

Terminal Evaluation

Asia

1. Outline of the Project

Country:

Republic of Indonesia

Project title:

Roles of Media in Family Planning/ Reproductive Health Information, Education and Communication Program

Issue/Sector:

Population/Family Planning

Cooperation scheme:

Third-Country Training Program

Division in charge:

Southeast Asia Division, Regional Department I

Total cost:

35 Million Yen

Period of Cooperation Fiscal Year 1998 - 2002

Partner Country's Implementing Organization:

National Family Planning Coordinating Board (BKKBN)

Supporting Organization in Japan:

University of the Ryukyus

Related Cooperation:

Project-type Technical Cooperation; "Project for Family Planning in Jakarta (1970-1985)", "Family Planning/ Reproductive Health Project "(1987-1994)

Grant Aid Project; "Project for the Strengthening of Information, Education and Communication Activities in the Family Planning Program" (1992)

Third-country Training Program; "Information, Education and Communication (IEC)"

1-1 Background of the Project

The Government of Indonesia (GOI) has been promoting the Indonesian Family Planning/ Reproductive Health Program in cooperation with the non-governmental organizations and volunteers, settling 301 offices at provincial levels by the National Family Planning Coordinating Board (BKKBN). The Government of Japan (GOJ) has provided the technical cooperation linked to the program since 1970. The program had made significant progress despite many difficulties, among them is a very diverse population living in the largest archipelago in the world with only a moderately developed transportation, communication and administrative infrastructure. Through the program, although Indonesian people had little knowledge of contraception, most Indonesians came to believe that small the family is preferable. In addition, most Indonesian couples gained increased awareness of contraception and more than two-thirds of the population have used some form of contraception.

Under these circumstances, BKKBN with the cooperation of GOJ together with JICA implemented the Third-country Training Program entitled "Information, Education and Communication (IEC)" to introduce Indonesia's experience to other developing countries. The program was highly appreciated for it was mainly composed of observation tours for insight into Indonesian Family Planning/Reproductive Health activities, which applied many practical skills that were readily applicable to other developing countries. In IEC training, information was delivered through videos, however;for the grassroots level IEC activities, it was found to be more suitable to use multimedia technology other than videos.

Under these circumstances, the Government of Indonesia requested that the Government of Japan extend the Third-country Training Program on family planning and reproductive health.

1-2 Project Overview

The training on family planning/reproductive health conducted at BKKBN transfers information and knowledge in these fields as well as how to use PCs to make use of the availability of electronic information. It targets middle-level managers from Asian and its surrounding countries working in the field of family planning.

(1) Overall Goal

- 1) Improvement of family planning/reproductive health conditions and the situation in Participant Countries
- 2) Improvement of the capability of the Implementing Organization in technology transfer

(2) Project Purpose

Improvement of knowledge and relevant techniques in the field of information, education and communication (IEC) in the family planning/reproductive health program.

(3) Outputs

- 1) Participants understand Indonesia's Family Planning/Reproductive Health Information, Education and Communication program, and activities and network, especially at the grassroots level.
- 2) Participants gain knowledge and basic skills in developing efficient and effective printed media for family planning/reproductive health information and education and communication program using desktop publishing (DTP) and desktop presentation (DTPR) tools.
- 3) Participants develop a generic action plan for efficient and effective printed media for their own country's family planning/reproductive health program based on the Indonesian experience.

(4) Inputs

Japanese side:

Short-term Experts	3	Local Cost	30 Million Yen
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Indonesian Side:

Counterparts	about 15/year
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(5) Participant Countries

Bangladesh, Bhutan, Cambodia, China, India, Sri Lanka, Laos, Mongolia, Myanmar, Nepal, Pakistan, Papua New Guinea, Philippines, Vietnam, Kenya, Ethiopia, South Africa, Zimbabwe and Tanzania.

