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**Changing Behavior and Educating Girls:  
Foundations for Reproductive Health**



Washington, D.C.

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The Academy for Educational Development, founded in 1961, is an independent, nonprofit service organization committed to addressing human development needs in the United States and throughout the world. Under contracts and grants, the Academy operates programs in collaboration with policy leaders; nongovernmental and community-based organizations; governmental agencies; international multilateral and bilateral funders; and schools, colleges, and universities. In partnership with its clients, the Academy seeks to meet today's social, economic, and environmental challenges through education and human resource development; to apply state-of-the-art education, training, research, technology, management, behavioral analysis, and social marketing techniques to solve problems; and to improve knowledge and skills throughout the world as the most effective means for stimulating growth, reducing poverty, and promoting democratic and humanitarian ideals.

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## Introduction

The International Conference on Population and Development held in Cairo in September 1994 drew world attention to a point that has been key to Academy for Educational Development (AED) programs in education, health, and population for many years. To reduce population growth, improve health, and foster social development, it is critical to attend to the needs and interests of girls and women. Education in its broadest sense supports and reinforces all development efforts. Enhancing the education of girls and women in schools and other institutions is a central concern of AED programs in health communications, basic education, youth development, social marketing, and institutional development. AED currently manages 55 major international projects in 23 countries and conducts education and social service projects in 133 cities and 39 states in the U.S. We work with many donors, including the United States Agency for International Development (USAID), the World Bank, the United Nations Family Planning Association (UNFPA), the United Nations Development Program (UNDP), the World Health Organization (WHO), the U.S. Department of Education, the Centers for Disease Control and Prevention (CDC), the Ford Foundation, and the Carnegie Corporation.

This booklet presents the Academy's recent experience in female education, family planning, and reproductive health in the United States and worldwide. AED's programs operate at the policy and community levels to create broad-based and lasting changes in the lives of girls and women. Our work is based on a firm commitment to a clear principle: women can and will make wise reproductive and other life choices when they have the knowledge, freedom, respect, and resources to do so.



## **Population and Family Planning**

### Aid to Family Planning and Population Communication Programs Worldwide

AED helps family planning agencies and organizations in developing countries to design, implement, and evaluate effective communication programs. Over the past 12 years, the Academy has conducted family planning communication assessment missions in approximately 25 countries through the **Population Communication Services (PCS)** project.

As part of its work under PCS, the Academy has facilitated numerous workshops and seminars to train family planning professionals and local broadcasters in information, education, and communication techniques. In Brazil, for example, AED staff recently conducted workshops for counselors, midwives, and nurses in reproductive health communication. In Peru the Academy is producing a training video to improve counseling skills. Over the years AED has facilitated five major regional Information, Education, and Communications (IEC) workshops on three continents. We have also designed broadcast bulletins containing ready-to-air material on family planning and health, assisted developing country professionals with mass media campaigns, and helped to develop the use of entertainment for education, particularly in Africa.

Prior to the PCS project's inception, health and broadcast officials in Africa had scant formal training in family planning communication methods. In 1983, to overcome the general reluctance of African broadcasters to run family planning messages on the air, PCS undertook an Africa-wide mass media and materials

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project in collaboration with the Union des radiodiffusions et télévisions nationales d'Afrique (URTNA). At that time AED helped design and run the first workshops involving African broadcasters and their counterparts in family planning and health institutions.

The Academy later worked with URTNA to produce a quarterly broadcast bulletin and to set up an exchange program for radio and TV material. AED also helped individual national broadcast institutions in Senegal, Côte d'Ivoire, Ghana, and Sierra Leone to integrate family planning into their regular programming.

In 1990 the Academy again collaborated with URTNA on a three-week workshop for francophone African TV broadcasters. Overall more than 100 health and broadcast personnel have been trained in 20 countries. The results have been dramatic: radio and TV coverage of population and family planning has jumped from practically nil to a succession of award-winning programs throughout the region.

In another PCS effort, AED assisted the staff of the Center for African Family Studies (CAFS) based in Nairobi and Lomé to develop a comprehensive IEC training curriculum. The Academy led various steps of the process, including conducting an Africa-wide training needs assessment, developing the core curriculum, and training trainers. This curriculum is used in regional training programs for IEC managers from anglophone and francophone countries. AED continues to assist CAFS in reviewing and updating the training modules; revised versions in French and English were completed in early 1994.

The Academy's work in Egypt and Nepal illustrates its country-specific work under the PCS project. In Egypt AED provided technical support to a series of 35 popular TV spots, *Diary of a Doctor*, starring a well-known actress as a kind, knowledgeable gynecologist. The Academy also helped to develop a family planning TV social drama, *And the Nile Flows On*, based on systematic research to guide message design. In Nepal AED helped to conduct audience research on the attendance rates and characteristics of the cinema-going population. On the basis of these findings a series of short family planning film spots was developed, pretested, and distributed to cinema halls throughout the country. The Academy also supported a village-based program to motivate eligible couples to adopt modern birth-spacing methods.

