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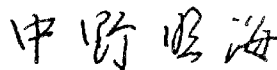
**The Joint Evaluation Report on
the Technical Cooperation for the Phase Two of
the Project for Promotion of Population Education
Prepared by the Japanese Evaluation Team and
the Authorities Concerned of the Government of
the Republic of Turkey**

The Japanese Evaluation Team (hereinafter referred to as "the Team"), organized by the Japan International Cooperation Agency (hereinafter referred to as "JICA"), headed by Dr. Terumi NAKANO, Professor, International Christian University, visited the Republic of Turkey from July 12 to July 24, 1998, in order to evaluate the implementation and achievements of the phase two of the Project for Promotion of Population Education (hereinafter referred to as "the Project") on the basis of the revised Record of Discussions signed on September 23, 1993.

During its stay in the Republic of Turkey, the Team held a series of observation and discussion, and exchanged views with the authorities concerned of the government of the Republic of Turkey.

As a result of its activities, both parties agreed upon the matters referred to in the document attached hereto.

Ankara, July 21, 1998



Dr. Terumi NAKANO
Leader
Evaluation Team
Japan International
Cooperation Agency
Japan



Dr. Mehmet Rifat KÖSE
General Director
Directorate of Mother and Child
Health and Family Planning,
Ministry of Health
The Republic of Turkey

1 Objectives of the Evaluation

The objectives to evaluate the Project, conducted four months prior to the end of the project period, are as follows;

- (1) to evaluate the project activities from the viewpoints of coordination, research, production, utilization, and training; and
- (2) to review the progress of the Project to draw lessons and develop recommendations for future planning and implementation of similar projects in other areas of Turkey as well as in other countries.

2 Methods of the Evaluation

- 1) Observation and discussion at the communication centers

The Team visited the three communication centers in Ankara, Bursa, and Sivas and gained first-hand information. Discussion with Center staff (see Annex I for the list of persons met) was also held to obtain in-depth views of the activities.

- 2) Collection and analysis of information/data

The following information and data were gathered in order to quantitatively and qualitatively review the past performance of the Project.

- (1) Preliminary survey

i) Interview

Interviews were carried out with responsible persons of the General Directorate of Mother and Child Health and Family Planning (hereinafter referred to as "the General Directorate"), Ministry of Health (hereinafter referred to as "the Ministry"), Health Directorates, other international agencies including UNFPA, GTZ, Johns Hopkins University Population Program, Hacettepe University and communication center staff to investigate their views on the project activities. In addition, interview was done with health personnel in the field about their I.E.C. activities in relation to the project.

ii) Questionnaire

The questionnaire was sent to and filled by the General Directorate to obtain their opinions about the progress of the Project. The separate questionnaire was also used for the communication center staff in order to obtain their views and opinions.

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iii) Observation

Three Centers and selected health facilities in the pilot areas were observed to have insights into day-to-day activities.

(2) Existing documents

- i) The record of discussion (R/D), September 23, 1993
- ii) Tentative schedule of implementation attached to the above R/D
- iii) Minutes of discussion December 14, 1994
- iv) Minutes of discussion December 19, 1995
- v) The project reports and other related research documents (see Annex V for the list of research)

3) Discussion

The draft evaluation report prepared by the Team was discussed with General Director of the General Directorate, Deputy General Director responsible for the Project and Department Head of Educational Materials Production for two days and finalized. The project staff also participated in the discussion as resource person.

3 List of the Evaluation Team

1) Turkish side

- (1) Dr. Mehmet Rifat KÖSE General Director, General Directorate of
Mother and Child Health and Family
Planning, Ministry of Health
- (2) Ecz. Münip ÜSTÜNDAĞ Deputy General Director, General
Directorate of Mother and Child Health and
Family Planning, Ministry of Health
- (3) Mr.H.İbrahim SOMY ÜREK Head of Educational Materials
Production Department, General
Directorate of Mother and Child Health and
Family Planning, Ministry of Health

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2) Master plan of the Project

According to the R/D signed on September 23, 1993, the Minutes signed on December 14, 1994 and December 19, 1995, the overall goal, project purpose, output, and activities of the Project are defined as follows:

(1) Overall goal

The population growth rate of the Republic of Turkey declines.

(2) Project purpose

The I.E.C. component is reinforced in the mother and child health and family planning (MCH/FP) program.

(3) Outputs

- i) Function of the Ankara Communication Center is strengthened.
- ii) Appropriate I.E.C. activities are strengthened in two pilot areas (Bursa and Sivas).
- iii) Competence of health personnel in I.E.C. activities is upgraded in the pilot areas.
- iv) Collaboration with relevant institutions and personnel is explored to expand network for promotion of I.E.C. activities.

(4) Activities

- i-1) Reexamination of the roles and functions of Ankara Communication Center in terms of networking of two other pilot Centers in Bursa and Sivas in order to promote such I.E.C. activities as production of the materials, training, etc.
- i-2) Formation of detail plan of activities of the Ankara Communication Center to support the activities of the pilot Centers.
- ii-1) Execution of need assessment surveys on MCH/FP education.
- ii-2) Application of the survey results to formulate I.E.C. strategies.
- ii-3) Utilization of the survey results for production of I.E.C. materials.
- ii-4) Collection of data for evaluation of the project.
- ii-5) Provision of training and teaching materials for I.E.C. to MCH/FP centers, health centers, health houses, and the FP clinics.
- ii-6) Provision of equipment and materials for I.E.C. activities to the concerned institutions.
- iii-1) Provision of in-service training and workshop on I.E.C. methods and materials for the health personnel.
- iii-2) Provision of the teaching materials for the health personnel to carry

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2) Japanese side

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| (1) Dr. Terumi NAKANO | Professor, International Christian University |
| (2) Mr. Makoto MIYACHI | Director, Language Software Production
Department, NHK Educational Co. Ltd. |
| (3) Mr. Fumihiko SHINOHARA | Associate Professor, Tokyo Gakugei
University |
| (4) Ms. Akiko MATSUYAMA | Project Advisor, Global Link
Management, Inc. |
| (5) Ms. Haruko ISHII | Staff, Second Medical Cooperation
Division,
Medical Cooperation Department, JICA |

4 Profile of the Project

1) Background of the Project

The phase one of the Project for Promotion of Population Education by the General Directorate of the Ministry, Turkey started on November 8, 1988, in collaboration with JICA. The objectives of the project were; 1) to establish the Ankara Communication Center under the General Directorate, the Ministry, to promote I.E.C. activities and, 2) to establish regional communication centers in the pilot areas.

Some of the objectives were well achieved including construction of the Ankara Communication Center. The center gradually developed its capacity of production of I.E.C. materials. However, the establishment of the regional communication centers was not realized on time for various reasons.

On September 23, 1993, the General Directorate and JICA agreed to implement the phase two of the project, and both parties signed the Record of Discussion (R/D).

In accordance with the R/D, the Project started regional communication centers in the pilot areas, one in Bursa (Western region) and the other in Sivas (Eastern region) in order to promote further I.E.C. activities. The Ankara Communication Center has expanded its own production activities. It now coordinates the three centers and provides technical assistance to the pilot areas.

The evaluation team was dispatched to Turkey from July 12 to 24, 1998 and conducted evaluation, jointly with the concerned people of Turkish side, on the Project which will end in November 7, 1998.

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out I.E.C. activities.

- iv-1) Collaboration with other organizations such as UNFPA, UNICEF, and other international organizations.
- iv-2) Collaboration with Turkish Radio Television (TRT).
- iv-3) Cooperative activities with WHO's programs and creation of inventory of audiovisual materials and equipment for I.E.C..
- iv-4) Provision of the training courses on I.E.C. for vocational health high school teachers.
- iv-5) Provision of the student training on I.E.C. at the centers.

(5) Inputs

i) Turkish side

Turkish government provides land, constructs buildings/facilities of the communication centers in the pilot areas. It is also responsible for the running cost including salary for the Center staff.

ii) Japanese side

JICA is responsible for the dispatch of Japanese experts, training for the Turkish counterparts in Japan, and provision of equipment and materials required for the Project.

5 Inputs to the Project

(1) Turkish side

The three-storied new building was constructed as Bursa Communication Center. In Sivas, one floor of the newly constructed four-storied building was assigned to the Sivas Communication Center, one to a health center and two floors to the training center of the Sivas Health Directorate.

29 staff to the Bursa Communication Center and 10 staff for the Sivas Communication Center have been assigned.

The operational cost including water, electricity, telephone, heating system are all provided to the three centers by the Ministry.

(2) Japanese side

Throughout the Project, 11 long-term experts and 28 short-term experts in the various areas of I.E.C. activities were dispatched and technology was transferred in respective areas (see Annex II).

Throughout the Project, 17 counterparts were trained through the Counterpart Training Program in Japan (see Annex III).

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Throughout the project, equipment and materials in the amount of approximately 218,162,000 Japanese yen was provided to support the I.E.C. activities (see Annex IV).

6 Results of the Evaluation

1) Overall discussion

The evaluation was conducted, jointly with Turkish responsible personnel of the General Directorate, by the JICA evaluation team. Various data and information were collected, analyzed and integrated. Then, these were judged in terms of criteria drawn from the Project purpose.

The Project applied the integrated, or systems approach; integration of various components to best achieve the objectives. The components of the system identified were 1) Coordination, 2) Research, 3) Production, 4) Utilization, and 5) Training for I.E.C. activities.

With the overall goal of the Project as reduction of the nation's population growth rate, the phase one of the Project started in 1988, and the phase two of the Project began in 1993. The population growth rate of Turkey has been drastically reduced during this period; from 2.5% in late 1980's to 1.4% in 1997 (National Census, 1997). With the effects of activities carried out in the field of I.E.C., there has been progress in the health indicators. Infant mortality rate which was 75 (per 1,000 births) in 1993 was reduced to 40 in 1997 (ibid). Maternal mortality rate which was 100 (per 100,000 births) in 1993 was reduced to 58 in 1997 (ibid). It could be concluded, therefore, that the Project (both phase one and two) could partly contribute to such reduction of health indicators. However, it is nearly impossible to prove the cause-effect relationship; that is, the effect of I.E.C. activities of the Project on the reduction of the population growth rate. Many other factors may have contributed to the improvement of health status of mothers and children of this country.

As far as the Project activities are concerned, it is well appreciated that all the components of I.E.C. have achieved their objectives including development of the facilities and provision of equipment. Taking a case of Bursa Communication Center as an example, the Center has been established from nearly scratch and now has become a highly modernized center. Similar examples are also found in the cases of Ankara Communication Center and Sivas Communication Center. These are symbolic and observable artifact that demonstrate the success of the Project.

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2) Specific discussion

The project design matrix (PDM) has been developed, based on information/data collected by the evaluation team, to examine important aspects of the project. PDM includes five critical elements of evaluation, namely effectiveness, efficiency, impact, relevance and sustainability. The information, then, was reorganized into the above mentioned components of system to summarize results of evaluation; coordination, research, production, utilization, and training.

(1) Coordination

The major objective of the phase two of the project was to reorient and strengthen the function of the Ankara Communication Center to appropriately support two other centers in Bursa and Sivas. It is, therefore, crucial to measure how far activities of three centers were coordinated primarily by Ankara Communication Center.

In summary, the efforts were made to promote coordination of three centers, throughout the period. Monthly meetings of representatives from the three centers are held to discuss progress of planned activities based on the discussion of annual meeting between the communication centers and the General Directorate.