2. Evaluation Team

Members of Evaluation Team	JICA Indonesia office (Commissioned to PT.INDOKOEI INTERNATIONAL)
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Period of Evaluation	19 February 2002 - 28 March 2002	Type of Evaluation:	Terminal Evaluation by Overseas Offices
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3. Results of Evaluation

3-1 Summary of Evaluation Results

(1) Relevance

The training course was found to be relevant partly because more than half of respondents to the questionnaire survey to participants who had completed the Training said that the content of the course suited their expectations and was in compliance with their government's policy. Most of the skill and knowledge provided through the training was of an appropriate level for their day-to-day application, and the training was accurate in its focus on methods to improve understanding of the family planning/reproductive health program and methods to disseminate the knowledge in their respective countries.

(2) Effectiveness

All participants became able to make publications and slides presentations of higher quality and which were useful for disseminating knowledge on family planning/reproductive health at the grassroots level. According to the results of above-mentioned questionnaire survey, more than half of the respondents answered that "they could understand almost all of what had been taught", which indicates that the participants improved their knowledge of and skills in using a PC. Therefore, the Project Purpose is considered to have been achieved.

(3) Efficiency

All of the respondents evaluated that the training activities (lectures, reports on their own country, study tours, practices, panel discussions and observations) were undertaken smoothly and efficiently, and few problem was found in terms of how the training was conducted and the ability of the lecturers.

(4) Impact

The training targeted IEC center staff, and since they naturally play a central role in planning, designing, implementing, producing, training, monitoring, supervising and coordinating the activities of each IEC center, the training was very useful and easy for participants to put into practice. Moreover, having been the implementing organization, BKKBN has obtained the major benefit of acquiring the latest equipment, which can also be utilized for various purposes in the future, such as strengthening activities within Indonesia. All the respondents reported that they gained an improved knowledge of and improved ability in the family planning/reproductive health program and applied this knowledge and skill in their daily work.

(5) Sustainability

The implementing organization, BKKBN, has no financial problems. It receives financial support from sources other than the GOI and GOJ and has implemented similar training courses in the past. BKKBN has sufficient ability in recruiting lecturers and in developing curriculums. The knowledge and skills that participants acquired during the Training Program have been disseminated to other staff and have been utilized in their daily work. The ex-participants still keep in touch with the Japanese experts and BKKBN, exchanging new information about IEC and other related materials with the intention of sustaining their level of skill and knowledge. Also, in the home institutions of ex-participants, similar training courses are conducted to build improve the skills of personnel as well as the quality of their IEC products by themselves. Unfortunately, however, some ex-participants are too hindered by a lack of funds and equipment constraints to make effective use of what was learned during the training course. For further use of the skills and knowledge, this sort of training program is still going to be needed, especially for IEC personnel and information network staff.

3-2 Factors that promoted realization of effects

(1) Factors concerning Planning

N/A

(2) Factors concerning the Implementation Process

The training curriculum focused on a limited number of methods and devices which made it possible for the participants to easily acquire and disseminate their knowledge and skills and to utilize them efficiently in their daily work.

3-3 Factors that impeded realization of effects

(1) Factors concerning Planning

N/A

(2) Factors concerning the Implementation Process

1) The language proficiency of the lecturers adversely affected communication and the transfer of skills and knowledge to participants.

2) In most of the participating countries, the ex-participants have faced a shortage of equipment and funds, which hampers the dissemination of what was learned.

3-4 Conclusion

The objectives of the Program attained through the training activities have been achieved, according to the need of the participating countries and organizations. The content of the training course was in line with the needs of Indonesia as well, and the participants disseminated the knowledge and technology they acquired in the training. As for the participating countries other than Indonesia, there still remains the need to disseminate family planning/reproductive health information; however, the impediment is the lack of funds, facilities and equipment.

3-5 Recommendations

(1) The general information on the training and the guidelines for applicants should be delivered to the third countries as early as possible, so that they will have sufficient time for preparation and selection of participants.

(2) The duration of the training should be extended since the participants need more time for exercises and practice as the level of techniques provided is relatively high.

3-6 Lessons Learned

The knowledge and skills acquired through the project become very useful for the participating countries when the training curriculum meets the needs of and contain practical suggestions for addressing the realities in the participating countries.

3-7 Follow-up Situation

N/A