

ORIGIN	PROJECT	PURPOSE/AUDIENCE	BUDGET	- STAFF	RESOURCE
BOGOTA	<p>* Audiovisual/Production                      * Promotion via Mass Media                      - Child Development (Ecuador)                      * Elaborate clear and definite messages that convey the actions of UNICEF in each of the A.O. countries:                      - Printed material                      - Audiovisual material                      - Face-to-face activities                      Seminars, special events, etc.                      - Radio Spots.                      * P.S.C. for programmes                      - breast-feeding                      - primary health care.                      - pre-school projects</p> <p><u>OTHER ACTIONS:</u>                      Organization of Regional Information Office. Identifications of new functions of the Regional office.                      Reinforce the links between Regional Office and AOs.</p>		<p>To be estimated for each activity before Budget submission Aug.1982</p>	<p>9,500 (02)</p>	<p>BAL                      ADMIN.FU                      HQs FUND                      4,300 (85)</p>
				<p>P-4                      20006                      NO-C                      20110                      GS-4                      20115                      P-2 (JPO)                      02252                      (Vacant)</p>	

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ORIGIN	PROJECT	PURPOSE/AUDIENCE	BUDGET	- STAFF	RESOURCE
<u>BRASILIA</u>	<p>Refining distribution mechanisms</p> <p>* Acquisition/production of more materials in Portuguese.</p> <p>* Audio-visual productions</p> <p>- promotional inputs to GCO</p> <p>* STAFF -                      Communications and Info. Consultant (L post) 75% of time devoted to support programme).                      Assistant Info. Officer (N.O. - currently vacant).                      Information Assistant (GS) Secretary</p>	<p>* Making mailing lists more qualitative and improving selectivity; topicality and timeliness of information materials.</p> <p>* Gradually eliminate distribution of materials in Spanish; save HQs funds used to produce Spanish-language editions aimed at Brazil.</p> <p>- advocacy for PHC</p> <p>- general advocacy and fundraising.</p>		<p>(02)</p> <p>7,400</p> <p>* FOUR</p> <p>01234</p> <p>L-4</p>	<p>(85)</p> <p>4,300</p> <p><u>Equipment</u></p> <p>mostly p. back AV hardware, some limited AV production capability; (first-external technical resources for major print/AV production needs).</p>

ORIGIN	PROJECT	PURPOSE/AUDIENCE	BUDGET	- STAFF	RESOURC
BRASILIA	<p>* AV Production</p> <ul style="list-style-type: none"> <li>- Identification of local expertise input for communication and media</li> <li>- Preparation of media materials</li> <li>- Preparation of training materials</li> <li>- Breastfeeding.</li> </ul> <p>* Preparation of AV's</p> <ul style="list-style-type: none"> <li>- Rural Development, Urban, Disabled Child, UNICEF in Brasil</li> </ul> <p>* Promotional Inputs</p> <ul style="list-style-type: none"> <li>- G.C.O.</li> </ul>	<p>* Spread the expertise of Brasil office in breastfeeding.</p>	<p>To be estimated for each activity before Budget submission Aug. 1982</p>		<p>Admin. B BAL Fun. US\$ 8,000 addition HQs func for cati Portugue language material US\$ 1,000 from TAR for writ AV scrip</p>
Theme:-					
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ORIGIN	PROJECT	PURPOSE/AUDIENCE	BUDGET	STAFF	EQUIPM
GUATEMALA	<p>* <u>Themes</u></p> <p>General Advocacy Six subtitles for distribution. Workshops and films.</p> <p>Primary health care Seven activities, posters, radio and TV spots, Manuals Environmental Sanitation.</p> <p>Nutrition Manuals and Radio Spots</p> <p>Child Development and Early Stimulation Reprinting of PROCEP Booklets, leaflets and curriculum guide including day-care.</p> <p>Community Participation Manuals and Workshops for Community Leaders and field workers. (See 1984/85)</p> <p>Handicapped Child Manuals for Specific Professional Groups. (See 1984/85)</p>		<p>\$12,900</p> <p>\$11,800</p> <p>\$ 7,000</p> <p>\$ 5,000</p>		
		GRAND TOTAL	\$36,700		

ORIGIN	PROJECT	PURPOSE/AUDIENCE	BUDGET	STAFF	EQUIPME
GUATEMALA	<p>*Themes</p> <p>General Advocacy Six subtitles for distribution. Workshops and films</p> <p>Primary health care Seven activities, posters, radio and TV spots, Manuals Environmental Sanitation.</p> <p>Nutrition Manuals and Radio Spots</p> <p>Child Development and Early Stimulation Reprinting of PROCEP Booklets, leaflets and curriculum guide including day-care.</p> <p>Community Participation Manuals and Workshops for Community Leaders and field workers.</p> <p>Handicapped Child Manuals for Specific Professional Groups.</p>	<p>1984 \$22,500 1985 \$ 7,500</p> <p>1984 \$20,000 1985 \$ 8,000</p> <p>1984 \$ 3,000 1985 \$ 3,000</p> <p>1984 \$17,500 1985 \$ 8,500</p> <p>1984 \$ 7,500 1985 \$ 4,500</p> <p>1984 \$10,000 1985 \$ 4,000</p> <p>TOTAL: \$116,000</p>			