Technical support from the Ankara Communication Center to the pilot area centers is a good example of mutual cooperation. The staff of the Ankara Communication Center went to Bursa and Sivas according to the long-term plan of activities to train the pilot center staff for last two years.

Experiences of planning and implementation of "Anemia campaign" in both Bursa and Sivas, in collaboration with the Ankara Communication Center and the General Directorate and provincial health directorates, seem to be great impetus for promotion of future coordination among three centers.

(2) Research

Numbers of small-scale need assessment survey of the midwives and people's attitudes towards family planning were carried out. The survey results, however, were not well incorporated into the overall I.E.C. activities at the very beginning of the Project. The institutional capacity of the centers was not well developed yet in those days. The integrated and systematic I.E.C. approach, linking research and production, has gradually become a part of the Project activities with support of Japanese experts.

Pre / post survey was a part of the "Anemia campaign" activities. Experiences gained through the campaigns will be attributable for higher awareness and morale of staff about research activities. Routine I.E.C.

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activities, however, require different approach from the campaign and they need to develop their own research strategies. (see Annex V)

(3) Production

i) Video programs

In total, 143 video programs have been produced by the Ankara, Bursa and Sivas Communication Centers since the beginning of the second phase of the Project. In comparison to 24 video programs produced during the first phase, this has been a remarkable increase in production. These programs also demonstrate the production capacity which has achieved a high level of quality. The programs include spots, drama, documentaries, animation and studio programs. Winning of Silver award in 1993 and Gold award in 1997 of the world-wide Sony Video Contest proves their high quality. Training of video production appears to be particularly effective. The rapid increase of the studio programs, in number, is a feature of this phase and these programs include panel discussions and instructional programs.

To be mentioned particularly for the second phase, the General Directorate has strengthened collaborative relationship with GAP TV station of TRT and has given support in production of TV and radio programs. Out of total 85 TV and radio programs produced, 23 in 1997 and the rest in previous years were provided by the Project to the GAP TV station. In Bursa and Sivas as well, the communication centers have established a collaborative link with local broadcasting TV stations and currently supply video programs to them. Furthermore, the newly-started weekly video program show, projected on a large screen in the center of the city by the Sivas Communication Center, has become a very popular event amongst people in Sivas.

Despite some financial limitations, the music clips developed for the one-month 'Anemia Campaign', conducted in 1997 and 1998, have shown a great success in visual image and sounds technique. They have a touch of entertainment which overcomes the weakness of the conventional campaigns of this type, boredom. This demonstrates efforts and creativeness of the center staff. In addition, the staff themselves composed the campaign songs. By employing these strategies, it appears to have reduced the total cost of the campaign in great deal.

During the second phase, it also explored a new direction by producing an instructional program such as 'the insertion of IUDs' targeted for hospital staff. Such academic and documentary techniques can be utilized in various areas for the general audience in the future.

As Bursa and Sivas Communication Centers are relatively new, technical competence of their staff may not be yet sufficient. They will, however, develop technical competence to produce audio-visual materials with the

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support of the Ankara Communication Center. (see Annex VI-1)

ii) Audio materials

In regards to audio materials, Bursa Communication Center has produced twelve high-quality materials. In Sivas, they also commenced to produce audio materials such as radio spots and DJ programs. Bursa and Sivas provide the local radio stations with the audio materials and broadcasting materials. For the 35 seconds radio spots produced for the anemia campaign in Bursa has employed direction techniques depicting a letter sent from a wife to her husband who is away from home for military service. This was made into series of three different times during her pregnancy and talks about the issue of anemia. These spots successfully touch human emotions and are very moving.

One minute's spot for 'AIDS campaign' has been directed effectively with short street interviews and controlled narration and a good selection of music. All indicate the creative ability of the staff involved in many instances, showing a great potential for the future development. (see Annex VI-2)

iii) Printed materials

The Project has been promoting the use of computers and its related technologies to develop several kinds of materials which could be used in activities such as training, announcement and advertisement in terms of I.E.C. activities. These include booklets, brochures, flip-charts, handouts, newsletters, posters and transparency (TP) sets. Almost all the printed materials have been developed with one of the emerging technologies called desk top publishing (DTP). From the beginning of the Project, the development of DTP technologies in Turkey as well as in the world was recognized as one of the key issues in I.E.C. activities. The total budget concerning DTP and related areas during the Project has increased up to about 260,000 US dollars. However, appropriate technologies such as TPs and slides have been also emphasized during the course of the Project.

Throughout the term of the Project 103 kinds of materials have been developed by three Centers. With regards to the categories of printed materials developed in three centers, 35% of those are brochures, and posters and newsletters are 15% respectively.

The target audience of the printed materials includes general public (29%), related institutions (28%), women(10%), married men and women, mass media and health personnel. The number of prints ranges from 5 to 20,000 copies. (See Annex VI-3)

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iv) Slides

As far as the production of slides is concerned, 22 sets of slides have been developed for in-house training use only; 10 of these have been developed by Ankara Communication Center, 9 by Bursa Communication Center and 3 by Sivas Communication Center. (see Annex VI-4)

Basic skill and knowledge on the production of printed materials, research methods and utilization of materials have been effectively transferred especially in Bursa Communication Center. In Sivas Communication Center the development of printed materials with the use of computers and its related technologies will be further promoted in collaboration with other centers and its related authorities. In addition, the Ankara Communication Center has created a basic database management system to promote further collaborative activities and management of facilities. This system will be expanded to play the key role within the Internet.

It should be noted that the DTP and its related technologies transferred to the staff of Bursa Communication Center appear to have positive effects on private sectors in terms of sensitization on new technology.

(4) Utilization of the produced materials

As described in the previous section, (3) Production, the three communication centers have produced great number of audio-visual materials such as video/TV programs, radio programs, slides and transparencies, and printed materials. These materials are distributed to various users through different channels depending on clients. In any case, it is necessary to have an approval from the General Directorate of the Ministry.

In summary, audio-visual programs are sent to nation-wide and local broadcasting stations and health facilities, while printed materials are also distributed to health facilities up to the peripheral level. Observations made at these facilities indicate that the distribution has been reasonable.

As to the utilization, however, there is no systematic method in place to determine the extent of their utilization, unless otherwise occasional surveys are conducted. Past surveys, between 1994 and 1996, indicated that some video programs were broadcast through at least 82 local TV stations, 33% of selected health facilities in Bursa used video programs for health education, and 84% of health facilities, which had video/VCR equipment, used health education video programs in Bursa. The latter survey also indicated the need of motivating health personnel to utilize materials and equipment. (see Annex V for the list of Research)

Since 1997 no survey has been conducted except during the anemia campaigns in Bursa and Sivas. Besides the information regarding a high utilization level of I.E.C. materials during the campaigns, which were intensive activities, we have

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little information on the current utilization of I.E.C. materials on day to day basis. The attributing factors for this situation may include;

- In principal, the communication centers are not directly involved with distribution due to their organizational set-up. Having no part in distribution makes it difficult to monitor the delivery and utilization of the materials.
- As mentioned before, in absence of system to routinely monitor the level of utilization, it requires to conduct survey on a regular basis, which incurs extra resources.

It is, however, crucial for the communication centers to make more efforts in promoting the utilization of materials produced, as they are wasted unless utilized. It is recommended to further reinforce the training of health workers, who are the main users, in effective communication skill and appropriate use of I.E.C. materials, as the utilization heavily depends on motivation and communication skill of the users.

(5) Training

Observation was made for training with regards to material production and effective utilization of produced materials.

i) Production

Material production is one of the key issues to promote and encourage I.E.C. activities in the communication centers.

Throughout the Project, training courses in DTP, video program and multi-slide program have been organized by Bursa and Sivas Communication Centers. They were carried out by Japanese long-term and short-term experts with assistance from the Ankara Communication Center.

In DTP courses several kinds of prototype of brochures and booklet have been explored to develop. The video programs courses included sound recording, script writing, lighting and editing to up-grade the level of knowledge and skill concerned.

In terms of effectiveness, DTP and related technologies have been already transferred especially into Bursa Communication Center, then staff could organize and run the training courses.

ii) Utilization

With regards to training in effective use of produced I.E.C. materials, the Ankara Communication Center has produced an instruction manual on how to use I.E.C. techniques. It is used for training courses provided at the

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three centers. Training provided, so far, focuses on the use of audio-visual materials. Bursa and Sivas Communication Centers have held training workshops and seminars on the basis of request from the concerned agencies.

Training of health personnel in effective interpersonal communication with use of produced I.E.C. materials such as brochures, posters, and other printed materials has not yet been done.

The centers in both pilot areas, having been better equipped and gained more experiences, are now ready for providing training courses. They will be based on long-term plan in collaboration with other sections of the Ministry and Health Directorates responsible for training. (see Annex VII)

Effective use of produced materials by health personnel with particular emphasis on the peripheral level is a key issue for the promotion of I.E.C. activities. The training program for this purpose should be developed.

7 Recommendation

1) Issues to be considered for future activities

The following issues should be considered for sustainability of I.E.C. activities to promote MCH/FP programs through communication centers and related institutions.

- (1) Linkage among research, production, and training activities should be strengthened. A long-term plan, coordinated with concerned agencies responsible for training of health personnel and research, should be developed in order to carry out effective I.E.C. activities. These agencies include relevant sections for training in the Ministry and Provincial Health Directorates, universities, and others.
- (2) Organizational relationship among the three communication centers and with other sections within the Ministry should be clarified. More explicitly defined organizational structure and roles of three communication centers, based on the common understanding of all the concerned parties, will help smooth flow of managerial decisions and information.
- (3) Financial support for production of I.E.C. materials and maintenance of the existing equipment and facilities of three centers is essential to assure continuation of appropriate I.E.C. activities. The Ministry is recommended to advocate for the budgetary assignment for this purpose.
- (4) Coordination between provinces by responsible agencies is necessary to promote inter-provincial technical cooperation. Procedure of request for the Ministry and Provincial Health Directorates to receive assistance from the communication centers in the production of I.E.C. materials and training should be simplified.

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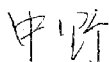
Financial support may also be increased for the trainees attending for the training courses provided by the communication centers.

- (5) Function of the Ankara Communication Center, as a coordinating body of the three centers, should be reinforced in terms of the number of personnel and capacity of facilities to provide the third country training. Increase of staff in the areas of computer technology, research, maintenance of equipment is particularly important.

2) Lessons learned from the project

There are several important lessons drawn from the project for the similar projects in other areas of the country as well as in other countries by JICA.

- (1) The level of infrastructure of the country where the project is implemented is one of the critical factors for the selection of equipment to be provided. Local capacity of maintenance of equipment affects sustainability of project activities.
- (2) The existing JICA database for experts available in Japan in the related fields such as media production, I.E.C. training, curriculum development, research, public health should be improved and activated. It will ensure prompt recruitment and dispatch of appropriate personnel for the purpose of technical transfer.
- (3) Database for project documents and the reports by Japanese experts should be created to avoid inconsistency of information accumulated throughout the project period. The format indicating necessary components to be included in the report should be developed by JICA. This will help newly assigned experts and staff grasp the project status without difficulties and accelerate further activities.
- (4) This project highlights the necessity of a project management tool such as project cycle management (PCM) to create common understanding of the project objectives, strategies, activities. JICA should reinforce the integration of PCM into the project planning process. It will facilitate all concerned parties (JICA project team, project national committee, counterpart agencies) to share common understanding of roles and function of their own.
- (5) The above mentioned project managerial tool should be utilized as a common reference whenever missions from Japan are dispatched to review the project. All modifications made based on the review should be explicitly documented.



