben (AIDSCOM)  
Zambia: 12/3-12/14

**JANUARY**

Bouhafa, Moncef  
Morocco: 1/15-27  
Caravano, K. (AIDSCOM)  
Guatemala: 1/10-2/3  
Coleman, Patrick  
Philippines: 1/26-2/10  
Thailand: 2/10-16  
Compton, Anne (PIP)  
Philadelphia: 1/23  
Hall, Clarence (C)  
Nigeria: 1/28-3/2  
Holmes, Nancy (C)  
Egypt: 12/23-1/3  
Jabre, Bushra (C)  
Egypt: 1/27-2/23  
Kim, Young Mi  
Ghana: 1/26-2/21  
Nigeria: 2/21-3/3  
Krenn, Susan  
Ghana: 1/26-2/4  
Nigeria: 2/4-3/3  
Lioy, Michèle (AED)  
Egypt: 1/26-2/9  
Liskin, Laurie (AIDSCOM)  
Zambia: 1/18-2/4  
Ormston, Randy (C)  
Egypt: 1/1-3  
Riber, John (AIDSCOM)  
Zambia: 1/15-2/4  
Winnard, Kim  
Baltimore: 1/5-17  
Senior, Max  
Baltimore: 1/4-17  
Zulu, Ben (AIDSCOM)  
Zambia: 1/15-2/4

**FEBRUARY**

Ashcraft, Jennifer  
New York: 2/28

Bashin, Michelle  
Burkina Faso: 2/20-3/3  
Niger: 3/3-3/14  
Bouhafa, Moncef  
Pakistan: 2/8-24  
Caravano, K. (AIDSCOM)  
Guatemala: 1/10-2/3  
Coleman, Patrick  
Thailand: 2/10-16  
San Salvador: 2/25-3/9  
Compton, Anne (PIP)  
Sudan: 2/8-14  
Uganda: 2/14-21  
Zimbabwe: 2/21-24  
Jabre, Bushra  
Egypt: 1/27-2/23  
Jato, Miriam (C)  
Baltimore: 2/13-20  
Burkina Faso: 2/21-3/3  
Niger: 3/3-8  
Kazi, Carol (PATH)  
Nigeria: 2/10-3/16  
Kim, Young Mi  
Ghana: 1/26-2/21  
Nigeria: 2/21-3/3  
Kincaid, Lawrence  
San Diego: 2/15-19  
Krenn, Susan  
Ghana: 1/26-2/21  
Nigeria: 2/4-3/3  
Kumah, Opia Memsah  
Ghana: 2/14-3/24  
Langlois, Philippe  
Senegal: 2/9-2/22  
Cote d'Ivoire: 2/25-3/2  
Lettenmaier, Cheryl  
The Gambia: 2/5-24  
Liskin, Laurie (AIDSCOM)  
Zambia: 1/15-2/4  
Payne Merritt, Alice  
Bolivia: 2/5-16  
Nickerson, Liza  
Bolivia: 2/5-16  
Purves, Marydean  
Cote d'Ivoire: 2/20-3/1  
Zaire: 3/12-4/3  
Shafritz, Lonna  
Egypt: 2/9-3/4  
Stone, Dace (AIDSCOM)  
Malawi: 2/17-28  
Uganda: 2/28-3/4

Weeks, Dennis (AIDSCOM)  
Tanzania: 2/16-3/2  
Wharton, Chris (PIP)  
Geneva: 2/11-16  
Whitney, Edson  
Bangladesh: 2/16-23  
Philippines: 2/25-3/10  
Yun, Sung Hee  
Pakistan: 2/8-24

**MARCH**

Ashcraft, Jennifer  
Nigeria: 3/30-4/20  
Bashin, Michelle  
Niger: 3/1-9  
Burkina Faso: 3/9-19  
Bouhafa, Moncef  
Yemen: 3/9-23  
Egypt: 3/23-27  
Caravano, K. (AIDSCOM)  
Curacao: 3/9-15  
Coleman, Patrick  
El Salvador: 2/25-3/9  
Brazil: 3/18-24 (NIH)  
Portland: 3/31-4/1  
Daves, Jennifer  
Nigeria: 3/30-4/28  
Dugan, Susan  
Washington: 3/22  
Haider, M. (CEDPA)  
Nigeria: 3/4-4/6  
Jato, Miriam (C)  
Niger: 3/1-9  
Burkina Faso: 3/9-19  
Kim, Young Mi  
Ghana: 1/26-2/21  
Nigeria: 2/21-3/3  
Kincaid, Lawrence  
Bangladesh: 2/21-3/13  
Krenn, Susan  
Ghana: 1/26-2/21  
Nigeria: 2/4-3/3  
El Salvador: 3/25-4/7  
Kumah, Opia Memsah  
Ghana: 2/16-3/24  
Lettenmaier, Cheryl  
Kenya: 3/12-29  
Lewis, Gary (C)  
Zimbabwe: 3/20-4/3  
Lioy, Michèle (PATH)  
Zaire: 3/3-4/4

Morgan, Winthrop  
Ghana: 3/8-4/1  
Nickerson, Liza  
Washington: 3/8  
El Salvador: 3/25-4/7  
Payne Merritt, Alice  
Washington: 3/8  
Brazil: 3/14-2/4  
Pine, Pamela  
Yemen: 3/9-23  
Egypt: 3/23-27  
Purves, Marydean  
Cote d'Ivoire: 2/20-3/12  
Zaire: 3/12-4/3  
Rimon, José  
Kenya: 3/12-29  
Shafritz, Lonna  
Egypt: 2/9-3/4  
Stone, Dace (AIDSCOM)  
Malawi: 2/17-2/28  
Uganda: 2/28-3/4  
Strand, J. (AED)  
Bangladesh: 3/27-4/13  
Weeks, Dennis (AIDSCOM)  
Geneva: 3/21-24  
Uganda: 3/24-4/8  
Whitney, Edson  
Bangladesh: 2/18-23  
Philippines: 2/25-3/10

**APRIL**

Ashcraft, Jennifer  
Nigeria: 3/30-4/20  
Bashin, Michelle  
Cameroon: 4/26-5/21  
Caravano, K. (AIDSCOM)  
Bolivia: 4/8-18  
Coleman, Patrick  
Boston: 4/2  
Compton, Anne (PIP)  
New York: 4/5  
Daves, Jennifer  
Nigeria: 3/30-4/28  
de Negri, B. (C)  
Cape Verde: 4/15-30  
Dorsey, Steven (PIP)(C)  
Guatemala: 4/22-27  
Haider, M. (CEDPA)  
Nigeria: 3/4-4/6  
Jabre, Bushra (C)  
Egypt: 4/14-5/31

Jara, Ruben (C)  
Baltimore: 4/9-11  
Kincaid, Lawrence  
Philippines: 4/22-5/5  
Krenn, Susan  
El Salvador: 3/25-4/7  
El Salvador: 4/18-5/12  
Kunjian, O. (C)  
Guatemala: 4/12-18  
Lioy, Michèle (AED)  
Egypt: 4/28-5/11  
McKirdy, Gail (C)  
Nigeria: 5/13-26  
Morello, S. (PIP) (C)  
Cameroon: 4/24-5/1  
Togo: 5/2-11  
Tanzania: 5/12-17  
Mullis, Tyrus  
Philadelphia: 5/24  
Nickerson, Liza  
El Salvador: 3/25-4/7  
El Salvador: 4/18-5/12  
Payne Merritt, Alice  
Brazil: 4/22-4/28  
Porter, R. (C)  
Bangladesh: 4/26-5/18  
Rimon, José  
Philippines: 4/16-5/8  
Rodriguez-Casado, (C)  
Baltimore: 4/9-11  
Ross, Mike (C)  
Guatemala: 4/12-18  
Saffitz, Gary (C)  
Egypt: 4/30-5/12  
Nigeria: 5/13-5/26  
Sonntag, Edith (PIP)  
Toronto: 4/29-5/8  
Vigano, Oscar (C)  
Bolivia: 4/16-28  
Whitney, Edson  
Washington: 4/19  
Zulu, Ben (AIDSCOM)  
Zambia: 4/17-5/5

**MAY**

Ah-Fat (URTNA)  
Senegal: 5/1-25  
Bankerd, Paul  
Bangladesh: 5/1-18  
Guatemala: 5/23-26

Bashin, Michelle  
Cameroon: 4/26-5/21  
Bouhafa, Moncef  
Morocco: 5/6  
Egypt: 5/27-6/6  
Caravano, K. (AIDSCOM)  
Guatemala: 5/21-6/8  
Coleman, Patrick  
Philippines: 5/18-6/9  
Compton, Anne (PIP)  
New York: 5/2  
El Nahas (C)  
Philadelphia: 5/24  
Hess, Ron  
Pakistan: 5/17-6/2  
Kim, Young Mi  
Ethiopia: 5/4-28  
Kincaid, Lawrence  
Philippines: 4/22-5/8  
Krenn, Susan  
San Salvador: 4/19-5/1  
Krieger, L. (PATI)  
Egypt: 5/14-6/6  
Kumah, Opia Mensah  
Ethiopia: 5/6-27  
Langlois, Philippe  
Chad: 5/5-15  
Togo: 5/16-26  
Kenya: 5/26-6/12  
Lediard, M. (AED)  
Senegal: 5/1-26  
Lettenmaier, Cheryl  
Tanzania: 5/4-27  
Kenya: 5/27-6/12  
Lewis, Gary (C)  
Zimbabwe: 5/14-30  
Lioy, Michèle (AED)  
Senegal: 5/26-6/8  
Lozare, Ben  
Pakistan: 5/4-6/1 (POPTech)  
Egypt: 6/1-4 (PCS)  
McKirdy, G. (C)  
Nigeria: 5/11-6/8  
Misenvu, F. (AIDSCOM)  
Zimbabwe: 5/11-30  
Nickerson, Elizabeth  
San Salvador: 4/18-5/1  
Payne Merritt, Alice  
Mexico: 5/13-20  
Guatemala: 5/20-23