ORIGIN	PROJECT	PURPOSE/AUDIENCE	BUDGET - STAFF RESOURCES
KINGSTON	<p>* Mass Media awareness/education campaigns. Production of posters/other audio-visual aids</p> <p>* Production/distribution of feature material on:-</p> <ul style="list-style-type: none"> <li>- PHC</li> <li>- Women and development</li> <li>- Early childhood education (non-formal)</li> <li>- Infant/young child feeding</li> </ul> <p>Series of round-table discussions with media and opinion leaders on above themes. Collaboration with government communication agencies both for PSC and advocacy.</p>	<p>* Programme support to extend immunization coverage in Jamaica among children 0-6 and girls aged 11.</p>	<p>\$3,500 (02) \$3,200 (85)</p> <p>Total 40/41 \$13,400 (1982)</p> <p>Kingston (20423) NO-B</p> <p>BALS (for PSC) \$6,000 Jamaica</p> <p>Haiti (20422) GS-5</p> <p>\$10,000 Dominican Republic (Haiti to be defined) -</p>
Theme:-	<p>* Production of health education materials (Jamaica)</p> <p>Parent education materials (Dominican Republic - pre-school)</p> <p>Nutrition/health education, parent education, promotion of breastfeeding (Haiti).</p>	<p>* Advocacy. * To promote awareness on themes stated.</p>	<p>\$13,400 (1983)</p> <p>\$ 8,000 (Additional staff - USAID)</p>
Theme:-	<p>* Major effort to document programme experiences through project write-ups.</p>	<p>* Support training efforts of programmes.</p> <p>* Contribution for knowledge networks; fund-raising.</p>	
	<p>*NB - STAFF</p> <p>Kingston - Asst PSC Officer (N.O.)</p> <p>Information Assistant (GS)</p> <p>Intern (proposed)</p>		
	<p>Haiti</p> <p>National Officer for country programme</p>		

LATIN AMERICA AND CARIBBEAN 1984/85

ORIGIN	PROJECT	PURPOSE/AUDIENCE	BUDGET - STAFF	RESOURCE
KINGSTON	<p>* Jamaica - Slide set on each subject mentioned; material for distribution to press and radio; Seminars for Health Workers and community leaders.</p> <p>- PHC-Immunization. Gastro-enteritis, Health and Sanitation.</p>	<p>* Advocacy and programme support</p> <p>1984: \$ 5,000 1985: \$ 7,000</p>	<p>UNICEF CODES 40/ 41</p>	<p>BALS: CODES 40/41 COI 02 - GOVERNMENT</p>
Theme :-	<p>* Jamaica - Symposia organized jointly with Trade Unions, Women's groups etc. supported by brochure and radio discussions on the subject.</p> <p>- Child Abuse and Neglect (including teen age pregnancy).</p>	<p>1984: \$ 2,000 1985: \$ 3,000</p>	<p>CODES 40/ 41</p>	<p>CODES 40/</p>
Theme :-	<p>* Feature material for press/radio programmes; inter-personal through existing organized groups in Jamaica-Haiti-Dom. Republic-Dominica-St. Vincent Symposia with Health Workers.</p> <p>- Infant and Young Child Feeding.</p>	<p>1984: \$10,000 1985: \$12,000</p> <p>TOTAL \$39,000</p> <p>1984: \$18,000 1985: \$21,000</p>	<p>Code 14/ 41</p>	<p>BALS CODES 40/41</p>

ORIGIN	PROJECT	PURPOSE/AUDIENCE	BUDGET	STAFF	RESOURCE
LIMA	<p>* Production of print and audio-visual materials (including video)</p> <p>- Health, education, agriculture, appropriate technology, community participation.</p> <p>* Press conferences, features on projects.</p> <p>* Regular information support for:-</p> <ul style="list-style-type: none"> <li>- UCD</li> <li>- Children's month in Peru</li> <li>- Anniversary of Universal Declaration</li> <li>- GCO sales campaign</li> </ul> <p>* Implementation of distribution/redistribution system (Santiago model)</p> <p>* Implementation of system for sale of locally-produced publications</p> <p>(NB - Re Budget - basically codes 40/41 for 1982/83; effort to obtain programme funds for some activities; 83 revision contemplates requests for regional/HQs funds.)</p> <p>** RE STAFF - Information Officer (N.O.) PSC Officer (N.O. - vacant) Information Asst (SSA-AV production-programme funds).</p>	<p>* Divulge UNICEF's programme co-operation in Peru, Bolivia and Paraguay through media/other pertinent targets.</p> <p>* Divulge on continuing basis the aims of UNICEF programme co-operation to governments in area; support implementation of the new country programme in Peru.</p> <p>* General advocacy through media/organised groups.</p> <p>* Refining distribution of centrally/locally produced publications.</p> <p>* Fund raising.</p>	<p>(01573) NO-B \$3,200 (02)</p>		<p>\$7,800 (1)</p> <p>Equipment The Lima office ha a complet VTR syste for produ tion + ed ing (NTSC</p>