Annex I List of Those Persons Whom Evaluation Team Discussed With

(1) Japanese

- 1) Mr. Shigeki Ueno Chief Advisor
- 2) Mr. Ryuhei Mizutani Project Coordinator
- 3) Mr. Makoto Katsuragi Video Production Specialist
- 4) Mr. Takujiro Ito Media Production Specialist
- 5) Mr. Kazuaki Sumida Video Engineering Specialist
- 6) Ms. Shoko Saito I.E.C. Survey Specialist

(2) Turkish

- 1) Mr. Muammer Sarugan Director,
Ankara Communication Center
- 2) Mr. Cumhuri Gülsolmaz Deputy Director,
Ankara Communication Center
- 3) Mr. Turgay Kurt Head of Slide Section,
Ankara Communication Center
- 4) Dr. Murat Ünal Health Director,
Bursa Health Directorate
- 5) Dr. Murat Göncü Director,
Bursa Communication Center
- 6) Dr. Deniz Büyükbozkırlı Deputy Director,
Bursa Communication Center
- 7) Dr. Oğuz Kangal Deputy Health Director,
Sivas Health Directorate
- 8) Dr. Cahit Yağmur Director,
Sivas Communication Center
- 9) Mr. Kerametdin Çelik Deputy Director,
Sivas Communication Center

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Annex II List of Dispatched Japanese Experts

(Long-Term Experts)

Name	Field	Period
1. Mr. Katsumi Otani	Chief Advisor	94.01.11-94.06.30
2. Mr. Shigeki Ueno	Chief Advisor	95.07.17-98.11.03
3. Mr. Shinichi Kadoya	Coordinator	94.01.22-97.01.21
4. Mr. Ryuhei Mizutani	Coordinator	97.01.04-98.11.03
5. Mr. Yoshinori Yamashiro	Video Production	93.11.06-94.05.10
6. Ms. Yoshika Umabe	I.E.C.	94.02.20-96.02.19
7. Mr. Jun Chinen	Media Production	94.07.05-96.07.04
8. Ms. Kahoru Tanno	Health Education	94.09.26-96.09.25
9. Mr. Makoto Katsuragi	Video Production	96.05.30-98.11.03
10. Mr. Takujiro Ito	Media Production	96.08.27-98.11.03
11. Mr. Kazuaki Sumida	Video Engineering	97.06.01-98.11.03

(Short-Term Experts)

Name	Field	Period
1. Ms. Sayoko Kinoshita	Animation	94.01.28-94.03.05
2. Mr. Chizuru Oishi	Project Management	94.04.14-94.04.27
3. Mr. Seiji Utsumi	I.E.C. Survey	94.04.19-94.05.01
4. Mr. Seiji Utsumi	I.E.C. Survey	95.05.15-95.05.21
5. Mr. Fumihiko Shinohara	Data Base	95.08.05-95.09.10
6. Mr. Tatsuya Saeki	D.T.P.	95.08.05-95.09.10
7. Mr. Fumihiko Shinohara	Database	96.08.09-96.09.02
8. Mr. Tatsuya Saeki	D.T.P.	96.08.09-96.09.02
9. Ms. Tomoko Kobayashi	I.E.C.	96.08.09-96.09.02
10. Mr. Masashi Nakamura	Audio Visual Equipment Installation	97.01.18-97.01.26
11. Mr. Gosuke Yoshimura	Video Engineering	97.02.15-97.03.16
12. Mr. Naoaki Nambu	Video Engineering	97.02.15-97.03.16
13. Mr. Yasuhiko Sone	Multi-Audio Equipment Installation	97.03.08-97.03.21
14. Mr. Akihiro Kobayashi	Multi-Audio Equipment Installation	97.03.08-97.03.21
15. Ms. Sayoko Kinoshita	Animation	97.03.10-97.05.10
16. Mr. Terumi Nakano	I.E.C.	97.03.12-97.03.29
17. Mr. Kazutaka Noda	Video Engineering	97.10.23-97.12.21
18. Mr. Takahito Nozawa	Video Engineering	97.10.23-97.12.21
19. Mr. Naoaki Nambu	Video Engineering	97.10.23-97.12.21
20. Mr. Akihiro Kobayashi	Audio Equipment	98.02.04-98.02.18
21. Mr. Yasuhiko Sone	Audio Equipment	98.02.04-98.02.18
22. Mr. Saisuke Ieno	Slide Production	98.02.20-98.03.15
23. Mr. Akio Endo	D.T.P.	98.02.15-98.05.14
24. Mr. Fumihiko Shinohara	Database	98.02.15-98.03.09
25. Mr. Masao Mori	Video Equipment Maintenance	98.03.08-98.04.20
26. Mr. Soichi Sato	Audio Equipment Maintenance	98.03.15-98.04.13
27. Ms. Shoko Saito	I.E.C. Survey	98.06.13-98.09.18
28. Mr. Masao Yoshida	Curriculum Evaluation	98.06.14-98.06.30

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Annex III List of Counterpart Personnel who Visited Japan

Name	Field	Period	Type
1. Mr. Turgay Kurt	A/V Technology and Administration	93.09.09-94.04.08	Individual
2. Dr. Ruhi S Tabak	Production Management	93.11.07-93.12.17	Individual
3. Dr. Fatih Aydın	A/V Technology	94.02.16-94.06.24	Individual
4. Mr. İbrahim Toros	Video Production	94.08.29-95.01.23	Individual
5. Mr. Erol Affin	Project Administration	94.10.25-94.11.23	Group
6. Dr. Mehmet Özben	AV Technology	95.01.11-95.06.05	Individual
7. Mr. Ümit Silacı	Video Production	95.08.23-95.12.20	Individual
8. Dr. Murat Göncü	FP and Computer	95.10.03-95.11.30	Group
9. Ms. Tulay Akgün	A/V Technology	96.01.11-96.05.01	Group
10. Dr. Cahit Yağmur	A/V Technology	96.05.09-96.08.30	Group
11. Dr. Hayati Bafier	FP Administration	96.10.15-96.11.08	Individual
12. Dr. Ergun fiener	FP Administration	96.10.15-96.11.08	Individual
13. Mr. Kerametın Çelik	A/V Technology	97.05.08-97.08.27	Group
14. Ms. Asya Tokmak	A/V Technology	97.07.08-97.09.19	Group
15. Ms. Deniz Büyükbozkırlı	FP and Computer	98.03.03-98.04.29	Individual
16. Ms. Süheyla Duran	A/V Technology	98.05.07-98.08.28	Group
17. Mr. Uğur Bölükbaşı	Slide and Video Production	98.07.15-98.09.16	Individual

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Annex IV List of Main Equipment and Materials Provided by JICA

[J.F.Y. 1994]

Total Amount : approximately 62,518,000 yen

Minibus
Audio Mixer
VTR
Passenger Vehicle
Slide Adapter, etc.

[J.F.Y. 1995]

Total Amount : approximately 57,107,000 yen

Studio Lighting System (Bought the following year)
Studio Light (Bought the following year)
3CCD Video Camera Set
VTR
Video Production Switcher
AV System Cable Set, etc.

[J.F.Y. 1996]

Total Amount : approximately 53,549,000 yen

Mini-Bus
Digital Video Effect
Character Generator
S-VHS Recorder
Video Camera, etc.

[J.F.Y. 1997]

Total Amount : approximately 34,995,000 yen

Large T.V.
S-VHS Recorder
Printer
Flash
HP Color Jet Printer, etc.

[J.F.Y. 1998]

Total Amount : approximately 9,993,000 yen

Windows-Compatible Personal Computer
9-inch Monitor
Digital Reverb
Wide Attachment, etc.

TOTAL: 218,162,000 yen

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Annex V List of Research Conducted

No.	Title	Type	Year	Center	Target
1	Report on the Survey of Video Program Delivery and Feedback	Follow up of the material	1993	ACC	Local TV stations
2	Report on the Evaluation of Professional Knowledge and Approach of Midwives	Need Survey	1996	BCC	Midwives
3	Report on the Follow up Survey of Health Education Video Kits	Follow up of the material	1996	BCC	Health Centers
4	Report on the Follow up Survey on TV/VCR Utilization for Educational Activity	Follow up of the Equipments	1996	BCC	Health Centers
5	Report on the Preliminary KAP Survey of Family Planning	KAP Survey	1996	SCC	General Public
6	Hemoglobin Values and Anemia KAP Survey Among Pregnant Women	KAP Survey	1997	BCC	Pregnant Women of Bursa
7	Local TV Channels Training Video Program Broadcasting Survey Report	Follow up of the material	1997	ACC	Local TV stations
8	Media Impact Survey for '97 Bursa Anemia Campaign	Media Impact Survey	1997	BCC	Gen,Public Preg.Women
9	Report on the Needs Survey of Family Planning Activities of Midwives	Need Survey	1997	SCC	Midwives
10	Hemoglobin Values and Anemia KAP Survey Among Pregnant Women Post-Test Result	KAP Survey	1998	SCC	Pregnant Women of Sivas
11	Hemoglobin Values and Anemia KAP Survey Among Pregnant Women Pre-test Result	KAP Survey	1998	SCC	Pregnant Women of Sivas
12	Media Impact Survey for '98 Sivas Anemia Campaign	Media Impact Survey	1998	SCC	Gen,Public Preg.Women
13	A Comparative Study from Bursa and Sivas Anemia KAP Surveys among Preg.Women attending Health Centers*	KAP Survey	1998	ACC	Pregnant Women of Bursa and Sivas

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Annex VI-1

List of Video Programs Produced

	Title	Dur	Type	Sponsor	Target	date	Center
1	Spots for FP	15"	Animation	JICA	G.Public	1994	ACC
2	First, you should go to health center	30"	Animation	JICA	G.Public	1994	ACC
3	Correct decision	15"	Animation	JICA	G.Public	1994	ACC
4	(S.O.S.1)	30"	Animation	JICA	G.Public	1994	ACC
5	Maglc umbrella	15"	Animation	JICA	G.Public	1994	ACC
6	Much children bed for mother health	15"	Animation	JICA	G.Public	1994	ACC
7	Pill as contraceptive	15"	Animation	JICA	G.Public	1994	ACC
8	The wall (Spot for FP)	50"	Animation	JICA	G.Public	1994	ACC
9	S.O.S. 2	15"	Animation	JICA	G.Public	1994	ACC
10	Four season (Spot for AIDS)	15"	Animation	JICA	G.Public	1994	ACC
11	Ed iodized salt to your food for your health	4' 42"	Documentary	UNICEF	G.Public	1994	ACC
12	Sheering the pain	20'23'	Drama	UNFPA	G.Public	1994	ACC
13	Blood wanted	21'	Drama	UNFPA	G.Public	1994	ACC
14	Having the duty	21'	Drama	UNFPA	G.Public	1994	ACC
15	Invited guest	19'50"	Drama	UNFPA	G.Public	1994	ACC
16	Is your baby diarrhea	1' 53"	Spot	UNICEF	G.Public	1994	ACC
17	Protect your baby from diarrhea	2' 13"	Spot	UNICEF	G.Public	1994	ACC
18	Goiter Spot 1	30"	Spot	UNICEF	G.Public	1994	ACC
19	Goiter Spot 2	15"	Spot	UNICEF	G.Public	1994	ACC
20	Goiter Spot 3	15"	Spot	UNICEF	G.Public	1994	ACC
21	Goiter Spot 4	15"	Spot	UNICEF	G.Public	1994	ACC
22	AIDS	15"	Spot	JICA	G.Public	1994	ACC
23	We are happy	15 "	Animation	JICA	G.Public	1994	BCC