Pine, Pamela  
Egypt: 5/19-6/8

Piotrow, Phyllis  
Bangladesh: 5/18-27  
Thailand: 5/28-30  
Japan: 6/1-3

Poppe, Patricia  
Mexico: 5/13-20  
Guatemala: 5/21-23

Rimon, José  
Philippines: 4/16-5/5

Saffitz, Gary (C)  
Egypt: 4/30-5/12  
Nigeria: 5/13-5/26

Sonntag, Edith (PIP)  
Toronto: 4/29-5/8

Stone, Dace (AIDSCOM)  
Uganda: 5/9-21  
South Africa: 5/21-27

Tadié, P. (AED)(C)  
Senegal: 5/1-5/28

Yun, Sung Hee  
Pakistan: 5/17-27

Zulu, Ben (AIDSCOM)  
Zambia: 4/17-5/5

**JUNE**

Bouhafa, Moncef  
Morocco: 5/6-27  
Egypt: 5/27-6/6

Caravano, K. (AIDSCOM)  
Guatemala: 5/21-6/8

Coleman, Patrick  
Philippines: 5/18-6/9  
Washington: 6/20

Dagdagan, Venus (C)  
Philippines: 6/3-22

Hess, Ron  
Pakistan: 5/17-6/2

Kincaid, Lawrence  
Nova Scotia: 6/17-20  
Ireland: 6/23-29

Krieger, L. (PATH)  
Egypt: 5/14-6/6

Langlois, Philippe  
Chad: 5/5-15  
Togo: 5/16-26  
Kenya: 5/26-6/12

Lettenmaier, Cheryl  
Tanzania: 5/4-27  
Kenya: 5/27-6/12

Lioy, Michèle (AED)  
Senegal: 5/26-6/8

Liskin, Laurie  
San Francisco: 6/19-23

Lozare, Ben  
Pakistan: 5/4-6/1 (POPTECH)  
Egypt: 6/1-4 (PCS)

Mayer, Doe (C)  
Cameroon: 6/8-20  
Nigeria: 6/20-30  
Kenya: 6/30-7/10

McKirdy, G. (C)  
Nigeria: 5/11-6/8

Nickerson, Liza  
El Salvador: 6/29-7/14

Payne Merritt, Alice  
San Francisco: 6/15-24

Pine, Pamela  
Egypt: 5/19-6/8

Piotrow, Phyllis  
Bangladesh: 5/18-27  
Thailand: 5/28-30  
Japan: 6/1-3

Riber, John (AIDSCOM)  
Zambia: 6/3-8

Rodriguez, G. (C)  
Baltimore: 6/27-29

Senior, Max  
Baltimore: 6/16-30

Stone, Dace (AIDSCOM)  
San Francisco: 6/17-25

Vansintean, G. (C)  
Morocco: 6/4-15

Whitney, Edson  
Bangladesh: 6/6-7/19

**JULY**

Bouhafa, Moncef  
Morocco: 7/14-8/12

Church, C. (PIP)  
North Carolina: 7/17-18

Coleman, Patrick  
Honduras: 6/30-7/7  
El Salvador: 7/8-11  
Guatemala: 7/11-13  
Morocco: 7/30-8/7  
London: 8/7-9

Crane, B. (PATH)  
Nigeria: 7/30-8/24

Enyangala, E. (C)  
Tanzania: 7/22-8/12

Farag, M. (C)  
Baltimore: 7/22-24

Haider, M. (CEDPA)  
Nigeria: 7/26-8/16

Kincaid, Lawrence  
Morocco: 7/31-8/8

Krenn, Susan  
Nigeria: 7/27-8/26

Lioy, M. (AED)  
Egypt: 7/21-8/3

Liskin, L. (AIDSCOM)  
Zambia: 7/8-22

Morgan, Winthrop  
Ghana: 7/6-8/4

Nickerson, Liza  
El Salvador: 7/3-14

Payne Merritt, Alice  
Ecuador: 7/8-15  
Bolivia: 7/15-21

Poppe, Patricia  
Bolivia: 7/18-8/3

Rimon, José  
Nigeria: 7/23-8/5

Saffitz, Gary (C)  
Egypt: 7/9-24

Usiak, A. (AED)  
Egypt: 7/23-8/3

Whitney, Edson  
Bangladesh: 6/6-7/19

Zimmerman, M. (PATH)  
Egypt: 7/11-8/4

**AUGUST**

Bahous, S. (C)  
Morocco: 8/2-8

Bouhafa, Moncef  
Morocco: 7/14-8/12

Cogswell, L. (PATH)  
Cameroon: 8/28-9/19

Coleman, Patrick  
Morocco: 7/30-8/7  
London: 8/7-9

Haider, M. (CEDPA)  
Nigeria: 7/26-8/16

Hess, Ron  
Pakistan: 8/18-9/4

Kazi, C. (PATH)  
Nigeria: 8/13-9/12

Kim, Young Mi  
Nigeria: 8/6-8/30  
Darkar: 8/30-9/1  
The Gambia: 9/2-9/6  
Kincaid, Lawrence  
Morocco: 7/31-8/7  
Krenn, Susan  
Nigeria: 7/27-8/26  
Krieger, L. (PATH)  
Egypt: 8/26-9/18  
Kumah, Opia Mensah  
Cameroon: 8/23-9/8  
Cote d'Ivoire: 9/8-9/14  
Lioy, M. (AED)  
Egypt: 7/21-8/3  
Lozare, Ben (UNFPA)  
India: 8/16-9/15  
Pakistan: 9/15-9/19  
Nickerson, Liza  
El Salvador: 8/26-9/9  
Poppe, Patricia  
Bolivia: 7/18-8/3  
Rimon, José  
Nigeria: 7/23-8/5  
Sabbagh, T. (C)  
Morocco: 8/2-8/8  
Usiak, A. (AED)  
Egypt: 7/23-8/3  
Vigano, O. (C)  
Bolivia: 8/24-9/8  
Wafai, M. (C)  
Yemen: 8/17-8/27  
Weeks, D. (AIDSCOM)(C)  
Uganda: 8/20-9/6  
Zimmerman, M. (PATH)  
Egypt: 7/11-8/4

**SEPTEMBER**

APHA  
New York: 9/30-10/4  
Babalola, Stella  
Bashin, Michelle  
Compton, Anne  
Kincaid, Lawrence  
Kim, Young Mi  
Krenn, Susan  
Lozare, Ben  
Payne Merritt, Alice  
Mullis, Tyrus  
Babalola, Stella  
Baltimore: 9/26-10/13

Bashin, Michelle  
Mali: 9/3-15  
Burkina Faso: 9/15-27  
Blinkhoff, P. (C)  
Pakistan: 9/19-10/19  
Bouhafa, Moncef  
Tunis: 9/9-21  
Italy: 9/21-23  
Egypt: 9/23-30  
Caravano, K. (AIDSCOM)  
Brazil: 9/23-29  
Peru: 9/29-10/4  
Coleman, Patrick  
Philippines: 9/4-21  
Bangladesh: 9/22-27  
Daves, Jennifer  
Nigeria: 9/21-10/19  
Dorsey, S. (PIP)(C)  
Nigeria: 9/29-10/19  
Harrison, J. (AIDSCOM)  
Washington: 9/26  
Hess, Ron  
Pakistan: 8/18-9/4  
Nepal: 9/9-13  
Jabre, Bushra (C)  
Egypt: 9/16-30  
Kazi, C. (PATH)  
Nigeria: 8/13-9/12  
Kone, Hughues (C)  
Burkina Faso: 9/16-27  
Krenn, Susan  
El Salvador: 9/19-26  
Kumah, Opia Mensah  
Cameroon: 8/23-9/8  
Zimbabwe: 9/8-15  
Cote d'Ivoire: 9/17-21  
Leibtag, Susan  
New York: 9/10  
Lettenmaier, Cheryl  
Washington: 9/25  
Lozare, Ben (UNFPA)  
India: 8/16-9/15  
McKirdy, G. (C)  
Egypt: 9/14-9/28  
Nigeria: 9/28-10/19  
Morgan, Winthrop  
Washington: 9/26  
Negrete, J.C. (C)  
Ecuador: 9/19-25

Nickerson, Liza  
El Salvador: 8/26-9/9  
Ecuador: 9/15-27  
Payne Merritt, Alice  
Ecuador: 9/12-27  
Pine, Pamela  
Egypt: 9/14-10/3  
Poppe, Patricia  
Mexico: 9/12-21  
Weeks, Dennis (AIDSCOM)(C)  
Uganda: 8/20-9/6  
Yun, Sung Hee  
Bangladesh: 9/19-30  
Thailand: 9/29-10/5



**ACADEMY FOR EDUCATIONAL  
DEVELOPMENT, ANNUAL  
REPORT**

**POPULATION  
COMMUNICATION SERVICES II  
(PCS) PROJECT**

**Summary**

The Academy for Educational Development (AED) has provided the services outlined in the contract between AED and The Johns Hopkins University/CCP/PCS under Cooperative Agreement No. DPE-3004-A-00-6057-00. During Project Year IV, AED has received and filled the following Requests for Services:

*Work Request #65*  
Quarterly Visit to SIS/IEC Center: Egypt (TA)

*Work Request #66*  
URTNA Advanced Television Production Workshop: Dakar, Senegal (TA)

*Work Request #67*  
Project Monitoring and 1990 Action Plan Design: Zaire (TA/Project Monitoring)

*Work Request #68*  
IEC Needs Assessment: Nepal (NA)

*Work Request #69*  
Mass Media Liaison for SIS/IEC Center: Egypt (TA)

*Work Request #70*

Research Evaluation Assistance to the SIS/IEC Center: Egypt (TA)

*Work Request #71*

Quarterly Visit to SIS/IEC Center: Egypt (TA)

*Work Request #72*

Workshop on Interpersonal Communication and Evaluation Planning: Zaire (TA/Project Monitoring)

*Work Request #73*

Facilitation of URTNA Advanced TV Production Workshop in Dakar, Senegal (TA)

*Work Request #74*

Quarterly Visit to SIS/IEC Center: Egypt (TA)

*Work Request #75*

Training of Trainers in Interpersonal Communication Workshop and Evaluation Planning: Zaire (TA/Project Monitoring)

*Work Request #76*

Project Monitoring and Technical Assistance to the SIS/IEC Center: Egypt (TA)

*Work Request #77*

Generic French-Language IEC Training Curriculum for Africa (TA)

Between October 1, 1989, and September 30, 1990, AED staff have conducted a needs assessment in Nepal, provided technical assistance to agencies in Egypt and Zaire, and assisted the Africa-wide URTNA organization to prepare and conduct a television workshop. The following is a summary of AED's activities and accomplishments during Year IV of the PCS II subagreement.