\*CODES 40/  
41

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RE STAFF - Information Officer (N.O.)  
PSC Officer (N.O. - vacant)  
Information Asst (SSA-AV production-programme funds).



ORIGIN	PROJECT	PURPOSE/AUDIENCE	BUDGET -- STAFF	RESOURCE:
LIMA	<ul style="list-style-type: none"> <li>* Training materials on non-formal initial education, and primary health care.</li> </ul>		To be estimated for each activity before Budget submission Aug. 1982.	Admin. Funds BAL Funds TARO Funds HQs Funds GOVT Fund:
Theme:--	<ul style="list-style-type: none"> <li>- Childhood, non-formal education.</li> </ul>			
Theme:--	<ul style="list-style-type: none"> <li>* Training materials for Community workers manuals. AV materials, mural newspaper, etc.</li> <li>- Urban Project - Lima.</li> </ul>			
Theme:--	<ul style="list-style-type: none"> <li>* Co-operation with Chucuito Training Centre with Andean Region Scope (Bolivia and Peru)..Radio Forums.</li> <li>- Rural Project Puno.</li> </ul>		Heavy Government inputs.	
Theme:--	<ul style="list-style-type: none"> <li>* Advocacy and Training materials.</li> <li>- Appropriate technology.</li> </ul>			
Theme:--	<ul style="list-style-type: none"> <li>* Books and other publications</li> <li>- Various themes pertinent to programmes.</li> </ul>			

ORIGIN	PROJECT	PURPOSE/AUDIENCE	BUDGET	STAFF RESOURCES
MEXICO	<ul style="list-style-type: none"> <li>* Editing and production of master copy of film "Los Olvidados"</li> <li>* Acquisition/Adaptation of information materials</li> <li>* Audio-visual production</li> <li>* Audio-visual production</li> <li>* Adaptation of materials on Regional Programme of Early Stimulation for:-               <ul style="list-style-type: none"> <li>- Radio Novels</li> <li>- Child Programmes</li> </ul> </li> <li>- Radio and TV micro-programmes</li> <li>- TV spots, round-tables, telefona</li> <li>- Photo-novels, materials for supplements, posters</li> </ul>	<ul style="list-style-type: none"> <li>* Support and advocacy for Urban Programme</li> <li>* Advocacy for:-               <ul style="list-style-type: none"> <li>- nutrition (including breastfeeding)</li> <li>- health</li> <li>- basic services</li> <li>- appropriate technology</li> </ul> </li> <li>* Training in micro-diagnosis methodology (programme support)</li> <li>* Information on household chores of Chiapas women (programme support)</li> </ul>	<ul style="list-style-type: none"> <li>\$ 2,200</li> <li>\$ 2,000 Codes 40/41</li> <li>\$ 1,500</li> <li>\$ 1,500</li> <li>\$ 2,200</li> <li>\$ 1,500</li> <li>\$ 1,500</li> <li>\$ 3,000</li> <li>\$ 1.850</li> </ul>	<ul style="list-style-type: none"> <li>\$200 from codes 40, and \$2,000 from Hab: - Mexico.</li> <li>(85) 5,500</li> <li>57,800 (02)</li> <li>\$750 from codes 40/ and \$750 from BAL. (From BAL</li> <li>Codes 40/4 from Radi Educacion</li> <li>from Televisa</li> <li>" " "</li> <li>JPO (P-1) Codes 40/4 (02254)</li> </ul>
	<ul style="list-style-type: none"> <li>** NB (STAFF - one Information Officer. (JPO) one Secretary.</li> </ul>			

LATIN AMERICA AND CA BBEAN 1984/85

ORIGIN	PROJECT	PURPOSE/AUDIENCE	BUDGET	-STAFF	RESOURCES
<u>MEXICO</u>	(NB) (WORKPLAN UNDER PREPARATION)				