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24	Stop Smoking	15 "	Animation	JICA	G.Public	1994	BCC
25	I am Hungry	15 "	Animation	JICA	Pregnant Women	1994	BCC
26	I love my mother	15 '	Educational	JICA	G.Public	1994	BCC
27	Effective usage of OHP and transparencies	10 '	Educational	JICA	Health Personnel	1994	BCC
28	Effective and correct use of OHP	30 '	Educational	JICA	Health Personnel	1994	BCC
29	Bursa Introduction	11 '	Presentation	JICA	G.Public	1994	BCC
30	Fallow up the children	4'23"	Documentary	JICA	Health Personnel	1995	ACC
31	GAP and health (Part 1)	16'	Documentary	JICA	G.Public	1995	ACC
32	GAP and health (Part 2)	13'	Documentary	JICA	G.Public	1995	ACC
33	GAP and health (Part 3)	12'21"	Documentary	JICA	G.Public	1995	ACC
34	The Twins	9'13"	Drama	JICA	G.Public	1995	ACC
35	Breast milk 1	30"	Spot	JICA	G.Public	1995	ACC
36	Breast milk 2	30"	Spot	JICA	G.Public	1995	ACC
37	Acute respiratory infectious (Home care)	2'	Spot	JICA	G.Public	1995	ACC
38	Polio Vaccine	8 '	Educational	JICA	Families with 0-6 children	1995	BCC
39	Vaccination	4 '	Educational	JICA	Families with 0-6 children	1995	BCC
40	Consultation on FP	30 '	Educational	JICA	G.Public	1995	BCC
41	FP Methods for Men	11 '	Educational	JICA	G.Public	1995	BCC
42	The Blue Spring	37'	Drama	JICA	G.Public	1996	ACC
43	GATHER (2 master English and Turkish)	24"	Semi-drama	JHUniv.	Health Personnel	1996	ACC
44	Female status	30"	Spot	JICA	G.Public	1996	ACC
45	AIDS Spot 1	15"	Spot	JICA	G.Public	1996	ACC
46	AIDS Spot 2	15"	Spot	JICA	G.Public	1996	ACC
47	AIDS Spot 3	15"	Spot	JICA	G.Public	1996	ACC
48	4 Spots for individual hygiene	-	Spot	MCH/FP	G.Public	1996	ACC

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49	Diarrhea	14'	Studio	JICA	G.Public	1996	ACC
50	Care before delivery	24'	Studio	JICA	G.Public	1996	ACC
51	Iodine (Studio)	14'	Studio	JICA	G.Public	1996	ACC
52	Diarrhea	13.52"	Studio	JICA	G.Public	1996	ACC
53	Healthy pregnancy	22'03"	Studio	JICA	G.Public	1996	ACC
54	Follow-up the children	15'	Studio	JICA	G.Public	1996	ACC
55	Polio vaccine	45 "	Spot	JICA	Families with 0-5 children	1996	BCC
56	Polio Vaccine	45 "	Spot	JICA	Families with 0-6 children	1996	BCC
57	Utilization of OHP	2'	Educational	JICA	Health Personnel	1996	SCC
58	Parts of computer	2'	Educational	JICA	Health Personnel	1996	SCC
59	Introduction of Ankara Communication Center	5'	Presentation	JICA	G.Public	1996	SCC
60	Galosh	2'	Presentation	JICA	G.Public	1996	SCC
61	Our stork (Spot for FP)	15"	Animation	JICA	G.Public	1997	ACC
62	10 steps on breast feeding	10'	Documentary	JICA	G.Public	1997	ACC
63	0-12 months baby nutrition	9'	Documentary	JICA	G.Public	1997	ACC
64	IUD Insertion	10'	Documentary	JICA	Health Personnel	1997	ACC
65	1-6 Year children nutrition	10'	Documentary	JICA	G.Public	1997	ACC
66	10 steps on breast feeding	13"	Documentary	JICA	Health Personnel	1997	ACC
67	Presentation of communication centers	16"	Documentary	JICA	G.Public	1997	ACC
68	Presentation of MCH/FP centers	12"	Documentary	JICA	G.Public	1997	ACC
69	Fenilketonüria	13'	Documentary	JICA	Health Personnel	1997	ACC
70	Child health services	6'	Documentary	MCH/FP	G.Public	1997	ACC
71	Diarrhea (Protection)	4'	Documentary	JICA	G.Public	1997	ACC
72	Acute respiratory infectious	6'	Documentary	JICA	G.Public	1997	ACC
73	MCH/FP centers services	5'30"	Documentary	JICA	G.Public	1997	ACC

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74	Anemlia	2"50"	Music clip	JICA	G.Public	1997	ACC
75	Excessive (For FP)	2'	Spot	JICA	G.Public	1997	ACC
76	Anemia	20"	Spot	JICA	G.Public	1997	ACC
77	Fenilketonüria	40"	Spot	JICA	G.Public	1997	ACC
78	Acute respiratory infectious (Studio)	18'	Studio	JICA	G.Public	1997	ACC
79	Fallow up the children (Studio)	15'	Studio	JICA	G.Public	1997	ACC
80	FP methods for mail (Studio)	20'	Studio	JICA	G.Public	1997	ACC
81	Menopause (Studio)	18'	Studio	JICA	G.Public	1997	ACC
82	Breast milk (For world breast feeding day)	5'	Studio	JICA	G.Public	1997	ACC
83	Anemia (Studio)	16'	Studio	JICA	G.Public	1997	ACC
84	The importance of iodine using	15'	Studio	JICA	G.Public	1997	ACC
85	Your Choice	1'	Spot	JICA	G.Public	1997	BCC
86	Condom Use	15"	Spot	JICA	G.Public	1997	BCC
87	Bootee	30"	Spot	JICA	Pregnant women	1997	BCC
88	Stop the Anemia	30"	Spot	JICA	Pregnant women	1997	BCC
89	Family planning methods	10'	Educational	JICA	G.Public	1997	BCC
90	Additional baby food	15'	Educational	JICA	Families with 0-6 children	1997	BCC
91	Opening Ceremony of Bursa Communication Center	20'	Presentation	JICA	G.Public	1997	BCC
92	Dörtçelik Investments	7'	Presentation	JICA	G.Public	1997	BCC
93	Introduction of maternity hospital	12'	Presentation	JICA	G.Public	1997	BCC
94	Either Cigarette or Health	15"	Spot	JICA	G.Public	1997	BCC
95	Condom protects from pregnancy	15"	Spot	JICA	Married couples	1997	BCC
96	Vaccination will Protect Your Baby	15"	Spot	JICA	Babies and children	1997	BCC
97	Eradication with sexually contagious diseases.	15'	Spot	JICA	G.Public	1997	BCC
98	Family Planning	30"	Animation	JICA	G.Public	1997	SCC

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99	Consultancy in FP	15 "	Animation	JICA	G.Public	1997	SCC
100	Treatment of diarrhea	15 "	Animation	JICA	G.Public	1997	SCC
101	Polio Vaccine	15 "	Animation	JICA	G.Public	1997	SCC
102	Family Planning	15 "	Animation	JICA	G.Public	1997	SCC
103	Caterpillar Family	30 "	Animation	JICA	G.Public	1997	SCC
104	Mother's Milk	15 "	Animation	JICA	G.Public	1997	SCC
105	Follow-up of growth and development by family	5 '	Educational	JICA	Families with 0-5 children	1997	SCC
106	Pregnant tetanus	2 '	Educational	JICA	Pregnant Women	1997	SCC
107	O.R.S	3 '	Educational	JICA	Families with 0-5 children	1997	SCC
108	Health with 2 drops of vaccination	1'45 "	Educational	JICA	Families with 0-5 children	1997	SCC
109	Sivas Introduction-1	4 '	Presentation	JICA	G.Public	1997	SCC
110	Sivas Introduction-2	4 '	Presentation	JICA	G.Public	1997	SCC
111	Sivas Communication Center Introduction	60 '	Presentation	JICA	G.Public	1997	SCC
112	Introduction of health center guide	5'12 "	Presentation	JICA	G.Public	1997	SCC
113	Follow-up of growth and development in babies	1 '	Spot	JICA	Families with babies 0-12 m.	1997	SCC
114	IUD	15 "	Spot	JICA	Married couples	1997	SCC
115	Coffee	30 "	Spot	JICA	G.Public	1997	SCC
116	Smoking	30 "	Spot	JICA	G.Public	1997	SCC
117	Step by step on health 2	15'	Documentary	Other G.D.	G.Public	1998	ACC
118	IUD Insertion	15'	Documentary	JICA	Health Personnel	1998	ACC
119	Fenilketonúria training program	11"	Documentary	JICA	Health Personnel	1998	ACC
120	Step by step on health 1	12'	Documentary	Other G.D.	G.Public	1998	ACC
121	"We are a family" (Orphan)	5'	Documentary	Other G.D.	G.Public	1998	ACC
122	FP counseling	13'	Documentary	MCH/FP	G.Public	1998	ACC
123	Mental health of pregnant woman	32'30"	Semi-drama	Other G.D.	G.Public	1998	ACC

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124	1-6 year children nutrition	12'20"	Semi-drama	JICA	Health Personnel	1998	ACC
125	"2 Drops wackiness" Vaccination	30"	Spot	Other G.D.	G.Public	1998	ACC
126	The importance of breast milk	16'20	Studio	JICA	G.Public	1998	ACC
127	Female health and menopause	36'	Studio	JICA	G.Public	1998	ACC
128	Long term FP methods	20'10'	Studio	JICA	G.Public	1998	ACC
129	Care before delivery	13'	Studio	JICA	G.Public	1998	ACC
130	Abortion	14'12"	Studio	JICA	G.Public	1998	ACC
131	Introduction of Bursa Communication Center	3'	Presentation	JICA	Health Personnel	1998	BCC
132	Washing Fruits and Vegetables	30'	Spot	JICA	G.Public	1998	BCC
133	112 Emergency Aid and Rescue Services	11'	Educational	Health Directorate	G.Public	1998	BCC
134	Anemia during pregnancy and nutrition during pregnancy	15'	Educational	JICA	G.Public	1998	BCC
135	Exercise during pregnancy	30'	Studio	JICA	Pregnant Women	1998	BCC
136	Nourishment in pregnancy	15'	Educational	JICA	Pregnant women	1998	SCC
137	Anemia in pregnancy	15'	Educational	JICA	Pregnant women	1998	SCC
138	Food (meal) program	12'	Educational	JICA	G.Public	1998	SCC
139	Campaign clip	3'45"	Music clip	JICA	G.Public	1998	SCC
140	Introduction of Sivas Anemia Campaign	6'	Presentation	JICA	G.Public	1998	SCC
141	Campaign closing program	4'	Presentation	JICA	G.Public	1998	SCC
142	Program Title	20"	Presentation	JICA	G.Public	1998	SCC
143	Friendly hands	30"	Spot	JICA	G.Public	1998	SCC