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## Contributions to Policy Dialogue in Africa

As manager of the **Support for Analysis and Research in Africa (SARA)** project, 1992-1997, the Academy organized a workshop in May 1993 that brought together 25 experts on African population and environmental issues and USAID senior managers to explore the linkages between population growth and environmental decline in Africa. The proceedings were published in 1994 as *Sustainable Development: Population and the Environment*. SARA also helped the African Population Action Committee produce a number of documents on African population issues in 1993, including *African Population Programs: A Status Report*, *The Impact of HIV/AIDS on Population Growth in Africa*, and *Reliability of Population Estimates and Sources of Demographic Data for Africa*.

Early in 1994 SARA supported the Conference on Medical Barriers to Contraception held in Harare under the auspices of the Zimbabwe National Family Planning Committee and the Johns Hopkins Program for International Education in Reproductive Health. The purpose of the conference was to sensitize providers and policymakers to problems of access to family planning services. Participants included service providers and policymakers from Zimbabwe, Zambia, Tanzania, Kenya, and Uganda, as well as staff members from a number of international agencies.

The Academy is currently supporting the Commonwealth Regional Health Community Secretariat for East, Central, and Southern Africa in building a regional dissemination network covering reproductive health issues. SARA is also helping the Bamako-based Centre for Applied Research on Population and Development to study adolescents' reproductive health and use of contraception in Mali, Burkina Faso, and Niger. If the data indicate that national health policies are not responding to adolescents' needs, this research will serve as a basis for advocating additional services.

## Contraceptive Marketing Programs

The Academy uses commercial marketing, promotion, and distribution techniques to increase the availability of contraceptive products and services to low-income consumers in developing countries around the world. Working since 1984 through the **Social Marketing for Change (SOMARC)** project, AED has drawn on its expertise in social marketing to develop national contraceptive

retail sales campaigns and training programs, and to motivate pharmacies and other point-of-sale locations to distribute condoms and oral contraceptives.

Academy staff have assisted with marketing research in Ghana, Mali, Rwanda, Zimbabwe, and Papua New Guinea; helped to develop advertising strategies in Ghana, Liberia, Mali, Papua New Guinea, and Nepal; and evaluated a national contraceptive marketing program in Indonesia. AED's full-time senior marketing manager for the second phase of SOMARC oversaw most of the African sites as well as Papua New Guinea. Under the Academy's guidance, assessments were conducted in 10 African countries, and national contraceptive retail sales programs eventually were developed in six of them.

In Mali the AED country representative implemented a highly effective marketing and public relations campaign for Protector condoms and Pilplan oral contraceptives in collaboration with the Division of Family Health and the Pharmacie Populaire du Mali. Baseline and tracking surveys were conducted by local research organizations, and focus groups were used to adapt SOMARC's Pan-African TV and radio spots to the Malian context. The first product, Protector, was successfully launched in April 1992, and Pilplan the following year. Since then AED's marketing expert has successfully introduced private-sector sales force techniques to increase sales of condoms and pills. Marketing has been extended to nontraditional urban outlets, weekly rural markets, and umbrella NGOs.

#### Egyptian State Information Service IEC Center

The Academy has provided technical assistance in family planning communication in Egypt for more than 10 years. Beginning in 1983 AED helped the State Information Service IEC Center grow from a new division of the ministry dealing primarily with demographics to an effective professional social marketing agency. With AED's support, general population awareness messages were replaced with an entertaining series of TV spots dispelling rumors about specific contraceptive methods.

AED's work with the Center included audience analysis, message research, campaign planning and design, media pretesting, and ongoing evaluation. Systems were developed for managing private-sector media production services and coordinating the Center's work with other agencies involved in family planning.

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AED also helped to design training in interpersonal communication for the Center's network of 55 local offices.

#### Family Planning Information, Education, and Communication (IEC) in Madagascar

AED provided long- and short-term technical assistance to public and private family planning service agencies through the **Madagascar Population Support Project**, 1993-1998. The Academy's resident advisor is currently working to create an IEC support unit that will assist Malagasy family planning organizations with communication campaigns, materials development, and IEC training. In June 1994 AED facilitated a workshop for ministry staff, NGOs, donors, and the media to develop the basis for a national family planning IEC strategy.