**NEEDS ASSESSMENT****Nepal**

Mr. Lediard and Dr. Yun reviewed the current status of IEC plans and programs in Nepal, focusing on the Central Development Region. With the assistance of a Nepali anthropologist, the team undertook a review of IEC efforts and outcomes in the previous two Five-Year Plan periods. The team visited four districts in the Central Region to look at IEC programs, op-

portunities, and constraints. They also reviewed existing print materials in use for training and for client education and motivation.

The review of IEC training needs for District Public Health Officers, trainers, and IEC staff of participating agencies resulted in development of a framework for training and consulting in IEC planning. Nepali language print materials were reviewed and tested through focus group techniques to determine the effectiveness of family planning modules used to train and reinforce the interpersonal communication programs of the Community Health Volunteers, and a plan put in place for further analysis and revision of the family planning modules. A design for long-term support to the development of IEC in Nepal was presented and approved in principle by participating agencies in the health sector.

Mr. Lediard developed scopes of work for preliminary subprojects in the area of IEC training, a radio listenership study, and a district-based, decentralized IEC program in selected sites.

As part of their assessment, the team also identified popular entertainers with interest and potential for developing family planning messages. Preliminary agreement in principle was reached with a leading musician for the subsequent production of family planning songs.

Although the team's assessment was to have been followed by immediate implementation of a workshop and subprojects, civil disturbance in Nepal led to postponement of the majority of activities planned for prompt execution. The activities have been reprogrammed to begin in November 1990.

**TECHNICAL ASSISTANCE****Zaire Projet de Services des Naissances Desirables (PSND)**

Dr. Michele Liroy, AED Senior Program Officer, monitored project activities and provided technical assistance to the IEC Unit of the *Projet de*

*Services des Naissances desirables* (PSND) of Zaire. She visited Zaire in November-December 1989, and March - April, May - June 1990.

During her visits, Dr. Liroy worked with the IEC Unit to prepare two training of trainers (TOT) seminars. Training preparation also included development of an interpersonal communication training manual. This manual was based on curricula developed in JHU/PCS projects in Burkina Faso and Egypt. The PSND now has a tool for training both health workers and trainers in interpersonal communication. The PSND IEC staff have already begun designing position-specific training programs using different modules.

Dr. Liroy assisted the PSND staff in carrying out the two TOT workshops. These seminars have created a pool of trainers who now have the basic skills, and materials, to train others in family planning interpersonal communication. She also collaborated with the PSND Operational Research staff in planning and implementing the final project evaluation.

Two constraints were encountered during these visits to Zaire. First, PSND personnel required more support in preparing and conducting the seminar than had been anticipated. Second, PSND lacks resources to support training activities in the various regions. Many TOT participants doubted they would have the necessary financial and material resources to carry out training activities in the future.

**Egypt State Information Service/IEC Center**

AED has been providing technical assistance to the Egypt State Information Service/IEC Center, the central government agency responsible for family planning IEC, since 1988 under the PCS subagreement. During FY90, Dr. Liroy made quarterly visits to Egypt to monitor project activities and to provide assistance in communications planning; message development, particularly for TV spots; research design; and program evaluation. In August 1990, Andrea Usiak, AED Senior Pro-

gram Officer, joined Dr. Liroy in Cairo to provide additional assistance to the IEC Center's computer section. In addition, two AED Egyptian consultants have been placed in the SIS/IEC Center to assist the IEC Center director and staff in IEC research and the use of mass media.

These visits have resulted in the development and implementation of an IEC strategy for mass media and interpersonal communication aimed at potential users of contraception, mostly women who do not want more children but who are not using a family planning method. Family planning messages have been based on the results of the Egyptian Demographic and Health Survey (EDHS).

This year also saw the development of a series of television spots—"Diary of a Doctor"—starring a well-known actress who plays a kind, knowledgeable gynecologist. The majority of the spots were about contraceptive methods aimed at potential users; the others dealt with societal problems such as the early age of marriage. Reports from SIS local offices indicate that the spots are very popular.

AED assisted in designing and conducting research on media habits and the impact of family planning radio and television programs on contraceptive behavior. In addition, at SIS' request, Egyptian subcontractor SPAAC, under AED's supervision, identified obstacles and constraints limiting contraceptive use through a content analysis of the open-ended questions on the 1988 Impact Evaluation of SIS activities. SPAAC also identified areas for further analysis of the EDHS results which would provide information on reasons for non-use and incorrect use of contraceptive methods to be used to develop messages for the 1991 series of spots.

A methodology was designed with the Center director to assess the SIS/IEC Center's activities in the press and interpersonal communication at the local level.

SIS is responsible for convening a coordinating committee of all the family planning agencies. It has been a

difficult, and not always successful, task to foster the support and cooperation of the heads of the numerous organizations, all with different levels of IEC expertise, to come together to coordinate their activities. An additional challenge has arisen in working with the IEC Center to produce a TV social drama with a family planning theme. There have been numerous delays in the schedule due to conflicting priorities and demands on the scriptwriter. However, as of October 1990, the scripts are nearly complete.

#### URTNA/JHU/PCS/ORTS

##### Advanced Television Production Workshop

In May 1990, Mr. Mark Lediard, AED Vice President for Population and Nutrition Projects, coordinated the design and preparation of a television production workshop for the Union des Radio Diffusion et Televisions Nationales d'Afrique (URTNA). Patrick Tadié, a Paris-based video producer and consultant to AED, acted as co-trainer during this three-week workshop, held in Dakar, Senegal.

This workshop provided Franco-phone African television broadcasters with advanced production techniques to develop appealing media productions on family planning. During the workshop, participants produced a one hour, broadcast-ready television program on this theme. The program incorporated video material from other countries, as well as interviews with family planning and population specialists in Dakar. Two weeks after the workshop's conclusion, the program had been aired in all five participating countries.

Workshop participants had the rare opportunity to interact with broadcasters from neighboring African countries. A leading French director and an experienced JHU/PCS consultant exposed participants to a variety of successful approaches from around the world. Trainers assisted participants to develop their own original scenarios for eventual funding and production through the URTNA project. Participants developed scripts

which incorporated technical information on family planning, and the creative production techniques presented during the workshop.

Two drawbacks were encountered during the workshop. First, accommodating fifteen broadcasters in a studio facility for a three-week period was quite demanding. With a hands-on approach, participants' patience was called on while equipment and studio availability were being negotiated. Second, some countries sent journalists rather than experienced producers or directors, as requested by the workshop organizers. In the future, workshop organizers should make a special effort to assure that participants form a homogeneous group, with appropriate production experience.

## D

### PATH FISCAL YEAR 1990 ANNUAL REPORT

#### POPULATION COMMUNICATION SERVICE'S (PCS) PROJECT

##### Summary

PATH has provided services to JHU/PCS as outlined in Cooperative Agreement No. DPE-3004-A-00-6057-00. During Year IV of the Cooperative Agreement, PATH received and filled the following Requests for Services (RFS):

*RFS #43*

Technical Assistance to conduct training materials development and identification workshop (The Gambia: TA).

*RFS #44*

Technical Assistance in conducting supervisory training (Ghana: TA).

*RFS #45*

Technical Assistance to finalize print materials (Egypt: TA).

*RFS #46*

Technical assistance in developing and implementing IEC project development (Egypt: TA).

*RFS #47*

Technical assistance in IEC project development (Egypt: TA).

**RFS #48**

Technical assistance in organizing and conducting an IEC/FP workshop (Cameroon: TA).

This report summarizes the assistance Program for Appropriate Technology in Health (PATH) provided to the Johns Hopkins University Center for Communication Programs/Population Communication Services (JHU/PCS) between October 1, 1989, and September 30, 1990.

**NEEDS ASSESSMENT (NA)**

Except where noted under "country projects," PATH did not receive any requests to provide assistance with needs assessment during Year IV of the project.

**COUNTRY PROJECTS (CP)****Ghana**

PATH Associate Program Officer Kwame Asiedu continued to work on the family planning/information, education, and communication (FP/IEC) component of the Ghana project (AF-GHA-01). Mr. Asiedu traveled to Ghana to provide technical assistance to the Health Education Department/Ministry of Health to develop a supervisory training curriculum. During this trip, Mr. Asiedu met with regional directors of Health Services in the three campaign regions to develop a mechanism to incorporate the training division in future training-related activities. (RFS #44)

**TECHNICAL ASSISTANCE (TA)****Bangladesh**

In October 1989, PATH Senior Program Advisor Margot Zimmerman helped prepare and participated in a JHU/PCS Bangladesh planning meeting. During this meeting, Ms. Zimmerman shared information on PATH's prior involvement in Bangladesh and had an opportunity to discuss with JHU/PCS program staff the objectives of the technical assistance visit to Bangladesh scheduled for March 1990. Ms. Zimmerman accompanied the JHU/PCS Country Representative in Dhaka to meet with Bangladesh's NIPORT director of training to discuss a collaborative project for training family

welfare assistants in counseling, quality of care, and clinical family planning knowledge.