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Annex VI-2

List of Audio Materials Developed

	Title	Dur	Type	Sponsor	Target	Year	Center
1	Campaign Song	2'15"	Music	JICA	G.Public	1997	BCC
2	Mothers' Health	25"	Radio Spot	JICA	G.Public	1997	BCC
3	I count days 1	35"	Radio Spot	JICA	G.Public	1997	BCC
4	I count days 2	35"	Radio Spot	JICA	G.Public	1997	BCC
5	I count days 3	35"	Radio Spot	JICA	G.Public	1997	BCC
6	Campaign message Script	-	Radio message	JICA	G.Public	1997	BCC
7	Anemia Campaign Cassette	30'	Cassette Program	JICA	G.Public	1997	BCC
8	Tuberculosis	3'10"	Radio program	JICA	G.Public	1997	BCC
9	AIDS	1'	Radio Spot	JICA	G.Public	1997	BCC
10	AIDS	1'	Radio Spot	JICA	G.Public	1997	BCC
11	Breast feeding1	30"	Radio Spot	JICA	G.Public	1997	BCC
12	Breast feeding2	6'	Radio program	JICA	G.Public	1997	BCC
13	Vaccination day (Polio)	1'	Radio Spot	JICA	G.Public	1998	BCC
14	Vaccination day (Polio)	1'	Radio Spot	JICA	G.Public	1998	BCC
15	Campaign Song	4'20"	Music	JICA	G.Public	1998	SCC
16	Anemia 1	25"	Radio Spot	JICA	G.Public	1998	SCC
17	Anemia 2	30"	Radio Spot	JICA	G.Public	1998	SCC
18	Anemia Campaign Cassette	30'	Cassette Program	JICA	G.Public	1998	SCC
19	Radio Script	-	Radio Spot	JICA	G.Public	1998	SCC

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Annex VI-3 List of Printed Materials Developed

No.	Title	Type	Year	Print	Deliv.	Center	Category	Target
1	1995 Year Calendar	Other	1994	1000	1000	BCC	Project PR	Related Institutions
2	1996 Year Calendar	Other	1995	3000	3000	BCC	Project PR	Related Institutions
3	First Aid in Accident	Poster	1995	1500	1500	BCC	General	General Public
4	Introduction of the Function of Health Center	Brochure	1995	1000	1000	BCC	Health Center	General Public
5	Cigarette Damage to the Health	Brochure	1995	1000	1000	BCC	General	General Public
6	1996 Agenda for Project PR	Other	1996	500	500	ACC	Project PR	Related Institutions
7	1997 Year Calendar	Other	1996	1000	1000	ACC	Project PR	Related Institutions
8	1998 Year Calendar	Other	1996	1000	1000	ACC	Project PR	Related Institutions
9	AIDS	Brochure	1996	5000	5000	BCC	General	General Public
10	Anemia Campaign Photo Report	Booklet	1996	500	500	BCC	Anemia Campaign	Related Institutions
11	Balanced and Adequate Nutrition during Pregnancy	Poster	1996	5000	5000	BCC	MCH/FP	Women
12	Breast Cancer	Brochure	1996	5000	4000	BCC	MCH/FP	Women
13	Breast Feeding	Brochure	1996	5000	4000	BCC	MCH/FP	Women
14	Candidate for Mother, Do you Know These?	Brochure	1996	5000	4000	BCC	MCH/FP	Women
15	Family Planning TP Set	TP Set	1996	5	5	BCC	MCH/FP	Health Personnel
16	Fluoride for Teeth health	Brochure	1996	5000	4000	BCC	General	General Public
17	FP Method Series: Condom	Brochure	1996	5000	4000	BCC	MCH/FP series	Married Men & Women
18	FP Method Series: Intrauterine Device	Brochure	1996	5000	4000	BCC	MCH/FP series	Married Men & Women
19	FP Method Series: Norplant	Brochure	1996	5000	4000	BCC	MCH/FP series	Married Men & Women
20	FP Method Series: Oral Contraceptives	Brochure	1996	5000	4000	BCC	MCH/FP series	Married Men & Women
21	FP Method Series: Vasectomy	Brochure	1996	5000	4000	BCC	MCH/FP series	Married Men & Women
22	FP series: Tubaligation	Brochure	1996	5000	4000	BCC	MCH/FP series	Married Men & Women
23	Mother & Baby Care just after Birth	Brochure	1996	5000	4000	BCC	MCH/FP	Women
24	Skin Cancer	Brochure	1996	5000	4000	BCC	General	Women
25	Uterus Cancer	Brochure	1996	5000	4000	BCC	MCH/FP	Women
26	You can Make your birth easier	Brochure	1996	5000	4000	BCC	MCH/FP	Women
27	1997 Agenda for Project PR	Other	1997	500	500	ACC	Project PR	Related Institutions
28	1998 Year Calendar	Other	1997	1000	1000	BCC	Project PR	Related Institutions
29	1998 Year Calendar	Other	1997	1000	1000	SCC	Project PR	Related Institutions

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30	Anemia Campaign Poster	Poster	1997	3000	3000	BCC	Anemia Campaign	General Public
31	ANKIM No.1, Sep/97	Newsletter	1997	30	30	ACC	Project PR	Related Institutions
32	ANKIM No.2, Oct/97	Newsletter	1997	30	30	ACC	Project PR	Related Institutions
33	ANKIM No.3, Nov/97	Newsletter	1997	30	30	ACC	Project PR	Related Institutions
34	ANKIM No.4, Dec/97	Newsletter	1997	30	30	ACC	Project PR	Related Institutions
35	Baby Weaning Card	Other	1997	1000	1000	BCC	MCH/FP	Women
36	Billboard	Other	1997	22	22	BCC	Anemia Campaign	General Public
37	BIM Gazetesi -Issue 1/Sep97	Newsletter	1997	30	30	BCC	Project PR	Related Institutions
38	BIM Gazetesi -Issue 2/Oct97	Newsletter	1997	30	30	BCC	Project PR	Related Institutions
39	BIM Gazetesi -Issue 3/Nov97	Newsletter	1997	30	30	BCC	Project PR	Related Institutions
40	BIM Gazetesi -Issue 4/Dec97	Newsletter	1997	30	30	BCC	Project PR	Related Institutions
41	Family Planning	Flip book	1997	2000		BCC	MCH/FP	Married Men & Women
42	Gift Bag for Anemia Campaign	Other	1997	10000	10000	BCC	Anemia Campaign	Women
43	Goiter	Poster	1997	2000	2000	BCC	General	General Public
44	Guide for Anemia and Nutrition during Pregnancy	Poster	1997	3000	2000	BCC	Anemia Campaign	Women
45	Guide for Anemia During Pregnancy	Booklet	1997	20000	10000	BCC	Anemia Campaign	Women
46	Introduction of 112 (Emergency Service)	Brochure	1997	1000	500	BCC	General	General Public
47	Introduction of ACC (English)	Brochure	1997	500	500	ACC	Project PR	General Public
48	Introduction of ACC (Turkish)	Brochure	1997	500	500	ACC	Project PR	General Public
49	Introduction of BCC (English)	Brochure	1997	500	500	BCC	Project PR	General Public
50	Introduction of BCC (Turkish)	Brochure	1997	3000	2500	BCC	Project PR	General Public
51	Introduction of SCC (English)	Brochure	1997	500	500	SCC	Project PR	General Public
52	Introduction of SCC (Turkish)	Brochure	1997	3000	2500	SCC	Project PR	General Public
53	Invitation to the Health Center for Anemia Check-up	Other	1997	10000	10000	BCC	Anemia Campaign	Women
54	Lottery Ticket	Other	1997	10000	10000	BCC	Anemia Campaign	Women
55	Mother and Father Class	Handout	1997	7000	7000	BCC	General	Married Men & Women
56	Mother and Father Class	Poster	1997	5000	5000	BCC	General	Married Men & Women
57	Nutrition Guide for Pregnancy	Booklet	1997	3000	1000	BCC	Anemia Campaign	Health Personnel
58	Pregnancy Care (1) Use Iron tablet for anemia prevention	Poster	1997			ACC	MCH/FP	Women
59	Pregnancy Care (2) Go to the HC for FP consultation	Poster	1997			ACC	MCH/FP	Women
60	Pregnancy Care (3) Drink Milk every day	Poster	1997			ACC	MCH/FP	Women

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61	Pregnancy Care (4) Take Tetanus vaccine	Poster	1997			ACC	MCH/FP	Women
62	Pregnancy Care (5) Have a Regular Health Control	Poster	1997			ACC	MCH/FP	Women
63	Pregnant Check-up Guide	Booklet	1997	3000	1000	BCC	Anemia Campaign	Health Personnel
64	Press Release Note for Mass Media	Other	1997	50	50	BCC	Anemia Campaign	Mass Media
65	Press Release Note for Mass Media	Other	1997	50	50	SCC	Anemia Campaign	Mass Media
66	Sivas Express No.1, Aug/97	Newsletter	1997	30	30	SCC	Project PR	Related Institutions
67	Sivas Express No.2, Sep/97	Newsletter	1997	30	30	SCC	Project PR	Related Institutions
68	Sivas Express No.3, Oct/97	Newsletter	1997	30	30	SCC	Project PR	Related Institutions
69	Streamer	Other	1997	13	13	BCC	Anemia Campaign	General Public
70	1998 Agenda for Project PR	Other	1998	500	500	ACC	Project PR	Related Institutions
71	Anemia Campaign Photo Report	Booklet	1998	500	500	SCC	Anemia Campaign	General Public
72	Anemia during the Pregnancy	Brochure	1998	5000	4000	SCC	Anemia Campaign	Women
73	Anemia Campaign Sticker	Other	1998	5000	5000	SCC	Anemia Campaign	General Public
74	Billboard	Other	1998	22	22	SCC	Anemia Campaign	Women
75	BIM Gazetesi -Issue 1/Jan98	Newsletter	1998	30	30	BCC	Project PR	Related Institutions
76	BIM Gazetesi -Issue 2/May98	Newsletter	1998	30	30	BCC	Project PR	Related Institutions
77	BIM Gazetesi -Issue 5/Jan98	Newsletter	1998	30	30	BCC	Project PR	Related Institutions
78	BIM Gazetesi -Issue 6/May98	Newsletter	1998	30	30	BCC	Project PR	Related Institutions
79	Campaign Gift Bag	Other	1998	4000	4000	SCC	Anemia Campaign	Women
80	Don't let baby die	Brochure	1998	1000		SCC	MCH/FP	Women
81	Family Planning Information	Brochure	1998	1000		SCC	MCH/FP	General Public
82	Family Planning Methods	Brochure	1998	5000		BCC	MCH/FP	Married Men & Women
83	Feniketonuria	Brochure	1998	3000		BCC	MCH/FP	General Public
84	Follow-up the Grow of the Baby	Brochure	1998	1000		SCC	MCH/FP	Married Men & Women
85	General Information of 3rd. Country Training Program	Booklet	1998	300	300	ACC	General	Related Institutions
86	Guide for Pregnancy Care	Flip book	1998			ACC	MCH/FP	Women
87	Introduction of ACC (English)	Brochure	1998	500	500	ACC	Project PR	General Public
88	Introduction of Function of Health Centers	Brochure	1998	1000		SCC	General	General Public
89	Introduction of Project (English)	Brochure	1998	500	500	ACC	Project PR	Related Institutions
90	Introduction of Project (Turkish)	Brochure	1998	500	500	ACC	Project PR	Related Institutions
91	Invitation to the Health Centers for Anemia Check-up	Other	1998	4000	4000	SCC	Anemia Campaign	Women