#### IEC and Social Marketing in El Salvador

Working in El Salvador from 1986 to 1988 through the **Population Dynamics Project**, the Academy provided a resident advisor to help develop an IEC program for the Ministry of Public Health. AED also managed the short-term consultants who worked on the Salvadoran Demographic Association's social marketing program. In addition, the Academy helped to design a new IEC campaign targeted to rural audiences as well as a media campaign to increase contraceptive use among young couples.

#### Technical Assistance to the World Bank, UNFPA, and Other Agencies

In addition to its work on the USAID-funded projects described above, the Academy provides technical assistance in IEC for family planning and population programs to the United Nations Family Planning Association (UNFPA), the World Bank, and other agencies. In 1989 AED staff joined a UNFPA team sent to Nigeria to evaluate the IEC components of formal and nonformal population education programs. The Academy has undertaken World Bank consultancies in Guinea, Kenya, Niger, Pakistan, Papua New Guinea, the Philippines, Senegal, and Zimbabwe. In Pakistan, for example, the Academy evaluated curricula, textbooks, and teacher training for a World Bank-supported population education project.

## **Girls' Education**

Correlating Girls' Education with Reproductive Health in Latin America and the Caribbean

The Academy serves all USAID missions in Latin America and the Caribbean through short-term service orders in basic education under the five-year **Education and Human Resources Technical Services (EHRTS)** contract.

In one of its most innovative programs, EHRTS uses computer-driven graphic presentations to demonstrate the need for basic education reform to large groups of opinion leaders and policymakers. The correlation between girls' education and declining population growth rates is presented as a key argument for increasing education investments.

These demonstrations have already instigated high-level policy dialogue in Bolivia, Peru, Honduras, Nicaragua, Guatemala, El Salvador, Haiti, and the Dominican Republic.

Building on this work, the Academy is currently working with a subcontractor to develop a computer-based presentation to show the positive consequences of girls' education. This presentation graphically demonstrates that the two most powerful influences on the demand for family planning are the level of girls' education and the equity of girls' and boys' schooling. It is clear that educating girls is the best way to lower fertility rates, improve child health, and decrease maternal mortality.

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## Community-Based Girls' Education in Pakistan

In the Balochistan province of Pakistan the Academy assists a community-based effort to improve girls' access to education under the **Primary Education Development** program. Surveys showed that, contrary to widespread belief, more than half of the rural villages in the province wanted a girls' school in their community. In fact 28,000 girls were already attending school with boys.

Their discovery persuaded national policymakers to set aside an increasing number of teaching posts for rural women. Officials also decided to work with Academy staff to establish a unique community-based system of girls' schools in Balochistan. The need was great: the female literacy rate in rural areas of the province at the time was less than 2 percent.

To help meet this need, the government agreed to enter into contracts with rural communities to establish a number of girls' schools. In each village, community education promoters identified a prospective female teacher and formed a village education committee composed of parents of school-age girls. The committee signed an agreement with the government whereby the new teacher would be trained and paid, and the committee would donate land and a building for the school and monitor the students' progress. AED helped to establish a mobile unit to train the new teachers in their own villages.

By mid-1994, 189 girls' primary schools were operational, more than 8,000 girls were studying in them, and 200 teaching posts had been committed to women. A newly created local NGO had assumed responsibility for much of the program, and government policymakers were firmly committed to community-based girls' education.

## Promoting Girls' Education Through Social Marketing in Bangladesh

In Bangladesh the Academy worked with government agencies and the private sector to help persuade parents of the value of girls' secondary school education. As part of the World Bank-supported **Bangladesh Female Secondary School Assistance Program**, the government of Bangladesh is providing a graduated stipend for girls who enroll in, attend, and graduate from secondary school. AED helped the government to develop a five-year strategy and communications materials to publicize the availability of stipends and other aspects of the program.

Academy staff in Bangladesh also developed a social marketing strategy to increase girls' secondary enrollment and to create positive long-term changes in family and community attitudes toward educating women. AED's formative research revealed that Bangladeshi fathers determined their daughters' educational future. Therefore, the target audience for the social marketing strategy was not girls or their mothers but their fathers.

Additional research helped to determine compelling benefits that might overcome the strong traditional predisposition of Bangladeshi fathers to encourage their daughters to marry early. Fathers favored secondary education if they perceived it as helping their daughters in finding work, improving their marriage prospects, reducing their dependence on the family, or bringing the family respect and honor. As a result, the marketing strategy targeted the fathers with several focused messages. Education would enhance their daughters' chances of a "good" marriage into a wealthier family, thus lowering their dowry and reducing the chance that they would return home and become a financial burden. Educated daughters would also be better caregivers for aging parents.

### Strengthening Girls' Education in Guatemala

In Guatemala the Academy leads a team that works on bilingual education, support for teachers, innovative delivery systems, and education information management under the **Basic Education Strengthening (BEST)** project.

