

Consolidation of Preventive Immunization and Health Education Programs

REGIONAL

SECTOR: Health

PROJECT TITLE: Consolidation of Preventive Immunization and Health Education Programs
(ATN/SF-4510-RG)

TOTAL COST: \$32,535,000

FINANCING:

IDB	\$ 2,535,000	
LOCAL	\$30,000,000	(\$20 million will be financed by the US Agency for International Development (USAID); \$10 million by the International Rotary Club)

APPROVAL DATE: May 4, 1994

GENERAL DESCRIPTION: The objective of this nonreimbursable technical cooperation is to improve national programs to control communicable diseases. Specifically, the project aims to: (a) consolidate efforts to eradicate poliomyelitis; (b) improve the performance of epidemiological control agencies in Latin America and the Caribbean and strengthen the program to eradicate neonatal tetanus in high-risk areas and control measles; and (c) evaluate and verify the effectiveness of methods for disseminating information and health education, as they apply to AIDS.

The Pan American Health Organization (PAHO) will carry out this project, which consists of two subprograms: (I) immunization,

specifically (a) international technical consulting services in the areas of epidemiological surveillance, virology, laboratory methods, immunology, cold chain, health education and health economics, and (b) training in epidemiological surveillance, cold chain, maintenance, programming and evaluation and social mobilization; and (II) evaluation of health education techniques for the prevention of AIDS by (a) evaluating the informational effectiveness of teleconferences, and (b) developing a methodology to improve the distribution and utilization of videos to inform health personnel and selected community groups. Both subprograms give priority to the poorest geographical areas and population groups, who, given their educational level, nutrition, hygiene habits and sanitary conditions, run the greatest risk of disease. The beneficiaries of the program are the borrowing member countries of the Bank.

CONSULTANTS:

Short-term consultants will be hired for an estimated total of 135 consultant/months. A technical immunization advisory group will be formed by PAHO, composed of a highly qualified group of consultants to accelerate immunization programs in the Americas. A virologist, an immunologist, an epidemiologist, and cold-chain experts, specialists in laboratory methods, immunization experts, a health education specialist, a health economist and an evaluation consultant with public-health training, will also be hired, in addition to professionals in the field of communication for AIDS prevention education.

GOODS AND EQUIPMENT:

Not applicable.

CIVIL WORKS:

Not applicable.

EXECUTING AGENCY:

Pan American Health Organization (PAHO),
through its Regional Immunization Office and
the Office of Information and Public Affairs

ADDRESS:

525 23rd Street, NW
Washington, D.C. 20037, U.S.A.

Regional Immunization Office (RIO)
Contact: Dr. Ciro de Quadros
Telephone: (202) 861-3247
Fax: (202) 861-6089

Information and Public Affairs Office (IPAO)

Contact: Sr. Julio Alvarez

Telephone: (202) 833-9087

Fax: (202) 861-3143