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92	Lottery Ticket for Sivas Campaign	Other	1998	4000	4000	SCC	Anemia Campaign	Women
93	Nutrition after 6 Month	Flip book	1998	2000		BCC	MCH/FP	Women
94	STD series: Gonorrhea	Brochure	1998	3000		BCC	MCH/FP series	General Public
95	STD series: Hepatitis B	Brochure	1998	3000		BCC	MCH/FP series	General Public
96	STD series: Syphilis	Brochure	1998	5000	5000	BCC	MCH/FP series	General Public
97	Stop Smoking (1)	Poster	1998			ACC	General	General Public
98	Stop Smoking (2)	Poster	1998			ACC	General	General Public
99	Stop Smoking (3)	Poster	1998			ACC	General	General Public
100	Streamer	Other	1998	20	20	SCC	Anemia Campaign	General Public
101	TP Set for Anemia Campaign Training	TP Set	1998	50	50	SCC	Anemia Campaign	Health Personnel
102	Video Program Catalog	Booklet	1998	1000		ACC	General	Related Institutions
103	World Population Day Poster	Poster	1998	500	500	BCC	General	General Public

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Annex VI-4 List of Slide Programs Developed

No.	Title	Type	Year	Dur.	Qty	Center	Category	Target
1	Introduction of the MCH/FP Center	2 Projector	1994	5	40	BCC	PR material	General
2	Introduction of the Maternity Hospital	2 Projector	1994	5	40	BCC	PR material	General
3	Introduction of the Health Directorate Activities	2 Projector	1994	5	40	BCC		General
4	Introduction of the Huriet Health Center	2 Projector	1994	5	40	BCC	PR material	General
5	Introduction of the Oncology Clinic	2 Projector	1994	5	40	BCC	PR material	General
6	Basic Photography(1) Camera Parts	Series	1996	-	34	ACC	AVT	Health Personnel
7	Basic Photography(2) Lenses	Series	1996	-	29	ACC	AVT	Health Personnel
8	Basic Photography(3) Film and Loading	Series	1996	-	16	ACC	AVT	Health Personnel
9	Basic Photography(4) Lighting & Camera Angle	Series	1996	-	28	ACC	AVT	Health Personnel
10	Health for Every One	2 Projector	1996	10	80	BCC	MCH/FP	Mothers
11	Slide Projectors	Series	1997	-	17	ACC	AVT	Health Personnel
12	Slide development process	Series	1997	-	21	ACC	AVT	Health Personnel
13	Media Impact Survey Report for '98Sivas Anemia Campaign	Series	1997	-	21	ACC	AVT	Health Personnel
14	Media Impact Survey Report for '98Bursa Anemia Campaign	Series	1997	-	28	ACC	AVT	Health Personnel
15	Presentation of Anemia Campaign Activities	2 Projector	1997	10	70	BCC	PR material	Health Personnel
16	Presentation of the Bursa Communication Center	2 Projector	1997	10	80	BCC	PR material	General
17	Presentation of Sivas Communication Center	2 Projector	1997	10"	60	SCC	PR material	General
18	Family Planning Series	Series	1998	-	27	ACC	MCH/FP	Mothers
19	Follow up the Growing of the baby	2 Projector	1998	7	40	SCC	MCH/FP	Mothers
20	Slide Stock Image Archive	Other	-	-	600	ACC	MCH/FP	-
21	Slide Stock Image Archive	Other	-	-	500	BCC	MCH/FP	-
22	Slide Stock Image Archive	Other	-	-	300	SCC	MCH/FP	-

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Annex VII List of Training

No	Subject	Participant	Date	Center	Target Group
1	Data Base	10	Aug. 95	ACC	C.C.Staff
2	DTP	10	Aug. 95	ACC	C.C.Staff
3	Audio-Visual Education	40	16,Oct.- 20,Oct. 95	ACC	Health Personnel
4	Video Editing	10	1-12, Feb. 96	ACC	C.C.Staff
5	Observation & Practice of Teaching with Audio-Visual Equipment	103	Oct. 96	ACC	Vocational School Student
6	Video Production Technique	8	Feb. 97	ACC	C.C.Staff
7	Animation Production	5	Mar. 97	ACC	C.C.Staff
8	IEC Theory	10	Mar. 97	ACC	C.C.Staff
9	Studio Production Practice	6	Oct..97 Dec..97	ACC	C.C.Staff
10	Data Base	4	Feb. 98	ACC	C.C.Staff
11	Slide Production	8	Mar. 98	ACC	C.C.Staff
12	DTP	4	Apr. 98	ACC	C.C.Staff
13	Campaign Management	16	3-5,Jun. 98	ACC	Prov. Health Directorate
14	Animation Technique	5	31 Jan. - 16 February 94	BCC	Health Personnel
15	OHP Using Technique	10	Aug.94	BCC	Health Personnel
16	Audio-Visual Production Technique	10	Sep. 94	BCC	Health Personnel
17	Slide Production Technique	10	Nov. 94	BCC	Health Personnel
18	Communication Techniques & Training Method	130	24 Feb. - 15 Mar.95	BCC	Midwife
19	How to use TV + VTR sets	28	Mar. 95	BCC	C.C. Staff
20	Workshop for TV+VTR sets using & Training	40	Jun. 95	BCC	Doctors
21	Basics of Computer & Computer Graphics	5	10-24 Aug. 95	BCC	Health Personnel
22	Computer Course for DTP and Data Base	12	10-24 Aug. 95	BCC	Health Personnel
23	Training activities with Video	20	1996	BCC	Doctors
24	TV + VTR sets using & importance	45	1996	BCC	Doctors
25	Education & Communication Techniques	15	28-30 May. 96	BCC	Voc. School Teachers
26	Advanced computer Course	15	Aug. 96	BCC	C.C. Staff
27	OHP-TP Usage, Communication & Training Technique	30	Feb. 1997	BCC	Health Personnel
28	IEC Theory	20	Mar. 1997	BCC	C.C. Staff
29	Studio Production Practice	10	Oct. 1997 /Dec. 1997	BCC	C.C. Staff
30	Data Base	15	Feb. 98	BCC	C.C. Staff

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31	OHP-TP Usage, Communication & Training Technique	16	Feb. 98	BCC	Health Personnel
32	DTP	4	Mar. 98	BCC	C.C. Staff
33	Slide Production	20	Mar. 98	BCC	C.C. Staff
34	Effective use of training Materials and training of communication techniques	12	13-16 May. 96	SCC	Health Personnel
35	Utilization of TV & VTR set	8	22 May. 96	SCC	Health Personnel
36	Training Communication Technique Questionnaire 1	28	24 Dec. 96	SCC	Health Personnel
37	Training Communication Technique Questionnaire 2	28	27 Jan. 97	SCC	Health Personnel
38	Utilization of TV & VTR set	14	10-11 Jul. 97	SCC	Health Personnel
39	Utilization of TV & VTR set	16	18-22 Jul. 97	SCC	Health Personnel
40	Utilization of TV & VTR set	2	22 Jul. 97	SCC	Health Personnel
41	Utilization of TV & VTR set	2	10 Aug. 97	SCC	Health Personnel
42	Utilization of TV & VTR set	2	04 Nov. 97	SCC	Health Personnel
43	Utilization of TV & VTR set	2	12 Nov. 97	SCC	Health Personnel
44	Training on Anemia before the Anemia Campaign	367	15-16 Dec. 97	SCC	Midwives and Nurses
45	Utilization of OHP	36	02 Mar. 98	SCC	Health Personnel
46	Utilization of TV & VTR set	2	06 Mar. 98	SCC	Health Personnel
47	Utilization of TV & VTR set	6	10 Mar. 98	SCC	Health Personnel

中译

1. 目標達成度 (Effectiveness)

プロジェクトの成果(Outputs)がプロジェクトの目標(Project Purpose)の達成にどれだけつながっているか？

プロジェクトの各「成果」が「プロジェクト目標」につながったその度合い	達成すべき成果	プロジェクト目標達成への成功・阻害要因
	1.Function of the Communication Center in Ankara (Ankara Center) is strengthened.	<ul style="list-style-type: none"> 教材の量・質の評価は制作教材一覧表と専門家の評価を参照。評価指標の一つとして、ソニー番組センター(世界40カ国が参加)で、91年に金賞、93年に銀賞、97年に金賞を受賞した。 当センターは調査と教材製作の双方を実施する予定であったが、後者に偏った。人材及び予算不足もあったが、本質的には組織上の問題が一番のネックとなっている。まず、二国間合意上はプロジェクト総責任者は保健省の母子保健・家族計画総局長(以下「総局長」)であり、日本側のカウンターパートは総局長(事務事項は次長)である。しかし、彼らはプロジェクト専任ではなく総局業務全般の責任者であることから多忙で緊密な連絡がとれないので、日常のカウンターパートは事実上はアンカラセンター所長である。しかし、所長は管理職(ライン)というより専門職であり、センター自体に企画などの決定権限はなく、総局の指示で動いている。センターは組織上、総局の教材開発課長の管轄下であり、教材制作が主業務である。一方、研修業務は公衆衛生教育課長の管轄、調査も(所管は明確でないが)公衆衛生教育課長の指示に従っている。このような組織上の硬直した縦割りの下有機的な連携が行われておらずセンターの機能は計画より大幅に縮小した形態となった。
	2.Appropriate IEC activities are strengthened in the two pilot areas (Bursa and Sivas).	<ul style="list-style-type: none"> Bursa では現場と総局との間でプロジェクト実施について確立した命令 系統と統一見解が欠けていた。トルコの行政は過度に中央集権化指定している一方でブルサ県保健部は県知事の管轄下であり、総局の直接管轄下になくという組織上の問題が、活動実施上の混乱を招いた。 ブルサにおいては基本的なIEC教材(OHP, スライド、ビデオ構成番組スタジオ番組、ラジオ番組含む、コンピュータ使用の印刷物など)制作、基本的調査、教材利用に関する研修指導能力は育成された。 シバスはセンター建設が遅れて 1997年に本格的に活動を開始した。このため具体的な活動としては 1997年3月の貧血キャンペーンが最初でありIEC教材の制作、基本的調査、評価などを実施した。スタッフ研修はセンター開所以前からアンカラセンターの協力を得て実施しており、スタッフのIEC(教材利用)研修指導能力も育ってきている。開始が遅れたため、コンピュータ使用の印刷物制作に関しては今後育成の必要がある。当センターの整備施設能力に適したスライド作成技術は既に一定のレベルにまで達しており、スタジオ番組はアンカラセンターとの協力のもと制作していく予定である。
	3.Competence of the health personnel in IEC activities is upgraded in the pilot areas.	<ul style="list-style-type: none"> Burasa, Sivas ともに 1997年の「妊婦の貧血予防キャンペーン」においてアンカラセンターの協力の下によるキャンペーン計画立案、実施を行った。このキャンペーンを実施するに際してはそれぞれのセンターのスタッフが数名ジョーンズホプキンス大学の人口IECセミナー(2週間)に参加しキャンペーン計画・実施の研修を受け、またキャンペーン実施経験を有する日本人専門家の技術援助を受けた。 キャンペーンを企画、実施したことにより調査、企画、実施、評価というIECにおける一連の重要活動の経験により自信を得てスタッフの士気も高まり今後の活動にはずみをつけるものと思われる。しかし、キャンペーンは、限られた期間に集中して資源(人材、資金など)を投入できるという特殊性を有し、日常的なレベルでのIEC活動のアプローチとはアプローチが異なる。今後はこのような日常的なIEC活動に関する調査、計画、実施、評価においてシステムを確立していく必要がある。
	4.Collaboration with relevant institutions and personnel is explored to expand network for promotion of IEC activities.	<ul style="list-style-type: none"> 人口分野での国際協力機関(USAID-ジョーンズホプキンス大学、UNICEF、UNFPA、など)と定期的に会合を持ち情報や意見交換を行っている。また、関連機関で教材制作機能を持っているプロジェクトは当プロジェクトのみなので、共同制作、センターを利用したセミナー実施などの点でUNICEF、UNFPA、USAID、WHOなどの協力が進んでいる。
プロジェクトの各「活動」が「成果」につながったその度合い	活動の状況	活動が成果につながるのを促進・阻害した要因