Increasing the level of girls' education is a central concern of all project activities. BEST has assisted the Guatemalan Ministry of Education in forming a National Commission for Girls' Education to promote the access, achievement, and retention of girls in primary schools. To further these objectives, Academy consultants have produced posters, storyboards, brochures, and literature in Mayan languages.

BEST also conducts research and training in girls' education. The project has completed several studies, including a *Feasibility Study for a Girls' Scholarships Program* and a *National Plan of Action for a Program of Interventions in Girls' Education*. BEST is currently researching the receptivity of communities to private-sector involvement in education, and is also profiling girls eligible to receive scholarships from the Ministry, the project, and the private sector.

## Promoting Girls' Education Worldwide

Working worldwide AED leads a team investigating the constraints limiting female participation in primary education, runs pilot projects aimed at increasing female access, and advises USAID missions on addressing gender issues in their basic education programs. This work has been going on since 1989 under USAID's **Advancing Basic Education and Literacy (ABEL)** project. ABEL has conducted a worldwide literature review of the factors constraining female access to education, designed an equity-improvement pilot program in Ghana, assisted a girls' literacy and education project in Malawi, undertaken a feasibility study of NGO-based literacy training for women in Yemen, and initiated research studies on gender issues in Egypt, Malawi, Mali, and Botswana.

In Malawi, for example, AED and its partners have assisted the Malawi Institute of Education in developing and implementing gender-appropriate curricula and learning materials for primary education, teacher training colleges, and inservice training programs. Academy-managed research studies in Malawi have included *Constraints to Girls' Persistence in Primary School* and *Women's Employment Opportunities in the Education Service; An Ethnographic Study of Factors Affecting the Education of Girls in Southern Malawi*; and *Girls' Schooling Access, Persistence, Success*.

In a related effort at the University of Malawi, through the **Human Resources and Institutional Development** project, AED has provided university scholarships for 75 women in nontraditional fields of study, supported the development of a master of arts program in gender studies, and created the office of Registrar of Women's Programs. These initiatives are helping Malawian women to move into new social and economic roles, which in turn provides incentives and role models for school-age girls.

## Girls' Achievement in Mathematics and Science in the U.S.

With support from the Ford Motor Company, AED managed the **Urban Schools Science and Mathematics Program** in three school districts from 1988 to 1991. The project prepared female and minority students to take advanced mathematics and science courses and to pursue careers in science and engineering. Under an agreement with the U.S. Equal Employment Opportunity Commission, AED worked with school districts in Atlanta, Cleveland, and Detroit to reform the way mathematics and science were taught in grades 7-9.

Each district developed new integrated curricula that stressed real-life problem solving and higher-order thinking skills. In addition, counseling, mentoring, tutoring, and family involvement programs helped build girls' confidence in their ability to do well in mathematics and science. Career-awareness activities taught students about the achievements of women in these fields and introduced them to female professionals in their communities. Teachers also took part in inservice programs designed to change their perceptions of girls' potential for achievement in mathematics and science. All these activities are documented in the Academy's 1993 publication, *New Equations: The Urban Schools Science and Mathematics Program*.

### Helping Teenage Mothers Stay in School

The Academy's Support Center for Educational Equity for Young Mothers recently helped the New York City Board of Education design and open a middle-grades school to address the special needs of very young pregnant and parenting students. AED worked with the board and an advisory committee to plan all elements of the Preparation through Responsibility and Purpose (PREP) school, including its governance structure, funding, academic program, and transportation for the young mothers. The PREP school opened in the fall of 1993 with 25 students aged 12-16, most of them Latina. PREP now offers a rich academic program that integrates parenting, child development, and children's literature into its curriculum.

The Academy also has produced several publications documenting other efforts to help pregnant and parenting students stay in school. In 1987 AED researched and published *In School Together: School-Based Child Care Serving Student Mothers*, a manual for establishing school daycare centers based on a survey of six centers around the country. In 1990 the Academy completed *A Stitch in Time: Helping Young Mothers Complete High School*, a handbook to equip educators and advocates to reduce school dropout rates among pregnant and parenting teens.



## **Adolescent Pregnancy Prevention**

### Pregnancy Prevention in U.S. Middle Schools

From 1985 to 1990 the Academy developed and managed the **Urban Middle Schools Adolescent Pregnancy Prevention Program** in eight U.S. school districts. Funded by the Carnegie Corporation and the Ford Foundation, this program built partnerships between urban school districts and community-based agencies to help middle-school adolescents avoid too-early pregnancy and parenting. During its initial two years of operation, the program implemented pregnancy-prevention programs and interventions involving 9,100 students and 975 staff in 55 middle schools in Atlanta, Boston, Detroit, Kansas City (Missouri), Los Angeles, Milwaukee, Norfolk (Virginia), and Oakland.