**Cameroon**

In August 1990, PATH Associate Program Officer Lynne Cogswell, along with JHU/PCS Senior Program Officer Opia Mensah Kumah, visited Cameroon to organize and coordinate a two-week IEC workshop on child spacing. At this workshop, participants learned to conduct effective, stimulating, and participatory sessions, gained specialized knowledge and skills in child spacing IEC, and became familiar with adult learning and formative research. During this trip, Ms. Cogswell also assisted the Ministry of Public Health/Health Education Services (MOPH/HES) in organizing the pre-testing of several IEC materials, including three contraceptive methods booklets, a family planning motivational flip chart, and a script for a television drama with family planning themes.

Recommendations for future activities call for JHU/PCS to assist the MOPH/HES in coordinating efforts among other ministries and organizations engaged in family planning activities, continuing to develop and adapt IEC materials to differing regions of Cameroon, and finalizing the format and content of a workshop proceedings booklet. (RFS #48)

**Egypt**

Ms. Margot Zimmerman, PATH Senior Program Advisor, visited Egypt to assist the Regional Training Center in Family Planning at Ain Shams University (RTC) to prepare a brochure on all available family planning methods. In addition, Ms. Zimmerman assisted the Ministry of Health (MOH) to finalize a booklet and posters for a non-literate audience on oral contraceptives. She also helped the MOH through the initial stages of materials preparation for non-literate audiences on barrier methods of contraception. At the request of United States Agency for International Development (USAID), Ms. Zimmerman advised other USAID-funded family planning projects.

During her trip to Egypt, Dr. Laurie Krieger, PATH Associate Program Officer, assisted RTC with preparations for the Inter-agency Family Planning IPC Workshop. She also visited Family of the Future (FOF) and provided assistance in finalizing the all-methods flip chart. Dr. Krieger worked closely with the Health Insurance Organization (HIO) and with TEAM Misr to conduct a training needs assessment, including developing a needs assessment/supervisory checklist for interpersonal communication (IPC) of clinicians and other clinic staff working in family planning. This checklist may be used by other agencies. Dr. Krieger continued on-the-job training to Ms. Amira, HIO IEC Officer, and, through testing with the target audience, helped her to determine the suitability of existing materials for HIO clients. Dr. Krieger also assisted RTC with the development of their all-methods brochure. In addition, Dr. Krieger helped HIO to develop an IEC strategy, which Ms. Zimmerman reviewed.

Throughout the year, Ms. Zimmerman and Dr. Krieger assisted JHU/PCS in developing strategy plans and formulating questions for the situational analysis. They interfaced with JHU/PCS staff on these and many other activities. They also maintained contact with counterparts in Egypt. In addition, both maintained contact with other organizations supplying technical assistance to JHU/PCS assisted projects (such as The Enterprise Program). Ms. Zimmerman and Dr. Krieger also attended monthly "Egypt Coordination and Planning" meetings convened by JHU/PCS. It should be mentioned that Ms. Zimmerman and Dr. Krieger carried out day-to-day administrative activities associated with managing PATH's component of JHU/PCS technical assistance. (RFS #45, 46, 47)

**The Gambia**

In November 1989, PATH consultant Pamela Greene traveled to Banjul to assist The Gambia Family Planning Association prepare for a one-week

training material and identification workshop. After this preparation, Greene met JHU/PCS Program Officer Ms. Cheryl Lettenmaier and helped her conduct the workshop. (RFS #43)

### **Morocco**

In June 1990, PATH Assistant Program Officer Linda Morales reviewed a draft of an oral contraceptives (OC) booklet the Moroccan National Family Planning Office was preparing as part of a project promoting oral contraceptives. Ms. Morales prepared a memo in French and English with detailed comments and suggestions for changes that was sent through JHU PCS Senior Program Officer to the Moroccan National Family Planning offices.

### **Nepal**

PATH Program Officer Scott Wittet followed up on a JHU PCS-supported project to revise the family planning section of a community-based health volunteer manual while visiting Nepal in April 1990. During this trip, Mr. Wittet worked with local consultants, reviewed the community health volunteer training manual, and recommended reprinting and revising old family planning materials as well as developing new ones. JHU PCS and PATH staff have liaised on recent activities regarding project objectives and materials.

### **MEETINGS AND WORKSHOPS (MW)**

#### **The Gambia**

In December 1989, PATH consultant Pamela Greene assisted with the Training Materials Development Workshop for The Gambia Family Planning Association.

### **PROJECT MANAGEMENT (PM)**

Throughout the year, PATH program staff have reviewed trip reports, monthly reports, and memoranda from JHU/PCS staff, consultants, and other subcontractors and provided feedback to the appropriate JHU PCS program staff. In addition, PATH program staff wrote and submitted monthly narrative reports on PATH program activities.

### **ADVISORY GROUP**

PATH President Dr. Gordon W. Perkin serves as a member of the Advisory Group. However, the advisory group did not meet this year. Dr. Perkin continues to review project proposals as requested.

## **E**

### **PORTER/NOVELLI FISCAL YEAR 1990 ANNUAL REPORT**

#### **POPULATION COMMUNICATION SERVICES (PCS) PROJECT**

##### **Summary**

Between October 1, 1989 and September 30, 1990, Porter/Novelli provided services to JHU/PCS, under Cooperative Agreement No. DPE-300-1-A-6057-00, in Ghana and Bangladesh. Dr. Robert W. Porter, of Porter/Novelli's International Division, conducted a review of population research in Ghana to support development of USAID/Accra's next five-year population project. In Bangladesh, Dr. Porter assisted the Dhaka-based JHU/PCS team in developing a plan for research and related IEC interventions in Trishal Upazila, and also designed an evaluation of the National Folk Singing Program.

##### **GHANA**

#### **Review of Family Planning and Population Research**

Dr. Porter completed a systematic review of relevant family planning and population research to assist USAID/Accra in designing its next five-year population project. The more specific objective of the project was to assess the current market for contraception and suggest promising directions for new population program initiatives. The research review found that consumer demand for contraception in Ghana, as well as the overall increase in the proportion of married women practicing family planning, were both greater than had been previously estimated.

Available data also indicated that prevalence rates for both modern and

traditional methods are significantly higher, and appear to be increasing more rapidly, in larger urban areas and in rural towns and villages served by government clinics. These prevalence differentials, particularly the higher rates of contraceptive use in clinic catchment areas, suggest that increased service delivery will lead directly to greater use of contraception.

In the meantime, however, women without access to family planning services are relying instead on postpartum or terminal abstinence. Traditionally, postpartum female abstinence was practiced to promote child survival, but for many Ghanaian women it has now become an important strategy for managing scarce economic resources. Generally the demand for modern methods of contraception in Africa has been strongest among couples who want to use them as a substitute method for birth spacing. There is now good evidence that a similar interest in substituting modern contraception for abstinence is also developing in Ghana.

Although men are an important target audience, the strongest demand is for female contraceptive methods, preferably methods which do not require the active cooperation of both partners and whose use need not be disclosed. Contraceptive services need to be provided in a discrete manner, client privacy and confidentiality need to be safeguarded, and service delivery in rural areas needs to be more tied to local marketing and other community-level organizations. This means specifically that more women need to be involved in providing contraceptive products and information, and that family planning needs to be delivered in ways that do not distinguish it by type from other health or social services.

The monetary cost of contraception does not, at present, appear to be a barrier to use, and the price of products could probably be increased without negatively affecting sales. Rather, it is the psychological costs of obtaining contraception—embarrassment, anxiety about health consequences, concern about interfering

with one's capacity to bear children—which present more formidable barriers to consumers.

In sum, the current climate in Ghana appears to be favorable for continued increases in contraceptive prevalence. The primary challenge will be to expand distribution, while at the same time improving the quality of service delivery.

## BANGLADESH

### Technical Assistance

Dr. Porter also visited Bangladesh between November 28 and December 14, and then again from April 26 to May 20, 1990, to provide technical assistance to the JHU/PCS project based in Dhaka. Dr. Porter's combined scope of work was to:

- Develop a needs assessment and other formative research to guide the creation of IEC training curricula and materials for rural fieldworkers as well as other community-based communication interventions to be implemented through the MOHFP's rural service delivery system.
- Design and plan an evaluation of the MOHFP IEM National Folk Singing Program (NFSP). Dr. Porter's role was to guide the development of the evaluation design and produce a detailed action plan.

Dr. Porter worked with the local JHU/PCS Research Officer to develop the workplan for a needs assessment, preliminary formative research, and follow-up evaluations of pilot IEC interventions in Trishal Upazila. Planned interventions include: a communications training program for fieldworkers; a management training program for mid-level field staff; cassette fora and radio listening groups; folk drama programs; community-based, MCH FP information centers; and community-based family planning communication campaigns. Each of these interventions is to be guided and assessed through a variety of research and evaluation activities, including focus groups and process documentation, a baseline survey of contraceptive usage and local com-

munication networks, and follow-up impact studies.

During the course of his two visits, Dr. Porter also made a number of trips to Trishal Upazila to discuss the proposed research and interventions with the family planning and medical officers at the Upazila Health Complex and to begin pretesting of focus group topics guides with Family Welfare Assistants (FWAs).

In addition, Dr. Porter reviewed relevant documentary materials and drafted a Request for Proposals (RFP) for distribution to local organizations interested in conducting the NFSP evaluation under contract to JHU/PCS. Bangladesh Ummayan Parishad (or 'Bangladesh Development Council'), a nongovernmental organization with considerable experience in rural development and applied research, was chosen to carry out the evaluation. Subsequently, a more detailed workplan, draft questionnaires and topic guides were developed by Dr. Porter in collaboration with the evaluation team. In addition, key people associated with the folk singing program in Dhaka and at the Upazila-level were identified for interviewing, sites for observing folk singing performances were selected, and the overall evaluation schedule was finalized. By the time Dr. Porter left Dhaka, field researchers had been recruited and were being trained, and instrument pretests were underway.

Field work and data collection were subsequently completed on schedule and a revised report on evaluation findings was submitted at the end of July.