<p>1-1. Reorient the role of Ankara Center to</p> <p>1-2. support the centers in the pilot areas in training and production of IEC materials.</p> <p>1-3. Create and implement concrete plan of activities of Ankara Center to assist the centers in the pilot areas.</p>	<ul style="list-style-type: none"> ・「妊婦の貧血予防キャンペーン」(ブルサ1997年10月、シワス1998年3月)においては、アンカラセンターとパイロット地区センターの3センターが協調してキャンペーンを企画、実施した。従来の総局主導の下に下請的業務が主であった体制から脱し、自らのイニシアチブ(総局との合意のもと)で活動を行った画期的なものであった。保健大臣が全国(13カ所)で同様のキャンペーンを行いたい旨発言するなど成功裏に終わった。 ・アンカラセンターにおいてはスタッフ、資機材の基本的なデータベース(どこのセンターにどのレベルの人材、資機材を配置)が構築された。今後は各センターを結ぶ通信網をより一層推進する必要がある。 ・総局とセンター間の年間定期協議が行なわれ年間の制作計画策定がなされる。3センター間においては月間定期協議の場において進捗状況がチェックされる。 ・過去二年間に長期計画に基づきアンカラセンタースタッフがブルサ、シバスに出向き研修を行っている。
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<p>2-1. Conduct need assessment survey on MCH/FP education. 2-2. Incorporate findings of the survey into formulation of the IEC strategies. 2-3. Findings of the survey are reflected on production of IEC materials. 2-4. Utilize data gathered in the survey for project evaluation. 2-5. Provide health personnel of MCH/FP health centers, health houses, and FP clinics in the hospitals with training and teaching materials. 2-6. Provide the above mentioned health facilities with IEC equipment and materials. 2-7. Produce IEC materials responding to the needs of the health personnel in the pilot areas.</p>	<ul style="list-style-type: none"> ・第二フェーズでは初期にそれぞれのセンターで実施したものと後期の貧血キャンペーンに関するものとあわせて1ヶ月の調査が行われた。前者は、制作された番組や教材の利用に関する調査、助産婦のニーズ調査、住民や助産婦の家族計画に関する意識調査で、後者はキャンペーンに関する「貧血」の事前、事後調査である。 ・初期の調査結果は、センターの IEC 戦略を策定するにあたって十分に利用されたとは言いがたい。初期の調査結果が十分に IEC 活動の戦略に利用されなかった理由は、1) これらの調査がブルサやシワスの組織や機能が十分に確立していない時期に実施されたこと、2) 調査の位置づけがセンタースタッフ間の中で不明確であったこと(例えばシワスの家族計画意識調査などには参加していない)、3) 報告書のため時間に時間がかかったこと、4) 調査結果に関する情報普及が不十分であったこと、5) 調査に関わった専門家が帰国し、新しく赴任した専門家は違う分野の専門家であり引き継ぎが十分に行われず継続性がなかったこと、6) ブルサやシワスで行なわれた調査に対し保健省があまり支持していなかったこと、7) アンカラセンターは組織的調査を実施する機能や人材を持ちあわせていないこと、などがあげられる。 ・一方、キャンペーンの実施にあたってはメディア利用やイベント実施計画に利用されており効果的なキャンペーンの実施につながった。計画当初からキャンペーンの中における調査の位置づけが明確であり、関係者全員が共通の理解をしていたので、調査の結果を十分に利用することができた。各センターが組織としてままり始めていた時期であったこともプラスに働いた。ただし、キャンペーン以降の調査活動、特にキャンペーンタイプと異なる特質を持つ日常的活動に関わる調査に関してはまだ十分に検討されていない。 ・調査結果が教材開発に反映されたかどうかに関しては、ブルサにおいてビデオ活用についての研修、ビデオ利用状況に応じてビデオ機材の再配置を行ったこと、などに限られる。助産婦の教育用教材の開発はされず、一般(住民)用家族計画パンフレット制作にほとんど利用されなかった。シワスの調査結果も研修や教材開発には利用されていない。キャンペーンの事前、事後調査結果はキャンペーンで使用した教材開発に適切に反映された。 ・キャンペーン時に実施された調査はキャンペーンの効果を図る上で一定の役割を果たしている。しかし、第二フェーズ全体の評価にはその他の調査も含めて調査結果を利用することは難しい。調査方法が不明確であったり、対照(コントロール)グループが設定されていないなど、プロジェクト評価に使用するには不十分な点が多い。また、実際に調査はされても、活動や教材開発にあまり利用されていないため、評価の対象となりにくい。 ・ブルサのビデオ教材の追跡調査結果は、ビデオ利用の方法として保健医療従事者と対象に研修を行うために活用された。また、「貧血」キャンペーンの結果を基に、保健医療従事者用の教材が作成され、研修も行われた。しかし、キャンペーン以前の研修内容は、ビデオや OHP 機材の操作方法、各方法の利点や注意事項、OHP 準備方法などに関するものが中心で、実際に制作されたパンフレットを利用して効果的な保健教育を実施することに関する研修はあまりなされていない。 ・ブルサでは25の保健センターにビデオ・テレビの機材、そのうち14の保健センターに OHP 機材が配置された。シワスでは26の保健センターにビデオ・テレビ機材、そのうち22の保健センターに OHP 機材、18の保健センターにスライド機材が配置された。 ・現在は医薬品やワクチンを各保健施設が県保健部へ受け取りに来る際に IEC 教材を受け取り持ち帰るという配布状況となっている。配布システムはセンターの独自の判断やシステムを超えた問題であるので、保健省(中央)、保健部(県)の他の関連諸課と協力、調整することが今後の課題である。 ・調査に関する知識や技術移転は、プロジェクトの他の分野に比較して不十分であったと思われる。また、キャンペーン以前は調査結果が有効に活用されたとは言いがたい。これには、1) 調査専門家が前半に引き続き派遣されなかったこと、2) センターの組織・機能が十分に確立されたいなかったこと、3) プロジェクトにおける調査の位置づけが不明確であったことなどがその要因としてあげられる。キャンペーンの事前、事後調査実施は「調査」という観点からは多くの改善の余地があるものの、スタッフが調査結果を計画・実施、評価の一連の流れに反映させたことは意義深い経験であったと思われる。
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<p>3-1. Provide the health personnel with in-service training and workshop on IEC methods and materials. 3-2. Provide the health personnel with teaching materials to carry out IEC activities for MCH/FP.</p>	<p>・アンカラセンターが中心となり、(総局からの指令により)年1-5回ほど IEC 研修を保健医療従事者に対して実施している。その多くは世界銀行などの国際機関が経費を負担している。</p>
<p>4-1. Explore possible collaboration with other organizations such as UNFPA, UNICEF, etc. 4-2. Explore possible collaboration with TRT. 4-3. Cooperate with Family Health Training Project in development of IEC materials and compilation of inventory of existing audio-visual equipment for IEC activities. 4-4. Provide vocational high school teachers with training course in collaboration with the centers. 4-5. Offer training for students at the centers.</p>	<p>・日本人専門家は他の国際機関との情報交換などのために公式、非公式の会合を通じて積極的にネットワークづくりを行っている。 ・共同制作依頼もあり、要請におうじての制作もおこなっており(ビデオ番組、ポスターなど)高い評価を受けている—ジョンスホプキンス大学、UNICEF など。 ・ブルサは交通の便もよく、センターも充実しているので、UNFPA のセミナーを実施したり、ジョンスホプキンス大学グループ視察団来訪などの実績もある。 ・世界銀行の IEC 研修にシワスセンタースタッフが自発的に参加した。 ・OHP やテレビ・ビデオの教材利用に関するセミナーがブルサとシワスで 1996 年実施され、その参加者の中にそれぞれ看護養成学校の教師が 15 名、5 名含まれている(長期的な計画、実施にまでは至っていない)。 ・1997年アンカラにおいて保健教育学科学生を対象に教材利用のセミナーを実施したが、ブルサ、シワスではまだ行なわれていない。</p>

2. 効果(Impact)

プロジェクトが実施されたことにより生じる直接的、間接的なプラス、マイナスの効果を検討。

効果の広がり	効果の内容(制度、技術、経済、社会文化、環境、WID 面での効果)
直接的効果(「プロジェクト目標」レベル)	<ul style="list-style-type: none"> ・専門家技術移転終了し、自立できるところまで来た。 ・教材—ビデオ制作—の完成度(質)が高い。全国放送に番組を提供できるほどのレベルである。 ・3センターで協力して第三国研修を提供できるほどの力をつけた(中央アジア新興諸国で第三国研修実施予定) ・妊婦貧血予防キャンペーン(パイロット地域二カ所)で、包括的アプローチで計画、実施を行った経験 ・当プロジェクトが関連しての保健医療従事者への IEC セミナーが活発になった。 ・パイロット地域での貧血予防キャンペーンが反響を呼び全国展開へのきっかけとなった。 ・家族計画に対する男性の態度や行動が活動推進の重要な鍵であるとして、男性をターゲットにした啓蒙用のテレビスポット(ビデオ)制作を国際機関との共同で行うなど、文化・社会的要因への配慮も行っている。このことは家族計画だけではなく、社会規範や通念などに対しても影響を与える可能性を含み母子保健全体の向上に必要な女性の地位の向上にも寄与する。 ・3センターの活動を通して、民間セクター(印刷会社など)に対し印刷・通信技術、コンピューター使用による教材作成プロセスに関する新規情報・技術の波及が見られる。長期的にはトルコの関連分野における技術革新の流れの中で IEC 活動推進の貢献の一端を担うものと思われる。
間接的効果(「上位目標」レベル)	<p>・トルコのマスメディア状況の急速な進展の中(例えばテレビチャンネルの多様化、コンピュータの発展・普及)、当プロジェクトへの関心が高まってきている。母子保健・家族計画分野で活動する他の国際援助機関(UNFPA, UNICEF, USAID など)は制作機能を持っていないので、共同制作依頼もあり、制作に対しても高い評価を受けている。このような環境の中で、当プロジェクトによる機能を充実させてきたコミュニケーションセンターが人口分野の諸活動と有機的に連携して家族計画普及、人口増加率低下へ寄与する可能性は高い。</p>

3. 効率性(Efficiency)