AED's role was to provide technical assistance and networking support to the eight cities, organize annual conferences, and document project activities. Academy staff helped the school districts to overcome controversy, collaborate with community and social service agencies, and design developmentally appropriate programs based on recent research.

All of the programs were based on the "life options" approach pioneered by Joy Dryfoos, chair of the project's advisory board. This approach to pregnancy prevention education is designed to give young people the capacity and motivation to avoid risk-taking behaviors. It therefore involves strategies to improve adolescents' health, self-esteem, cultural awareness, assertiveness, decision-making skills, and academic achievement. Program elements at the various sites included family life education, career planning, tutoring, counseling, mentoring, after-school cul-

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tural activities, staff development, parent education, and school-based clinics.

Each city developed its own distinctive program. Atlanta enlisted churches, civic groups, and universities in stressing male responsibility for pregnancy prevention. In Kansas City local schools, hospitals, and nonprofit agencies developed a comprehensive adolescent health program. In Operation Bright Future in Los Angeles students attended weekly career awareness classes at California State University. After-school centers in Detroit and Oakland ran dropout prevention programs. All of these approaches are documented in AED's final report on the program, *Building Life Options: School/Community Collaborations for Pregnancy Prevention in the Middle Grades*. This report is in the form of a handbook for teachers, administrators, counselors, health and social service professionals, and staff in community-based agencies.

## **Breastfeeding and Maternal Health**

### Breastfeeding Worldwide

The Academy has taken a number of approaches to breastfeeding promotion in various USAID-funded projects over the past 10 years. In managing the **Mass Media and Health Practices (MMHP)** project from 1978 to 1985, AED designed breastfeeding messages within the context of diarrhea control interventions. In **Communication for Child Survival (HealthCOM)**, 1985-1994, the Academy included messages about breastfeeding in child survival interventions in Ecuador, Mexico, Lesotho, Nigeria, Indonesia, Papua New Guinea, and the Philippines. In Jordan, Paraguay, and Honduras, AED assisted ministry of health programs that worked with the social context of breastfeeding and the skills that were demanded. These programs involved precise messages and trained support by health workers, families, and communities. This same approach characterized the Academy's work in Bolivia and Pakistan under the **Technology for Primary Health Care (PRITECH)** project, 1987-1993.

Working through the **Nutrition Communication Project (NCP)** over the past several years, AED has carried out breastfeeding assessments as a basis for ministry of health program design in Bolivia, Honduras, Haiti, Burkina Faso, Niger, Mali, Morocco, Thailand, and the Philippines. The Academy also developed a number of widely circulated publications, including *Media Promotion of Breastfeeding*, a synthesis of lessons learned and guidelines for program planners, and *Questions and Answers on Breastfeeding*, a manual based on the advice of a panel of experts.

The Academy also conducted several research studies on breastfeeding under

the 1989-1992 **Social Sector Policy Analysis (SSPA)** project. One such study examined the impact of nutrition messages on pregnant and lactating Bangladeshi mothers as well as financial constraints on improving maternal diets. AED also collaborated with the Center to Prevent Childhood Malnutrition to examine the economic value of breastfeeding. The Academy published a review of the literature and a briefing book and workbook for policymakers.

### Breastfeeding in Latin America and the Caribbean

AED has been active in promoting breastfeeding in several Latin American and Caribbean countries. Under NCP in Peru, AED developed print materials for mothers and health providers to encourage women to extend the duration of exclusive breastfeeding. In Bolivia under PRITECH the Academy assisted a breastfeeding management outpatient clinic, conducted seminars for physicians in five cities and for the teaching staff of three medical colleges, and produced a manual on maternal lactation for rural health promoters. Under HealthCOM in Paraguay AED helped Ministry of Health personnel develop TV spots and print materials to encourage breastfeeding among working mothers.

Elsewhere in the region the Academy assisted in producing IEC handbooks in the Dominican Republic on birth spacing, breastfeeding, and the control of diarrheal disease. AED also helped to develop a national mass media strategy and train local NGO trainers in IEC techniques. In Honduras under MMHP the Academy developed a radio course that taught the “Nine Golden Rules of Breastfeeding.” Under NCP AED helped the Ministry of Health develop a national breastfeeding promotion strategy. Academy staff interviewed midwives, health providers, mothers, and fathers to uncover obstacles to optimal feeding. Based on their findings, AED helped to develop materials, train midwives, produce radio spots and a call-in show, and, in collaboration with La Leche League, write a manual for mother-to-mother breastfeeding counseling.