## **F** **SAFFITZ ALPERT & ASSOCIATES, INC.—FISCAL YEAR 1990 ANNUAL REPORT**

### **POPULATION COMMUNICATION SERVICES II (PCS) PROJECT**

#### **Summary**

Saffitz Alpert & Associates, Inc. (SAAI) provided services to JHU/PCS as out-

lined in the Cooperative Agreement No. DPE-3001-A-00-6057-00. During Fiscal Year 1990, SAAI received and completed the following Requests for Services (RFS):

#### *RFS #9*

Presenting two programs, moderating discussion groups and participating in the Egyptian Advertising Association Conference (Cairo, Egypt: MW).

#### *RFS #10*

Technical assistance — program evaluation and follow-up strategy development to the BKKBN Blue Circle Campaign (Jakarta, Indonesia: TA).

#### *RFS #11*

Technical assistance: program development and marketing strategies to the Egyptian Junior Medical Doctors Association (EJMIDA) on the Private Practitioner's Family Planning Project (PPFPP) (Cairo, Egypt: TA).

#### *RFS #12*

Technical assistance: marketing planning and creative materials development to EJMIDA on the PPFPP project (Cairo, Egypt: TA).

#### *RFS #13*

Technical assistance: communications planning and creative materials development to EJMIDA on the PPFPP project (Cairo, Egypt: TA).

#### *RFS #14*

Technical assistance: communications planning and creative materials development to EJMIDA on the PPFPP project (Cairo, Egypt: TA).

## **MEETINGS AND WORKSHOPS (MW)**

### **Egypt**

Prior to the start of the 89-90 fiscal year, SAAI provided technical assistance to support the development and implementation of the "Advertising Strategies for Social Development" workshop scheduled for October 8-10, 1989 in Cairo, Egypt.

Gary Saffitz, SAAI President, traveled to Cairo, Egypt on October 5-11, 1989, to participate in the JHU/PCS sponsored workshop. Activities included preparing and presenting:

- A case study on "Family Planning and Advertising in a Muslim Society

—The Indonesian Blue Circle Campaign;”

- A round table and workshop on “Effective Partnerships Between Advertising Agencies and Clients in the Social Sector;”
- A presentation, round table and workshop on “RFPs and Proposals—Suggestions on Improving the Selection Process;” and
- A round table on “Developing a Winning Proposal in Response to an RFP.”

Based on participant comments, the workshop was well received by both the family planning social service organizations and the participating advertising agencies.

#### TECHNICAL ASSISTANCE (TA)

##### Indonesia

SAAI provided technical assistance to support IEC activities associated with the BKKBN Blue Circle Project.

During the fiscal year October 1, 1989—September 30, 1990, Gary Saffitz completed one visit to Jakarta, Indonesia, which represented the final TA visit supporting BKKBN’s two year Urban project.

Previous TA activities concentrated on supporting the Lingkaran Biru (Blue Circle) campaign, a 2-year, eleven city IEC campaign designed to:

- increase family planning servicing by the private sector doctors/midwives;
- motivate noncontraceptors to seek modern methods;
- move current contraceptors into the most appropriate methods; and
- dispel common misconceptions and improve overall understanding of specific contraceptive methods.

Gary Saffitz traveled to Jakarta, Indonesia on October 11-29, 1989. The purpose of this trip was to assist USAID/BKKBN in:

- reviewing the recent activities associated with the IEC campaign;
- analyzing the SRI Omnibus survey results and recommending future program activities;
- reviewing and analyzing the final Pokja tracking reports and recommending future strategies for technology transfer; and

- reviewing the activities associated with the initial acceptance of the LiBi campaign kits in the sixteen Year 3 cities and recommending appropriate follow-up strategies.

All of the activities were completed as scheduled. Highlights included the following:

- A review of the Year 2 campaign list of deliverables and budgets identified numerous activities not yet completed. Based on this review, a request for a 3-month, no-cost contract extension was prepared and submitted to BKKBN/USAID.
- Tentative SRI Omnibus findings indicated positive gains in the awareness of the LiBi logo and the reported use of the LiBi service outlets.
- The final LiBi campaign kits were not completed and distributed as anticipated. Meetings were held to further refine and produce remaining kit pieces, including the Pokja training video, campaign guidebook, campaign kit packaging, and several of the PR components. (Several changes in these kit pieces were required because of major changes in plans for the expansion of the program to 301 cities in Year 3.)
- Site visit reports prepared by Fortune and BKKBN were reviewed in conjunction with the tracking and monitoring activities in the 11 year 2 cities. Findings indicated that the cities were able to complete most of the tasks associated with the implementation of the local LiBi campaign. However, the performance of the individual Pokjas varied widely.
- BKKBN’s Year 3 plans were expanded to include a nation-wide roll-out of the LiBi program into 301 cities. Numerous meetings were held to discuss these expansion plans and specific strategies to support the expansion were prepared and presented to USAID/BKKBN. These included recommendations on: (1) maintaining an active IEC program component within the total LiBi Urban project; (2) shifting the distribution of LiBi campaign kits to the

provincial rather than municipal level; (3) changing the role of the Pokja from one of implementation to coordination; (4) maintaining emphasis on the role of the midwife within the total LiBi program; and (5) consolidating Year 2 follow-up and Year 3 planning meetings into one larger seminar for both the cities and provinces, to provide better controls over the transfer of technologies related to future LiBi programs.

##### Egypt

Technical assistance was provided by SAAI to the Egyptian Junior Medical Doctors Association (EJMDA) on the Private Practitioner’s Family Planning Project (PPFPP), a four year program designed to train 1,500 physicians in providing family planning services and to develop marketing programs supporting participating physician outlets in Rural Upper Egypt.

During the 1989-1990 fiscal year, Gary Saffitz made four separate TA visits and Gail McKirdy, SAAI Senior Associate, made one TA visit to support the on-going marketing and IEC activities associated with the PPFPP Project. Highlights and findings from these TA visits include:

- Gary Saffitz traveled to Cairo on December 7-15, 1989 to provide TA supporting the development of a Year 1 marketing/promotion plan and developing a Request for Proposals to assist in the selection of a local advertising agency. During this visit, it was determined that insufficient information had been gathered for the development of a viable marketing plan. Information sources were determined and arrangements were made to secure data and other related reports needed by EJMDA. In addition, a detailed outline, highlighting the specific elements of the marketing plan was prepared for EJMDA’s use in developing the draft plan. Finally, EJMDA opted *not* to solicit the services of an advertising agency and decided to bring both the patient education and consumer promotion campaigns in-house.
- Gary Saffitz traveled to Cairo on

April 30-May 12, 1990 to provide TA in developing the final draft marketing plan and to develop the list of specific marketing materials and associated costs to support Year 1 activities. These activities were accomplished. In addition, the logo pretest was reviewed and numerous problems related to methodology and the analysis of findings were identified and resolved. Finally, process outlines were developed for the creative development and pretesting of campaign materials and for the next steps in planning the specific program activities.

- Gary Saffitz traveled to Cairo on July 9-24, 1990 to provide TA in developing prototype communications materials, reviewing pretesting plans and developing final implementation plans for advertising media, public relations and local community programs. While the final Pro-

gram logo and theme had been selected, the initial creative materials required additional conceptual and strategic focus. It was decided that input from local ad agency creative directors would be sought to help develop the overall campaign creative platform. In the meantime, pretesting plans were developed and a draft moderators guide was prepared and final plans for radio advertising, and local community programs were developed.

- Gary Saffitz and Gail McKirdy traveled to Cairo on September 17-28, 1990 to provide TA in developing the final campaign materials for pretesting, reviewing final implementation activities and budgets and reviewing the Country Project Paper and JHU/PCS sub-agreement with EJMDA. During this TA visit, considerable effort was focussed on secur-

ing and establishing a working relationship between an outside local creative team and EJMDA. A creative team was identified, a final agreement was drafted and the JHU/PCS sub-agreement was amended to reflect this new creative team partnership. A detailed list of campaign materials and activities, by year, was prepared for use in developing the final version of the revised PPEPP Project Paper. At the same time, the implementation plans for newspaper advertising, public relations coverage, local program promotions, and outdoor advertising were finalized.

#### Additional Activities

A formal "case study" on the Blue Circle program in Indonesia and a short training session on "Social Marketing" were prepared and presented as a part of the June 1990 JHU/PCS Summer Workshop in Baltimore.

## G

### FILM GIFTS, LOANS, SALES AND RENTALS

NAME AND ADDRESS FINAL RECIPIENT OF FILM	COST/METHOD OF SHIPMENT	TITLE	LANGUAGE	QNTY	UNIT PRICE	TOTAL COST	TRANS TYPE
<b>OCTOBER 1989: Film Gifts and Loans</b>							
Lic. Pilar Sebastian Directora de Operaciones Prosalud Av. Isabella Catolica 810 Casilla 1231 Santa Cruz Bolivia	Parcel Post \$16.16	Two Roads Social Marketing A Method for John and Mary	Spanish Spanish Spanish	1 1 1			Gift Gift Gift
Maria de Lourdes da Silva Faculty of Nurses and Obstetrics Rua Paraiba, No. 1337 15600 Fernandopolis Sao Paulo Brazil	Parcel Post \$12.10	Lesson For The Future The City: Implications for the Future	Portuguese Portuguese	1 1			Gift Gift
Dean Remedios L. Fernandez Martinez Memorial Colleges 198 A. Mabini Street Caloocan City Philippines	Parcel Post \$24.10	Speak -They Are Listening The Moment of Truth Two Roads You Choice Not Chance	English English English English English	1 1 1 1 1			Gift Gift Gift Gift Gift
Hem B. Hamal UNDP/FAO P.O. Box 521 Kampala Uganda	Parcel Post \$64.60	The Cheerful Revolution Speak-They Are Listening Indonesia: Family Planning First Lessons For The Future Mexico In The Year 2000 The Moment of Truth A Question of Choice	English English English English English English English	1 1 1 1 1 1 1			Gift Gift Gift Gift Gift Gift Gift