プロジェクトの「投入(Inputs)から生み出される「成果(Outputs)」の程度を把握し、手法、方法、費用、期間などの適切度を検討。

<p>投入のタイミングの妥当性 (日本側)</p> <ul style="list-style-type: none"> ・専門家派遣 ・機材供与 ・研修員の受け入れ <p>(相手側)</p> <ul style="list-style-type: none"> ・土地、施設、機材の措置 ・カウンターパートの配置 ・ローカルコストの負担 ・その他 	<ul style="list-style-type: none"> ・第二フェーズの初めには、日本側とトルコ側で日本人専門家赴任先に関して十分な意思疎通が行なわれないままリーダーを含め専門家の大半をブルサに送ったので、日本人専門家をアンカラセンターに希望していたトルコ側との間で誤解が生じた。 ・第二フェーズの当初にリーダー不在という時期がありプロジェクト運営管理上少なからず困難な側面があった。 ・現地のニーズに応じて日本側から短期専門家を派遣する予定が、リクルートがはかどらず十分な人数の専門家を派遣できなかった。 ・ビデオ制作に関しては沖縄国際センターから専門家が派遣され、アンカラセンター主要スタッフの能力は急速に上昇し、技術移転が進んだ。 ・カウンターパート研修は沖縄国際センターを始め国内関連諸機関において行なわれ概ね各センターのニーズに則したタイミングで行なわれた。 ・センターは保健省下にありながら人事上重要なポストにないので、センタースタッフは管理能力が向上しても昇進につながらないことが多い。たとえセンター所長になっても給与面での待遇もよくなる。このような人事体系上の問題はスタッフの“士気”の高低に影響する。 ・94年完成予定のブルサセンターの建物が二年近く遅れた(96年完成)。->年率100%を超えるインフレ及び追加予算の国会承認に時間かかった。 ・日本側から供与された資機材がアンカラセンターとの調整がうまくいかないために、シワス、ブルサ両センターに計画通りに配置されていない。
<p>投入と成果の関係 (投入の量・質と成果の妥当性)</p> <ul style="list-style-type: none"> ・専門家の派遣 ・機材供与 ・研修員の受け入れ 	<ul style="list-style-type: none"> ・本部と国内委員会が統一した方針を第二フェーズ当初の新任リーダーに十分に伝えられなかった。 ・ビデオ関連機材はフル回転(使用状況良好)、しかし保守管理の面では遅れ気味(専門家派遣が遅れたため)。総局とブルサ県の間でプロジェクト実施に関して相互の組織的合意が成熟していなかった。 ・モデル地区での実質的活動が行なわれず経験不足(第一フェイズ) ->新たなモデル地区で起こる問題を予測できなかった。

<ul style="list-style-type: none"> ・土地、施設、機材の措置 ・カウンターパートの配置 ・ローカルコストの負担 ・その他 	<ul style="list-style-type: none"> ・日本研修→素質的に優秀な人材を派遣したこともあり、自信と意欲を持って帰国。専門分野での学習のみでなく、職務態度や職務意識も向上。 ・第二次技術移転→トルコスタッフ同士の協力、相互指導は大変良い。→IEC 分野での学習を通じて指導能力も習得。グループワークの能力も身につけている。 ・保健省内でのプロジェクト(コミュニケーションセンター)の組織上の位置づけが不明確(公的に認識されていない?)ため、他の関連機関との有機的連携、予算確保等の面で不安材料がある。 ・保健省内各機関の横の連携が悪く(セクショナリズム)、教材配布・有効活用、研修などに影響がある。
<p>無償など他の協力形態とのリンク/OECD、他の国際援助機関(多国間、二国間)による協力とのリンク</p>	<p>多国間、二国間援助協力組織とのリンクに関しては、目標達成度(Effectiveness)を参照。</p>
<p>その他</p>	

4. 計画の妥当性(Relevance)

評価時におけるプロジェクト計画の妥当性を検討。

<p>上位目標の妥当性</p> <ul style="list-style-type: none"> ・受益者ニーズとの整合性 ・開発政策との整合性 	<ul style="list-style-type: none"> ・第一次から第五次までの国家開発政策において人口・家族計画への取組みを重視しており、当プロジェクトの目的と一致する。 ・保健医療(MCH/FP)だけでは人口増加率低下しないので、教育、女性の地位に関する要因など他のセクター開発政策、経済・社会・文化的要因が重要(概念図参照)。他セクターとの協力・連携によるマルチ・ディシプリナリーなアプローチが必要であるが、このプロジェクト計画策定に関して他セクターとの連携、協力については言及されていない。 ・トルコの場合、1993年に家族計画に関する知識は99%(少なくとも家族計画の方法を一つ知っている)と高いが、現在の家族計画利用(避妊)率は35%(DHS、1993年)と知識と行動に大きなギャップがあるのが問題である。そのためメディア利用を中心とした情報普及、知識の向上を目指した IEC 活動を主活動とする当プロジェクトは、「住民に対し家族計画利用をどのように動機づけるか」などのカウンセリング、副作用のフォローアップなど、末端の保健従事者(助産婦や保健ワーカーなど)の印刷教材を利用したインターパーソナル・コミュニケーション技術の向上にもっと力点を置く必要があったのではないか?
<p>プロジェクト目標との妥当性</p> <ul style="list-style-type: none"> ・上位目標との整合性 ・実施機関の組織ニーズとの整合性 	<ul style="list-style-type: none"> ・上位目標とプロジェクト目標の整合性→レベルが違いすぎる。現在の上位目標である「人口増加率の低下」はスーパーゴールであり、中間に「家族計画利用の普及(行動変化)」を入れたほうがよかったのではないか? ・保健省における他の関連機関(人材訓練、避妊具供給、母子保健活動など)との相互関連、協力状況が不明。 ・カウンターパートを保健省内、母子保健・家族計画総局としたのは、IEC が包括的な母子保健プログラムの一環として組み込まれるという観点からは理想的であった。保健省内の人事下にあるので、センターに配置されるスタッフが元々保健医療関係者(例えば看護師)で現場の経験があり、彼らに対し IEC 技術研修を行うことは現場の実状を踏まえた IEC 活動の推進を可能とした。しかし、同じ保健省内(中央)あるいは、保健部(県レベル)内とはいえ、セクショナリズムが強く横のつながりは持ちにくい。このため、有機的な連携(教材制作と研修計画の整合性など)を

	実施することが難しい。
上位目標、プロジェクト目標、成果及び投入の相互関連性に対する計画設定の妥当性	<ul style="list-style-type: none"> ・カウンターパート(投入)設定と活動項目の不整合性→質問評への上野リーダーからの回答(11 ページ)参照。→センターは総局の教材開発課長の管轄下にある、「調査」や「研修」は公衆衛生教育課長の管轄下にある。
妥当性に欠いた要因(ニーズ把握状況、プロジェクトの計画立案、相手国実施体制、国内支援体制などの観点から記述)	<ul style="list-style-type: none"> ・センター(特にアンカラセンター)の機能は制作中心で、企画は総局で基本プランが作られる。事前調査、教材完成後の配布や利用状況、評価などはセンターは関わら(れ)ない組織上の仕組みになっている。→このような問題を事前に予測し対処、改善策を練る必要があったのではないか? ・第一フェーズ終了以降、(第二フェーズ)事前調査団、実施協議調査団、計画打ち合わせ調査団、巡回調査団と4回の調査団が派遣されており、軌道修正のチャンスは何度かあった。しかし、人口問題、公衆衛生の専門的見地からプロジェクトをレビューする専門家が調査団メンバーに入っていなかったことも問題の指摘が遅れた原因の一つだと思われる。 ・プロジェクトの位置づけ、目的、目的達成のための戦略、その中での関係者のそれぞれの役割などを明確にし、共通の理解を促すようなプロジェクト運営上の何らかのツール(例えば PCM)が欠けていた。 ・第二フェーズ期間中、異なる時期に派遣された(短期、長期)専門家がプロジェクトの全貌を容易に把握できるような材料が十分ではなかった。これには、PDM のような表や継続性のあるドキュメントが必要である。個々の専門家が記した報告書やプロジェクト資料などは存在するが、書き方も異なり、保存場所も一定ではないので全体像の把握は難しかった。

5. 自立発展の見通し(Sustainability)

終了時評価における自立発展の見通し(自立発展に必要な要素が整備されつつあるか)を検討。

<p>制度的側面</p> <ul style="list-style-type: none"> ・政策的支援 ・スタッフの配置及び定着状況 ・類似組織との連携 ・運営管理能力 ・その他 	<ul style="list-style-type: none"> ・各センターは企画についての権限はない(キャンペーンの成功はこの点に関して今後の指針となるか?) ・制作教材配布は保健省の他の関連組織の管轄でセンターの責任下にはない。しかし制作された教材の有効利用には組織化された教材の配布ルートの確保、利用現場からのフィードバックが不可欠である。今後は、配布を担当する印刷所内の教材配布ユニットなどの他関連機関との調整・協力体制を確立する努力が必要である。 ・3つのセンターは独立組織では無く、保健省母子保健家族計画総局あるいは県当局で方針決定が行われ、センター所長以下スタッフに決定権なし→命令のまま動いている感じで自主運営は少ない「下請け型組織」 ・大学を中心に IEC 人材の養成は進んでいる→マルマラ(イスタンブール)大学に1996年保健教育学科設立(IEC 学習が主体)で前アンカラセンター所長が主任として就任。アンカラ大学でも保健教育学科新設の計画あり。 ・今までのところカウンタパートのスタッフは定着している。しかし、これは待遇において停滞があることの裏返しでもある。また、徴兵、結婚・出産での退職(女性)の問題もある。 ・保健省内で医療専門職でないスタッフの地位、待遇の将来への懸念。 ・IEC 部門に医師がスタッフとして定着するのは難しい(ブルサ)。 ・センター所長の地位、権限は十分ではない。 ・アンカラセンターは3センターの中心という位置づけでありながら、スペースが不十分でスタッフ数もブルサより少ない。
<p>財政的側面</p> <ul style="list-style-type: none"> ・必要経費の資金源 ・公的補助の有無 	<ul style="list-style-type: none"> ・制作費は予算化されておらず外部資金に頼っている(現在のところ JICA が主)。 ・プロジェクト終了後自立できる予算確保の見通しない。 ・2年前に「アンカラセンター基金」が創立され、他の総局予算や他組織への協力の

<ul style="list-style-type: none"> ・自主財源 ・経理処理状況 ・その他 	<p>見返りとして当センターに支払われた分が積み立てられているが自立できるだけの金額に至らない。</p> <ul style="list-style-type: none"> ・第三国研修についてはトルコ負担額(30%)が大臣の指示により特別予算配布決定。
<p>技術的側面</p> <ul style="list-style-type: none"> ・移転された技術の定着状況 ・施設・機材の保守管理状況 ・現地の技術的ニーズとの合致状況 ・その他 	<ul style="list-style-type: none"> ・スタッフは機材能力、規模に見合っていない(量、質?) ・アンカラは全国を指導するセンターとしては機材管理操作のエンジニア、コンピューター関連スタッフ不足。
<p>その他</p>	<ul style="list-style-type: none"> ・他の国際機関などとの協力は目標達成度(Effectiveness)で既述。今後は、メディアを利用した IEC 活動における協力だけではなく、末端施設で働く保健従事者のインターパーソナル・コミュニケーション技術の向上を目的とした研修などの面で連携協力する必要がある。