### Breastfeeding and Maternal Health in Africa, the Middle East, and Asia

The Academy has been active throughout Africa in promoting breastfeeding and maternal health. Under the NCP beginning in 1989, AED carried out an ethnographic study of three regions in Sudan as a basis for developing nutrition messages supporting traditional breastfeeding practices. In Swaziland the

Academy helped to design, script, pretest, and produce a series of short radio spots and longer dramas featuring songs about breastfeeding based on traditional lullabies. In Burkina Faso AED is working with the Ministry of Public Health to promote maternal nutrition through radio, print materials, and literacy booklets.

Elsewhere in Africa the Academy promoted breastfeeding to mothers of infants with diarrheal disease in The Gambia under MMHP and in Mali under HealthCOM. In 1986 AED worked with the UNDP on a study of maternal mortality in Senegal and on strategies to deal with the problem. This study was the first UNDP response to a growing concern among the medical community and international organizations about the high rate of maternal mortality in developing countries.

More recently, the Academy has been active in francophone Africa under NCP. AED cosponsored an International Forum on Infant Feeding and Child Survival in Togo in 1991, resulting in an expansion of breastfeeding promotion efforts in six countries. In Côte d'Ivoire the Academy is working with the National University in Abidjan and La Leche League to produce breastfeeding materials for urban mothers.

The Academy also helped promote breastfeeding in the Middle East. In 1988 AED worked with the Egyptian Center for Development Communication to create a series of TV spots on child spacing and breastfeeding featuring a meddling mother-in-law. In Yemen the Academy trained respected village women in breastfeeding promotion and management under HealthCOM.

In Jordan AED helped to carry out a nationwide breastfeeding and child spacing program in 1989-90. Targeting government officials, doctors, and the public, this program included a policy-level seminar on breastfeeding conducted by international experts. The public campaign involved TV spots and a series of instructive radio programs featuring the fictional Dr. Huda, an older woman and mother.

In Pakistan another focus of the Academy's work is breastfeeding promotion. AED staff served on the National Breastfeeding Steering Committee under PRITECH, and the Academy is currently implementing a five-year breastfeeding promotion campaign funded by Johnson & Johnson. Working initially in the Punjab, AED advisors are helping to train 100 physicians from large teaching hospitals, 1,000 higher-level medical personnel, and 5,000 grassroots pro-

professionals. Media support for breastfeeding messages is being provided in the Punjab and will later be extended to a national audience.

## **HIV/AIDS Prevention**

### HIV/AIDS Prevention Worldwide

From 1987 to 1993 the Academy conducted the USAID-sponsored AIDSCOM project, one of the first international AIDS communication and prevention programs. This \$24-million project provided support to more than 50 developing countries throughout Africa, Asia, the Middle East, Latin America, and the Caribbean. The Academy's work combined behavioral research with technical assistance for national communication campaigns, hot-line training, high-risk behavior counseling, condom skill assessment, and AIDS-in-the-workplace programs.

Altogether AIDSCOM carried out more than 65 formal needs assessments of national HIV/AIDS prevention programs. The Academy helped to develop HIV/AIDS communication campaigns combining mass media with face-to-face interactions in Colombia, Mexico, Jamaica, the Dominican Republic, the Eastern Caribbean, Ghana, and the Philippines. Four of these national efforts were the first AIDS campaigns developed in these countries. The Academy also helped to support the communication segment of national AIDS control plans in Ecuador, Bolivia, Peru, Honduras, El Salvador, Guatemala, and several countries in Africa and Asia.

AIDSCOM's work in Africa exemplifies the project's various activities. In Uganda, AED helped to design large-scale AIDS-in-the-workplace programs and developed, produced, and distributed *It's Not Easy*, the first dramatic film about AIDS produced in Africa. In Tanzania the Academy contracted with

local firms to implement a national condom social marketing campaign. Curricula for HIV/AIDS education were developed in Ghana and Malawi. In South Africa AED provided training workshops for 35 NGOs.

AIDS hotlines and audiovisual and print materials were also key elements of the Academy's worldwide efforts. AED helped to initiate and support 11 national hotline programs in Latin America, the Caribbean, and the Philippines, and developed a training manual on hotline management. The Academy distributed more than 500,000 educational items worldwide through AIDSCOM, including brochures, posters, promotional materials, videos, and training guides.

Research studies, training programs, and publications were also central to our work on AIDSCOM. The Academy managed more than 85 research studies, including the first regional survey of knowledge, attitudes, and practices related to AIDS in the Eastern Caribbean, and the first country surveys in Thailand and the Philippines. AED also facilitated over 75 international, national, regional, and local conferences and training workshops worldwide, and developed 11 major training guides on topics such as AIDS prevention counseling, integrating sexually transmitted diseases and HIV programs, condom use training, social marketing, and focus group research.