NAME AND ADDRESS FINAL RECEIPT OF FILM	COST/METHOD OF SHIPMENT	TITLE	LANGUAGE	QNTY	UNIT PRICE	TOTAL COST	TRANS TYPE
		Social Marketing	English	1			Gift
		Sowing The Seeds of Health	English	1			Gift
		To The People	English	1			Gift
		The Time of Your Life	English	1			Gift
		We Go Where They Are	English	1			Gift
		You	English	1			Gift
<b>NOVEMBER 1989: Film Gifts and Loans</b>							
Dr. Lusamba N. Dikassa	Parcel Post	Lessons For The Future	French	1			Gift
Universite de Kinshasa	\$37.60	Social Marketing	French	1			Gift
Faculte de Medecine		A Question of Choice	French	1			Gift
Project Ecole de Sante Publique		The Cheerful Revolution	French	1			Gift
B.P. 11850		Laparoscopic Equipment Care	French	1			Gift
Kinshasa I		Technique of Laparoscopy	French	1			Gift
Zaire		The City: Implications for the Future	French	1			Gift
Elia Perez de Soriano	Parcel Post	Sowing The Seeds of Health	Spanish	1			Gift
Directora Bolivia-02	\$12.10	You	Spanish	1			Gift
Consultorio de Investigacion Educacion Y Servicios (CIES) Calle Colombia 257 Galeria Comercial 3 Piso San Pedro, La Paz Bolivia							
Alemu Hatlu	Parcel Post	The Cheerful Revolution	English	1			Gift
Project Director	\$9.10						
Population Communication Center Ministry of Information Addis Ababa Ethiopia							
<b>NOVEMBER 1989: Film Sales and Rentals</b>							
INDEPS	UPS	A Question of Choice	English	2	\$150	\$300	Sale
700 N. Fairfax Street	\$1.90						
Suite 606 Alexandria, VA 22314							
<b>DECEMBER 1989: Film Gifts and Loans</b>							
Lic. Pilar Sebastian	Parcel Post	Sowing the Seeds of Health	Spanish	1			Gift
Directora de Operaciones Prosalud	\$16.60	You	Spanish	1			Gift
Av. Isabella Catolica 810		To Change Your Life	Spanish	1			Gift
Casilla 1231 Santa Cruz Bolivia							
<b>JANUARY 1990: Film Gifts and Loans</b>							
Dr. Ch. Nabakanta Sharma	Parcel Post	Technique of Laparoscopy	English	1			Gift
C.C. Laparoscopp (Osmania)	\$7.60						
Bramhapur Arilbam Leikari Imphal - 795001 Manipur India							
Dr. Carlos Hinope Espinoza	Parcel Post	A Method for John and Mary	Spanish	1			Gift
Medico Director	\$6.10						
Jiron 28 de Julio 347 P.O. Box 64 Lambayecque Peru							

## APPENDICES

NAME AND ADDRESS FINAL RECIPIENT OF FILM	COST/METHOD OF SHIPMENT	TITLE	LANGUAGE	QNTY	UNIT PRICE	TOTAL COST	TRANS TYPE
Dr. Abdel Rahim Jalal Mrs. Huda Abu-Hamedh The Institute for Specialized Nursing Studies Directorate of Planning Training and Research Ministry of Health P.O. Box 86 Amman Jordan	Parcel Post \$16.60	The City: Implications for the Future	English	1			Gift
		Choice Not Chance	English	1			Gift
		Speak-They Are Listening	English	1			Gift
<b>FEBRUARY 1990: Film Gifts and Loans</b>							
Dr. Kane Amadou Racine Medecin Chef Hopital Regional Atar E.P. 2277 Nouakchott Mauritania	Hand Carried	Laparoscopic Equipment Care	French	1			Gift
		Technique of Laparoscopy	French	1			Gift
		The City: Implications for the Future	French	1			Gift
Nancy Nolan REDSO/WCA American Embassy Abidjan Ivory Coast	Hand Carried	Lessons For The Future	French	1			Gift
		The City: Implications for the Future	French	1			Gift
Dr. Toure Amara Directeur Project Project FPIA - C.H.R. Bouake B.P. 1174 Bouake 01 Ivory Coast	Hand Carried	Social Marketing	French	1			Gift
		Technique of Laparoscopy	French	1			Gift
		The City: Implications for the Future	French	1			Gift
Dr. Serdouma Eugene Ministere de la Sante et des Affaires Sociales Bangui Central African Republic	Hand Carried	Social Marketing	French	1			Gift
Lic. Mariana Lopez de Laredo Directora de la Faculte de Enfermeria, U.A.N.L. Gonzalitos Y Haiti C.P. 64460, Col. Mitras Centro Monterrey, N.L. Mexico	Parcel Post \$7.20	Two Roads	Spanish	1			Gift
Dr. Judith Brown/Zaire C/O P. Michele 235 Inman Drive Decatur, GA 30030	Parcel Post \$2.65	The Cheerful Revolution	French	1			Gift
		Social Marketing	French	1			Gift
		A Question of Choice	French	1			Gift
Dr. Abdel Rahim Jalal Mrs. Huda Abu-Hamedh The Institute For Specialized Nursing Studies Directorate of Planning Training and Research Ministry of Health P.O. Box 86 Amman Jordan	Parcel Post \$24.10	The Cheerful Revolution	Arabic	1			Gift
		Lessons For The Future	English	1			Gift
		The Moment of Truth	English	1			Gift
		Sowing The Seeds of Health	English	1			Gift
		You	English	1			Gift

NAME AND ADDRESS FINAL RECIPIENT OF FILM	COST/METHOD OF SHIPMENT	TITLE	LANGUAGE	QNTY	UNIT PRICE	TOTAL COST	TRANS TYPE
Dr. Carlos Hinope Espinoza Medico Director Jiron 28 de Julio 347 P.O. Box 64 Lambayeque Peru	Parcel Post \$6.10	Breast Self-Examination	Spanish	1			Gift
Prof. Daniel Marranghello CEA-0040990 Bibliotecologia Universidad Nacional Heredia Costa Rica	Parcel Post \$8.60	Communicating Family Planning: Speak-They Are Listening	English	1			Gift
<b>MARCH 1990: Film Gifts and Loans</b>							
M. Nizamuddin UNFPA Country Director (Ethiopia) United Nations Development Fund P.O. Box 5580 Addis Ababa, Ethiopia	Parcel Post \$10.60	Indonesia: Family Planning First We Go Where They Are	English English	1 1			Gift Gift
Institut Medical Chretien Du Kasai Kanaga Zaire	Parcel Post \$2.65 Parcel Post \$2.45	The Cheerful Revolution Social Marketing A Question of Choice	French French French	1 1 1			Gift Gift Gift
Dr. Toure Amara Director Project Project FPIA-CHR-BKE 01 BP 1174 Bouake 01 Côte d'Ivoire	Hand Carried	Lessons for the Future Social Marketing Consequences pour l'avenir Implications For The Future	French French French French	1 1 1 1			Gift Gift Gift Gift
Botswana USAID Mission Gaborone ID Department of State Washington, D.C. 20520-2170	Parcel Post \$3.02	Communicating Family Planning: Speak-They are Listening Indonesia: Family Planning First The Moment of Truth A Question of Choice The Time of Your Life We Go Where They Are You	English English English English English English English	1 1 1 1 1 1 1			Gift Gift Gift Gift Gift Gift Gift
<b>APRIL 1990: Film Gifts and Loans</b>							
Mr. Ahmed Bash-Kay Sheriff College Experimental School P.O. Box 162 BO, Sierra Leone	Parcel Post \$25.60	Communicating Family Planning: Speak-They are Listening Lessons for the Future Mexico in the Year 2000 The Moment of Truth Social Marketing Sowing the Seeds of Health To The People Two Roads The Time of Your Life We Go Where They Are You	English English English English English English English English English English English	1 1 1 1 1 1 1 1 1 1 1			Gift Gift Gift Gift Gift Gift Gift Gift Gift Gift Gift
Lic. Luis Llano Saavedra Director Ejecutivo Centro de Orientacion Familiar (COF) Avda. Camacho 1425 - 3er. Piso Casilla Expresa 7522 La Paz, Bolivia	Parcel Post \$6.10	Una Charla Sobre Vasectomia	Spanish	1			Gift

APPENDICES

NAME AND ADDRESS FINAL RECIPIENT OF FILM	COST/METHOD OF SHIPMENT	TITLE	LANGUAGE	QNTY	UNIT PRICE	TOTAL COST	TRANS TYPE
Botswana USAID Mission Gaborone ID Department of State Washington, D.C. 20520-2170	Parcel Post \$1.95	The Cheerful Revolution	English	1			Gift
The Ministry of Social Affairs of Niger	Hand Carried	Cheerful Revolution	French	1			Gift
Niger Family Health Project Bida, Niger		Soubane	French	1			Gift
		The City	French	1			Gift
		Social Marketing	French	1			Gift
		Joyful Day	French	1			Gift
<b>MAY 1990: Film Gifts and Loans</b>							
Don L. Douglas, M.B.A. Representative PATIL/Thailand 37 Petchburi 15 Petchburi Road Bangkok 10400, Thailand	Parcel Post \$7.60	Social Marketing	English	1			Gift
Mr. Ahmed Bash-Kay Sheriff College Experimental School P.O. Box 162 BO, Sierra Leone	Parcel Post \$18.10	The City: Implications for the Future	English	1			Gift
		Indonesia: Family Planning First	English	1			Gift
		A Question of Choice	English	1			Gift
<b>MAY 1990: Film Sales and Rentals</b>							
INDEPS, INC. 700 N. Fairfax Street Suite 606 Alexandria, VA 22314	Priority Mail \$3.18	A Question of Choice	English	1	\$150	\$150	Sale
<b>JUNE 1990: Film Gifts and Loans</b>							
M.G. Mony, Director Society For Health, Education And Development (SHED) Polytechnic Road Rayagada, Koraput Dist., Orissa, India 765 001	Parcel Post \$36.10	Mexico In The Year 2000	English	1			Gift
		The City: Implications for the Future	English	1			Gift
		Indonesia: Family Planning First	English	1			Gift
		A Question of Choice	English	1			Gift
		We Go Where They Are	English	1			Gift
		The Cheerful Revolution	English	1			Gift
		Laparoscopic Equipment Care	English	1			Gift
Lisa Thompson Family Health International 2224 Chapel Hill-Nelson Highway Durham, N.C. 27713	UPS \$10.00	A Question of Choice	English	1			Loan
		Indonesia: Family Planning First	English	1			Loan
<b>JULY 1990: Films Gifts and Loans</b>							
Mohammad Alamgir Chowdhury Deputy Director Directorate of Family Planning Population Building Azimpur, Dhaka Bangladesh	Parcel Post \$6.10	We Go Where They Go	English	1			Gift