ORIGIN	PROJECT	PURPOSE/AUDIENCE	BUDGET	STAFF	RESOURCES
SANTIAGO	<ul style="list-style-type: none"> <li>* Production/Co-production of information materials for Chile, Argentina and Uruguay.</li> <li>* Distribution of core publications from HQs and of publications produced by the Santiago office.</li> <li>* Quantitative evaluation of media use of UNICEF information material.</li> <li>* Information support to GCO sales campaign in Chile, Argentina and Uruguay.</li> <li>* Support to breastfeeding programme in Chile</li> <li>* Production of books</li> </ul>	<ul style="list-style-type: none"> <li>* General advocacy through media, and in co-ordination with UNICAs and UNDP.</li> <li>* General advocacy and programme support, and as corollary maintain active UNICAs participation of Chile's redistributors network.</li> <li>* Assess direct repercussion of placement efforts.</li> <li>* Improve sales income in Chile and Argentina and strengthen advocacy role of voluntary consignees in Chile, Argentina and Uruguay.</li> <li>* Provide technical assistance to government counterpart in designing, producing and diffusing messages through mass media campaign.</li> <li>* General advocacy and support for some country and regional projects.</li> </ul>	<p style="text-align: right;">\$27,000 **</p>	<p>(02) 7,000</p>	<p>(85) 8,800</p>

\*\* (NB - Budget for book production in 1982: \$27,000 already committed for seven titles with total print run of 10,000 copies).

ORIGIN	PROJECT	PURPOSE/AUDIENCE	BUDGET	STAFF	RESOURCE
<p>SANTIAGO</p> <p>Theme:</p>	<ul style="list-style-type: none"> <li>* CHILE - Mass media promotion of breastfeeding and MCH.</li> <li>* Breastfeeding.</li> <li>* CHILE - NGO involvement in redistribution network; linkage with UN agencies; Communications Workshop for NGO.</li> <li>* Support campaigns: GCO and UNICEF - Government areas of mutual interest, in Chile, Argentina and Uruguay.</li> </ul>		<p>To be estimated for each activity before Budget submission Aug. 1982</p>		<p>Admin. Funds BAL Funds TARO Fund HQ Funds</p>

GUATEMALA - 1984/85

ORIGIN	PROJECT	PURPOSE/AUDIENCE	BUDGET	STAFF	EQU
<u>GUATEMALA</u>	<p><u>*Themes</u>            General Advocacy            Six subtitles for distribution.            Workshops and films            Primary health care            Seven activities, posters, radio            and TV spots, Manuals Environmental            Sanitation.            Nutrition            Manuals and Radio Spots            Child Development and Early            Stimulation            Reprinting of PROCEP Booklets,            leaflets and curriculum guide            including day-care.            Community Participation            Manuals and Workshops for            Community Leaders and field workers.            Handicapped Child Manuals for            Specific Professional Groups.</p>	<p>1984 \$22,500            1985 \$ 7,500            1984 \$20,000            1985 \$ 8,000            1984 \$ 3,000            1985 \$ 3,000            1984 \$17,500            1985 \$ 8,500            1984 \$ 7,500            1985 \$ 4,500            1984 \$10,000            1985 \$ 4,000            TOTAL: \$116,000</p>			

GUATEMALA - 1982/83

ORIGIN	PROJECT	PURPOSE/AUDIENCE	BUDGET	STAFF	EC
<p><u>GUATEMALA</u></p> <p>* <u>Themes</u></p> <p>General Advocacy Six subtitles for distribution. Workshops and films.</p> <p>Primary health care Seven activities, posters, radio and TV spots, Manuals Environmental Sanitation.</p> <p>Nutrition Manuals and Radio Spots</p> <p>Child Development and Early Stimulation Reprinting of PROCEP Booklets, leaflets and curriculum guide including day-care.</p> <p>Community Participation Manuals and Workshops for Community Leaders and field workers. (See 1984/85)</p> <p>Handicapped Child Manuals for Specific Professional Groups. (See 1984/85)</p>		<p>\$12,900</p> <p>\$11,800</p> <p>\$ 7,000</p> <p>\$ 5,000</p> <p><b>GRAND TOTAL \$36,700</b></p>			



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4/4/1984

Date Registered

8/10/2007 at 1:52 PM

Date Closed / To Date

Primary Contact

Home Location **CF-RAF-USAA-DB01-2007-09559 (In Container)**

F12: Status Certain? **No**

Item Fd01: In, Out, Internal Rec or Rec Copy

Contained Records

Owner Location **Programme Division, UNICEF NYHQ (3003)**

Current Location/Assignee **Upasana Young since 9/15/2007 at 6:44 PM**

Record Type **A01 PD-GEN ITEM**

F13: Record Copy? **No**

Notes

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Fd3: Doc Type - Format

Da1: Date First Published

Priority

**High**

Document Details **Record has no document attached.**

**15 pp. Tables giving details on expenditure in dollars, by funding source, with descriptions of uprpose/audience and project. Covering activities managed from Bogota, Brasilia, Kingston, Lima, Santiago, and in Mexico and Guatemala**

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SAROJA DOUGLAS

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Saroja Douglas

Number of images without cover

15