#### Work with the World Health Organization (WHO)

The Academy has collaborated with WHO on a number of initiatives. In 1986 AED representatives participated in a WHO symposium in Geneva on educational strategies for AIDS prevention. The Academy subsequently published *AIDS Education: Lessons from International Health*, which reviewed AIDS communication literature and discussed the applicability of other health promotion efforts to preventing and controlling AIDS. Later that year Academy representatives helped WHO draft a proposed organizational structure for the Special Programme on AIDS. AED also sponsored a seminar on the Programme led by its new director and subsequently published the proceedings as *AIDS: The Global Impact*.

In 1987, under contract to WHO, the Academy published *AIDS Prevention Through Health Promotion*, a manual for health and IEC professionals. From 1987 through 1993, AED worked closely with WHO's Global Programme on AIDS through the AIDSCOM project. In 1994 WHO contracted with the

Academy to develop an HIV/AIDS resource manual for radio producers in developing countries.

### Reaching the Highest-Risk Populations in Bolivia

From 1992 to 1994 the Academy developed materials, media, curricula, and training for HIV/AIDS prevention in Bolivia. Carried out under the Population Communication Services (PCS) project, the majority of this work was targeted to two of the highest-risk populations: female sex workers and their clients, and homosexuals. AED also helped to develop a teachers' guide for HIV/AIDS education in Bolivian secondary schools.

Initial formative research revealed that, although female sex workers (FSWs) favored condoms, they were generally powerless to overcome their clients' opposition to using them. Based on these findings AED assisted its national counterpart in developing a training course for FSWs that taught them assertiveness and negotiation skills for condom use. The course included a module on the three most common sexually transmitted diseases, levels of risk, and preventive measures.

The Academy also developed media messages and materials aimed at the general public and the two target populations. Information on the work with FSWs was featured in newspapers and on TV talk shows. AED developed a variety of materials for use in brothels, including bedside cards with instructions for using condoms, and posters, bathroom stickers, lighters, matches, ballpoint pens, key chains, and audio and video cassettes that featured HIV-prevention messages. The homosexual community was targeted with pocket calendars, posters, and safe-sex kits.

### Social Marketing and Communication for HIV Prevention in the U.S.

The Academy is currently providing technical support to the HIV-prevention programs of the Centers for Disease Control and Prevention (CDC). One of the programs that AED assists through the **AIDS Communication Support Project** (1991-1996) is the Prevention Marketing Initiative (PMI), a major effort to prevent sexual transmission of HIV among young adults. The Academy provides support to PMI in several areas, including providing technical assistance to communities and national organizations, conducting primary

research, and creating networks among organizations. AED supports the Prevention Collaborative, a network of 150 national and regional organizations working to improve HIV-prevention programs for young adults.

At the local level the Academy helps PMI-funded community representatives to apply social marketing methodology at demonstration sites in Phoenix, Sacramento, Nashville, Northern Virginia, and New Jersey. In each community AED works with a local coordinating agency that brings together city and state HIV/AIDS officials, health department officers, educators, parent groups, youth leaders, and young people themselves. Based on the results of locally conducted research, the community selects youth populations to be targeted by the prevention program. At one site it might be incarcerated youth; at another, gay and bisexual adolescents or young women. The community then determines behavioral objectives and intervention strategies.

The Academy also provides technical support to another major CDC effort, the Community Planning Initiative. CDC funds 65 states and localities across the U.S. to form planning boards that design local HIV-prevention programs. AED assists these groups with needs assessments, community organizing, conflict resolution, and behavioral research.

In another CDC effort, the Academy is working with the Service Employees' International Union to develop AIDS-prevention materials for Spanish-speaking janitors and housekeepers in U.S. workplaces. Based on a survey of the target audience, AED will produce a Spanish-language booklet on risks and protective measures and a short guide for union representatives on HIV/AIDS-related issues.

Documenting and Evaluating HIV Prevention Programs for Adolescents in the U.S.

Two current Academy projects focus on U.S. efforts to prevent HIV/AIDS among teenagers. In one four-year effort (1993-1996), AED is helping CDC's Division of Adolescent and School Health to evaluate HIV/STD prevention programs for adolescents. The Academy works directly with CDC-funded schools and state education departments to assess their HIV/STD and comprehensive health education programs for students and high-risk youth. In New Jersey, for example, AED is evaluating a seventh and eighth grade curriculum in

50 schools that features training in decision making and assertiveness, peer education, and involvement of family and community members.

AED's evaluation efforts focus on four areas of HIV/STD education: HIV policies in schools, academic curricula, staff development, and program impact on student behavior. The Academy's studies are pragmatic rather than research-oriented: they are designed to help the schools to determine the effectiveness of their programs and to plan future efforts.

In another project funded by the Annie Casey Foundation, AED's Center for Youth Development and Policy Research (CYD) reviewed the literature on promising HIV/AIDS prevention and education strategies used in communities throughout the United States.