NAME AND ADDRESS FINAL RECIPIENT OF FILM	COST/METHOD OF SHIPMENT	TITLE	LANGUAGE	QNTY	UNIT PRICE	TOTAL COST	TRANS TYPE
Consolata Mocha Coordinator Radio/Folk Media RRC For Pop. Comm. Box 42422 Nairobi Kenya	Parcel Post \$37.60	The Cheerful Revolution	English	1			Gift
		Choice Not Chance	English	1			Gift
		The City: Implications for the Future	English	1			Gift
		Indonesia: Family Planning First	English	1			Gift
		Lessons For The Future	English	1			Gift
		Mexico In The Year 2000	English	1			Gift
		The Moment Of Truth	English	1			Gift
Social Marketing	English	1			Gift		
M.G. Mony, Director Society for Health, Education and Development (SHED) Polytechnic Post Rayagada, Koraput Dist. Orissa 765001 India	Parcel Post \$18.10	Social Marketing	English	1			Gift
		To The People	English	1			Gift
		Technique of Laparoscopy	English	1			Gift
Mr. Winson G. Bomba Head of Health Education Ministry of Health P.O. Box 30377 Lilongwe 3 Malawi Africa	Parcel Post \$13.60	Communicating Family Planning: Speak-They Are Listening	English	1			Gift
		Two Roads	English	1			Gift
C.K. Tony Mita Chief Information Officer Malawi Dept. of Information P.O. Box 494 Blantyre Malawi	Parcel Post \$9.10	Communicating Family Planning: Speak-They Are Listening	English	1			Gift
Florence M. Tadiar University of the Philippines College of Public Health Hospital Administration Program 625 Pedro Gil	Parcel Post \$18.10	The Cheerful Revolution	English	1			Gift
		Communicating Family Planning: Speak-They Are Listening	English	1			Gift
Ermita Manila Philippines	Parcel Post \$25.60	Mexico In The Year 2000	English	1			Gift
		Social Marketing	English	1			Gift
		Sowing The Seeds of Health	English	1			Gift
		To The People	English	1			Gift
		Two Roads	English	1			Gift
You	English	1			Gift		
<b>JULY 1990: Film Sales and Rentals</b>							
Pathfinder Fund Nine Galen Street Suite 217 Watertown, MA 02172-4501	UPS \$2.86	The Cheerful Revolution	Spanish	4	\$160	\$640	Paid
<b>AUGUST 1990: Film Gifts and Loans</b>							
Mohammad Alamgir Chowdhury Deputy Director Directorate of Family Planning Population Building Azimpur, Dhaka Bangladesh	Parcel Post \$15.10	Choice Not Chance	English	1			Gift
		Indonesia: Family Planning First	English	1			Gift
		The Time Of Your Life	English	1			Gift

## APPENDICES

NAME AND ADDRESS FINAL RECIPIENT OF FILM	COST/METHOD OF SHIPMENT	TITLE	LANGUAGE	QNTY	UNIT PRICE	TOTAL COST	TRANS TYPE
M.G. Mony, Director Society For Health Education & Development (SHED) Polytechnic Road Rayagada, Koraput Dist., Orissa, India 765 001	Parcel Post \$10.60	Communicating Family Planning: Speak-They Are Listening	English	1			Gift
Consolata Mocha Coordinator Radio/Folk Media RRC for Pop. Comm. Box 42422 Nairobi Kenya	Parcel Post \$15.10	Communicating Family Planning: Speak-They Are Listening	English	1			Gift
		A Question of Choice	English	1			Gift
Mr. Winson G. Bomba Head of Health Education Ministry of Health P.O. Box 30377 Lilongwe 3 Malawi	Parcel Post \$12.10	A Question of Choice	English	1			Gift
		Choice Not Chance	English	1			Gift
	Parcel Post \$9.10	The Moment of Truth	English	1			Gift
		We Go Where They Go	English	1			Gift
	Parcel Post \$7.60	Sowing The Seeds of Health	English	1			Gift
C. K. Tony Mita Chief Information Officer Malawi Dept. of Information P.O. Box 494 Blantyre Malawi	Parcel Post \$6.10	We Go Where They Go	English	1			Gift
	Parcel Post \$16.60	Choice Not Chance	English	1			Gift
		Sowing The Seeds of Health	English	1			Gift
		Cheerful Revolution	English	1			Gift
<b>AUGUST 1990: Films Gifts and Loans</b>							
Shetta Bey USAID/Lagos P.O. Box 554 Lagos Nigeria	Parcel Post \$21.10	Two Roads	English	1			Gift
		The Time of Your Life	English	1			Gift
		Mexico In The Year 2000	English	1			Gift
		Indonesia: Family Planning First	English	1			Gift
	Parcel Post \$7.60	The City: Implications for the Future	English	1			Gift
	Parcel Post \$7.60	Sowing The Seeds of Health	English	1			Gift
Florence M. Tadiar University of the Philippines College of Public Health Hospital Administration Program 625 Pedro Gil Ermita Manila Philippines	Parcel Post \$19.60	Choice Not Chance	English	1			Gift
		Indonesia: Family Planning First	English	1			Gift
		A Question of Choice	English	1			Gift
		The Time Of Your Life	English	1			Gift
	Parcel Post \$18.10	The City: Implications for the Future	English	1			Gift
		Lessons For The Future	English	1			Gift
		The Moment of Truth	English	1			Gift
		We Go Where They Are	English	1			Gift

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**NON-EXPENDABLE EQUIPMENT PURCHASED (\$500 OR MORE) OCTOBER 1, 1986-SEPTEMBER 30, 1990  
COOPERATIVE AGREEMENT DPE-3004-A-00-6057-00  
(UNIT COST OF \$500 AND GREATER)**

VENDOR	DESCRIPTION	QUANTITY	FISCAL YEAR PURCHASED	TOTAL COST	BUY-IN (IF ANY)
<b>Transferred From DPE-3004-A-00-2018-00</b>					
CPT Corp.	CPT 8535 Word Processor	1	83-84	10,990	
CPT Corp.	CPT 8535 Word Processor	1	83-84	8,990	
CPT Corp.	CPT 8535 Word Processor	1	83-84	8,990	
CPT Corp.	CPT Sheet Feeder	1	83-84	1,350	
CPT Corp.	CPT Rotary VIII Printer	1	83-84	2,000	
CPT Corp.	CPT 8515 Word Processor	1	83-84	7,192	
CPT Corp.	CPT 8535 Word Processor	1	84-85	5,390	
CPT Corp.	CPT 8535 Word Processor	1	84-85	5,390	
CPT Corp.	CPT Rotary VIII Printer	1	84-85	1,700	
IBM Corp.	IBM PC with Color Monitor	1	84-85	2,319	
IBM Corp.	IBM Color Printer and Adapter	1	84-85	1,468	
Logical Choice	IBM PC with Monochrome Monitor	1	84-85	1,701	
IBM Corp.	IBM PC with Monochrome Monitor	1	84-85	1,832	
MID Office Systems	Hewlett Packard Laser Jet Printer	1	84-85	2,626	
IBM Corp.	IBM PC with Color Monitor	1	84-85	2,319	
CPT Corp.	CPT Shared Resource System	1	85-86	15,252	
Lawrence Mark Co.	CPT 8535 Word Processor	1	85-86	4,400	
Multiplex Display	Poster Display with 20 Panels	1	85-86	1,640	
Xerox Corp.	Xerox 1025 Copier	1	85-86	2,495	
Professional Products	Videocassette Player/Recorder (VO-5630) with Sony TV Tuner (TU-1110)	1	86-87	2,751	
<b>DPE-3004-A-00-6057-00</b>					
Xerox Corp.	Xerox 6060 PC Computer	1	86-87	1,217	
Xerox Corp.	Xerox Laser Printer	1	86-87	3,995	
Xerox Corp.	Xerox 6060 PC Computer	1	86-87	992	
Xerox Corp.	Xerox 6060 PC Computer	1	86-87	992	
Xerox Corp.	Xerox 6060 PC Computer	1	86-87	992	
Xerox Corp.	Xerox 6060 PC Computer	1	86-87	992	
Xerox Corp.	Xerox Memory Writer Typewriter	1	86-87	665	
Total Audio Visual Systems	Telex Copyette 1 & 3	1	86-87	870	
CPT Corp.	CPT Phoenix Jr. Word Processor	1	86-87	3,450	
CPT Corp.	CPT LP6 Laser Printers	2	86-87	5,000	
CPT Corp.	CPT ODS 301 16 user 140 MB 3MG RAM with software, cables & connectors	1	86-87	38,855	
IBM Corp.	IBM PC XT with Monochrome Monitor	2	86-87	2,150	
IBM Corp.	IBM PC XT with Monochrome Monitor	1	86-87	1,087	
DSR Inc.	Toshiba 1100 Plus Laptop Computer and Diconix Printer	1	86-87	2,090	
DSR Inc.	Toshiba 1100 Plus Laptop Computer and Printer	1	86-87	1,930	
Sony Corp.	Sony Multistandard VCR	1	86-87	1,004	
Visual Sound	Panasonic VHS Multistandard Video Player	1	86-87	1,625	
Xerox Corp.	Xerox 1075 Copier	1	86-87	22,050	
Professional Products	Audio-Visual Equipment for Guatemala Project		85-87	402,979	Guatemala Buy-In
CPT Corp.	CPT 8535 Word Processor	1	86-87	4,400	
Boffin, LTD	Multi-Speed EL-2 Laptop Computers	2	87-88	2,894	Egypt Buy-In
Boffin, LTD	Multi-Speed EL-2 Laptop Computer	1	87-88	1,447	Bangladesh Buy-In
CPT Corp.	CPT Rotary XI Printers	5	87-88	8,770	
CPT Corp.	CPT UPS-25 Min Rated Power Back-up	1	87-88	4,100	
CPT Corp.	CPT 4MB-Expansion Board for ODS	1	87-88	3,750	
Note 1	Sony Betamax Recorder	1	87-88	555	Philippines Buy-In