In February 1994 CYD presented its findings in *Adolescents and HIV Disease: Defining the Problem and Its Prevention*. This publication discusses policy and program responses to HIV/AIDS among adolescents and presents best practices in youth HIV/AIDS prevention. It also places youth HIV/AIDS programs within the broader context of positive youth development and links them with prevention of pregnancy and other risk-taking behaviors.

#### HIV/AIDS Education Policy in New York City Schools

With funding from four major U.S. foundations, the Academy is currently conducting a full-scale evaluation of New York City's HIV/AIDS Education and Condom Availability Program. The New York HIV/AIDS education effort is the largest single AIDS prevention program for young people in the United States, extending from kindergarten through 12th grade and making condoms available to adolescents in all of the city's 120 high schools.

The AED evaluation is assessing the attitudes and behavior of students, parents, and staff in 12 New York City high schools and comparing them with 12 Chicago schools that do not distribute condoms. Does a school-based HIV/AIDS education program that includes condom availability lead to changes in the sexual and drug behavior of students? This is one of the key questions AED's study is trying to answer.

To date, Academy-led focus groups have uncovered little parental opposition to

the condom distribution program. Although parents want the right to opt out of the program, few say they would exercise it. Based on these findings, the head of the New York City school system has indicated his continued commitment to the HIV/AIDS program, including condom distribution. He has also adopted a passive parental opt-out plan. All parents are notified by mail of their right to prevent their minor children from obtaining a condom at school. Parents are required to return a tear-off form to the principal if they wish to opt out. Fewer than 2 percent of the parents have chosen to return the forms.

Findings from the AED evaluation were made public beginning in the fall of 1994. These results are expected to have a strong impact on school policies throughout the United States.

### Caring for HIV-Infected Children in the U.S.

Two Academy projects have addressed the special needs of HIV-infected children and their families. In 1990-91 AED helped the Office of the U.S. Army Surgeon General to carry out the **Pediatric AIDS Child Care Training Program** with funding from the Henry Jackson Foundation. The Academy developed a set of comprehensive, family-centered, community-based services for HIV-infected children of military personnel and their families. Central to the program was the training of paraprofessionals to provide daycare in families' homes, help access local community services, support special family needs, and handle grief and bereavement.

From 1989 to 1993 AED collaborated with the Children's National Medical Center on the **Children's HIV AIDS Model Program (CHAMP)**. Originally funded by the Robert Wood Johnson Foundation and then by the U.S. Department of Health and Human Services, this program developed training sessions and educational materials for caregivers involved with HIV-infected children in the Washington, D.C., area. These caregivers included parents and foster parents, pediatricians, nurses, social workers, hospital and home-based volunteers, home health aides, daycare and preschool staff, and youth services providers. Formative research provided the basis for the training materials. AED staff surveyed hospital services for HIV-infected children nationwide, conducted focus groups to identify the needs of each group of caregivers, and interviewed HIV-affected families to ensure that all materials would reflect their concerns. Based on this research, the Academy developed a workshop that brought HIV-affected

families together with practitioners; a caregivers' training curriculum titled Hugs InVited; manuals and videos for institutional, volunteer, and foster caregivers; and a booklet for HIV-affected families.

In the second phase of the CHAMP project, training was extended from the original site in Washington, D.C., to seven other U.S. cities (including San Juan, Puerto Rico) with a high incidence of HIV and AIDS infection among children. Now the Academy is applying the CHAMP model in a pilot project for HIV-infected mothers in Natal, South Africa.

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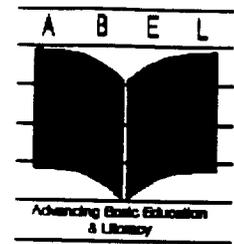
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# *Advancing Basic Education and Literacy*

*A project of the U.S. Agency for International Development*



This ABEL2 Clearinghouse Information Package contains a selection of resource material in a key area of basic education. Other packages that are available include:

- Inter-Sectoral Impact of Education**
- Mobilizing Community Support for Education**
- Educating Girls and Women**
- Educational Quality**
- Early Childhood Education**
- Grade Repetition/Automatic Promotion**
- Policy Reform**
- Improving the Quality of Teaching**
- NGOs and Basic Education**

The ABEL2 Clearinghouse Information Packages are meant to provide a variety of perspectives on important issues and should be of use to those involved in planning and implementing basic education programs. The packages are intended to be "living" collections which will be augmented and changed over time as new material becomes available. The list of topics will be expanded in future.

We hope that you find the information packages useful. Please let us have your comments and suggestions for updating and expanding the material.

To request additional information packages, please contact the ABEL2 Clearinghouse at the following address letting us know the titles of the packages you require:

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