APPENDICES

VENDOR	DESCRIPTION	QUANTITY	FISCAL YEAR PURCHASED	TOTAL COST	BUY-IN (IF ANY)
Compu-Add Corp.	Standard 386/16 Computer	1	87-88	2,026	
CPT Corp.	CPT Phoenix Jr. Word Processors	2	87-88	6,420	
CPT Corp.	CPT Rotary XI Printer	1	87-88	1,530	
IBM Corp.	IBM Personal Computer System	1	87-88	2,156	Guatemala Buy-In
Vertechnology	Zenith Z-386-40 Computer with Color Monitor and Epson 24 pin Printer	1	87-88	4,098	
DSR Inc.	Toshiba Laptop Computer and Diconix Printer	1	87-88	1,550	Ghana Buy-In
Bradley Broadcast Sales	Studer Tape Recorder	1	87-88	4,815	Guatemala Buy-In
Professional Products	Lens-Sony Wide Angle	1	87-88	1,085	Guatemala Buy-In
Micro Innovation Computer	Multi-Speed EL-2 Laptop Computer	1	87-88	1,439	
Compu-Add Corp.	Standard Turbo-10 Computer	1	88-89	895	
DSR Inc.	Toshiba 1200FB Laptop and Printer	1	88-89	1,877	Guatemala Buy-In
DSR Inc.	Toshiba 1200FB Laptops and Printers	2	88-89	3,754	
DSR Inc.	Toshiba 1600 Laptop and Printer	1	88-89	3,527	
Compu-Add Corp.	Standard Computers and Printers	3	88-89	3,534	
Note 1	Betamax Recorder	1	88-89	782	Philippines Buy-In
Note 1	Sony 16" Color TV & Betamax Recorder	1	88-89	859	Philippines Buy-In
Compu-Add Corp.	Standard Computer and Printer	1	88-89	1,845	
Compu-Add Corp.	Zenith VGA Monitor & Card	1	88-89	955	Bangladesh Buy-In
Compu-Add Corp.	Epson LQ-850 Printer	1	88-89	576	Bangladesh Buy-In
Tutelar Oil Services Co.	Acma Air Conditioner 24000 BTU	1	88-89	843	Bangladesh Buy-In
Tutelar Oil Services Co.	Acma Air Conditioner 18000 BTU	1	88-89	760	Bangladesh Buy-In
Professional Products	TV Monitor-Sony with A&B Input Lines	1	88-89	860	
Professional Products	Slide Projector Kodak Extagraphic Audioviewer	1	88-89	785	
Professional Products	3 1/4 U-Matic Sony Multistandard VCR	1	88-89	1,943	
Professional Products	TV Monitor Multistandard	1	88-89	993	
Professional Products	VHS Multistandard VCR	1	88-89	1,049	
Professional Products	Beta Multistandard VCR	1	88-89	1,400	
Baltimore Stationery Co.	Schwab Fire Proof Lock-up Cabinet	1	88-89	864	
Compu-Add Corp.	HP Laser Jet II Printer	1	88-89	2,081	
Multiplex Display Corp.	Multiplex 400 Slide Storage System	1	88-89	2,005	
Kinsho Mataichi Corp.	Mitsubishi Pajero Vehicle	1	88-89	19,123	Bangladesh Buy-In
Compu-Add Corp.	Epson LQ-850 Printer	1	88-89	576	
Jacky's International	Honda Motorcycles	4	88-89	6,500	Bangladesh Buy-In
Jacky's International	Kodak Carousel SAV-1030 Slide Projector	1	88-89	600	Bangladesh Buy-In
Jacky's International	Elmo Model HP-A270 Overhead Projector	1	88-89	500	Bangladesh Buy-In
Jacky's International	Sharp Model 21S11-A2 21" Color TV	1	88-89	518	Bangladesh Buy-In
Jacky's International	National Model NV-G500EM VHS VCR	1	88-89	840	Bangladesh Buy-In
Hewlett Packard	Hewlett Packard Color Plotter	1	88-89	2,477	
Compu-Add Corp.	Compu-Add Turbo 10 with Printer	1	88-89	1,273	
Boffin, LTD	Zenith Laptop Computers	2	88-89	2,990	
Eastern Typewriter Co.	Olympia Electronic Typewriter	1	88-89	1,114	Bangladesh Buy-In
Masum Techno Service	Air Conditioner - Hitachi 18000 BTU	1	88-89	1,114	Bangladesh Buy-In
Compu-Add Corp.	Compu-Add 386-20 Computer	1	88-89	2,206	Bangladesh Buy-In
Jacky's International	Canon Model NP-2015 Photo Copier	1	88-89	2,025	Bangladesh Buy-In
Jacky's International	Canon Model FAX-230 Fax Machine	1	88-89	1,625	Bangladesh Buy-In
Jacky's International	Elmo Model 16-AL (M-O Sound Project)	1	88-89	1,650	Bangladesh Buy-In
Advanced Computer PTE, Ltd.	Acer PC IBM Compatible Microcomputer	1	88-89	3,781	Bangladesh Buy-In
Xerox Corp.	Xerox 1040 Copier	1	88-89	10,850	
Professional Products	Audio-Visual Equipment for Guatemala Project		88-89	123,573	Guatemala Buy-In
Note 1	3M Copier	1	88-89	1,087	Guatemala Buy-In
Zeos International LTD	Zeos 386 SX Computers	3	89-90	5,085	
Northgate Computer Syst.	Microcomputer 386 with Color Monitor	1	89-90	4,148	
Zeos International LTD	Zeos 386 SX Computer	1	89-90	2,249	
Alcatel Telmo-Telic	Panafax Machine 5620	1	89-90	2,568	Morocco Buy-In
Advanced Business Systems	Murata Ft5 Fax Machine	1	89-90	1,795	Philippines Buy-In

VENDOR	DESCRIPTION	QUANTITY	FISCAL YEAR PURCHASED	TOTAL COST	
Visual Sound	Audio-Visual Equipment for Egypt		89-90	30,340	Egypt Buy-In
Bradley Broadcast Sales	Audio-Visual Equipment for Ghana		89-90	11,184	Ghana Buy-In
Penn Camera	Audio Viewer Projector	1	89-90	859	
Kipp & Son Inc.	Tascon 3-1/8 reel to reel Tape Recorder (Gambia)	1	89-90	2,199	
Tod Enterprise	CD-ROM Reader	1	89-90	642	Bangladesh Buy-In
Mitac International Corp.	Mitac Word Processor	1	89-90	950	Bangladesh Buy-In
Epson Electronic PTE Ltd.	Epson LQ-1050 Dot Matrix Printer	1	89-90	760	Bangladesh Buy-In
Kinsho Mataichi Corp.	Mitsubishi Pajero Vehicle	1	89-90	16,345	Bangladesh Buy-In
ACS Computer PTE Ltd.	Mitac MPC 2386 IBM PC/AT Compatible Computer	1	89-90	3,300	Bangladesh Buy-In
Tod Enterprise	CD-ROM Reader	6	89-90	3,852	Egypt Buy-In
Tod Enterprise	CD-ROM Reader	1	89-90	642	Philippines Buy-In
Note 1	Sound System	1	89-90	1,302	Philippines Buy-In
Note 1	Generator	1	89-90	2,159	Philippines Buy-In
Note 1	TV Monitor	1	89-90	1,540	Philippines Buy-In
Note 1	Video Camera	1	89-90	1,208	Philippines Buy-In
Note 1	Electrosonic Gemini Slide Presentation Syst.	1	89-90	2,612	Philippines Buy-In
Apple Computer Inc.	Apple Macintosh SE30 & Laser Printer	1	89-90	8,147	Philippines Buy-In
Zenith Data Systems	Zenith 2386/20 Computer	1	89-90	3,599	Philippines Buy-In
JWP Information Systems	Hewlett Packard Laser Jet III Computer	1	89-90	1,211	Philippines Buy-In
DSR Inc.	Toshiba Laptop Computer and Diconix Printer	1	89-90	1,939	Philippines Buy-In
				\$962,061	
	Buy-In Funded			\$686,536	
	Core Funded			\$275,525	

Note 1 - Items were purchased in country by the grantee, vendor was not specified.

The following equipment, acquired under this Cooperative Agreement, has been disposed of as explained below.

VENDOR	DESCRIPTION	QUANTITY	FISCAL YEAR PURCHASED	TOTAL COST
<b>DPE-3004-A-00-2018-00</b>				
CPT Corp.	CPT Rotary VIII Printer Traded in on 6/9/87 for CPT LP-6 Laser Printer	1	83-84	1,600
Xerox Corp.	Xerox 1055 Copier Traded in on 6/1/89 for Xerox 1040 Copier	1	85-86	10,700
<b>DPE-3004-A-00-6057-00</b>				
Panafax Corp.	Panafax Machine UF-600 Traded in on 3/8/90 for Leased Panafax Machine UF-260	1	86-87	2,695