

A complete example of a proposal for funding

A SIMULATED PROPOSAL FOR:

A Community-Based Mothers and Infants Centre

PROJECT DESCRIPTION

A community-based mothers and infants centre called "Healthy Moms for Healthy Kids" (Pusat Ibu dan Anak Sehat or PIAS) will be established in Kota Emessu, the city surrounding the Universitas Pembangunan Pertanian (UNPEMPER). PIAS will focus on providing nutritional education and counselling for mothers, especially those from the extremely low income areas. It is expected that, by providing information to the mothers, it will be possible to have a direct and positive effect on the well being of the young children of the community.

PIAS will utilize volunteers who are students at UNPEMPER. Each student will participate in a four week training program at the beginning of their work with PIAS. This training programme will provide basic nutritional information for mothers and information on adult teaching methods. Student volunteers who demonstrate proficiency during the initial training programme will be invited to participate in an advanced training programme to learn effective nutritional counselling techniques. Each student volunteer will be expected to contribute 3-5 hours each week and to continue with PIAS for a period of not less than six months.

PIAS will operate with six full and part time staff members. In addition, a Governing Board made up of community leaders and university staff will operate to provide overall sanctioning of the Centre's operation. Periodic evaluations will be conducted to assess the value of PIAS on a) helping the student volunteers to become effective educators, b) the development of new understandings on the part of local mothers and c) the improvement of the well being of children in Kota Emessu.

BACKGROUND INFORMATION/STATEMENT OF PROBLEM

Major obstacles to child survival in the developing world include infections, parasitic diseases, malnutrition and the risks associated with low birth weight and high fertility (UN Informational Letter #37-435). A serious problem exists in the rural villages of Malnesia of children dying from common illness and infections that are attributable to poor nutrition. Though high nutrition foods are available in the villages, it is apparent that mothers do not have an understanding of exactly what foods contain the most value for their children (Ministry of Health, 1994). The most significant person in the life of the young child is the child's mother. Research has shown that the children of mothers who have an understanding of how to provide good nutrition to their children stand a significantly greater chance of survival during the first three years of life (87% survival rate) as compared with children of mothers who do not know how to provide good nutrition (43% survival rate) (Position Paper, Opening Plenary Session, Malnesian Health Conference/MALHEALTHCON - 96).

The use of volunteers to provide community service is a recent concept in Malnesia and can be capitalised upon as a viable way to provide trained manpower for the offering of educational services. The first student service scheme, Service Mahasiswa/SERMAH, was created in the early 1990s. Initially based at only two

universities, SERMAH is now a mandated national programme that operates at all public and private universities (Directorate for Higher Education, Ministry of Education, Statistics for 1996). SERMAH's focus has been exclusively on providing information to local farmers on improving farming practices. The Universitas Pembangunan Pertanian has been funded by the Ministry of Agriculture to operate the SERMAH Educational Development Centre (Introducing SERMAH, Ministry of Agriculture, 1996) as a central agency for providing instructional farming materials to all universities in Malnesia. The selection and training of student volunteers is conducted autonomously at each university with the support of the instructional materials disseminated by the SERMAH Educational Development Centre.

Goals and Objectives

There are two major goals for the "Healthy Moms for Healthy Kids" Project and specific objectives within each of the goals.

Goal #1 - To reduce the degree of malnutrition among young children.

Objective #1.1 - To provide mothers in Kota Emessu with relevant information regarding health and nutrition

Objective #1.2 - To assist mothers in Kota Emessu in learning how to effectively apply health and nutrition information in helping their young children to be more healthy.

Objective #1.3 - To teach mothers in Kota Emessu how to evaluate changes in the health of their young children.

Goal #2 - To effectively use volunteers as a major factor in helping people to learn.

Objective #2.1 - To recruit a group of undergraduate students (15-20 students each semester) at Universitas Pembangunan Pertanian to become volunteers in the "Pusat Ibu dan Anak Sihat" (PIAS) Project.

Objective #2.2 - To provide a 4 week training program for the volunteers that covers a) basic nutritional information for mothers and b) information on adult teaching methods.

Objective #2.3 - To place the students in the PIAS Centre to offer tutoring services to local mothers.

Objective #2.4 - To compare the type and degree of volunteer learning that takes place in the PIAS Project as compared to volunteer involvement with SERMAH.

Clientele

There are two different clientele groups for this project.

The first, and primary, clientele are the mothers of young children who live in Kota Emessu. This clientele group is represented in the project objectives for Goal #1.

The second clientele group are the students at Universitas Pembangunan Pertanian who will participate in the Project as volunteers. This clientele group is represented in the project objectives for Goal #2.

Both clientele groups are important and essential components of this project. It is expected that significant learning will take place for both clientele groups.

Methods

The primary methods for achieving the goals and objectives of the Project will be:

- The creation of a Centre in the city that will become a focal point for providing information on food and nutrition for young children through workshops and one-on-one counselling of mothers, and
- The development of a recruitment/training program and supervised practicum for student volunteers that is modelled after the SERMAH programme.

In addition, a Documentation/Dissemination Plan will be developed by staff to guarantee the systematic collection of information about the operation of the Project and provide the basis for sharing information with other similar projects.

Staff/Administration

The Project will employ three full-time and three part-time staff.

Project Director (full time)- Responsible for hiring project staff, overseeing project development and operation, establishing and maintaining links with local government agencies, and budget. The Project Director will be Harjono Soemadji (author of this proposal)

Centre Coordinator (full time)- Responsible for establishing the community Centre, developing working relationships with formal and informal community leaders, establishing links to community women's organizations, and scheduling of Centre programmes.

Volunteer Coordinator (full time) - Responsible for recruiting university student volunteers, establishing and maintaining a working linkage with the UNPEMPER Department of Food and Nutrition, developing and offering training programmes for volunteers, scheduling volunteers for service at the Centre. The Volunteer Coordinator will have a background in food and nutrition and will be housed in the Department of Food and Nutrition.

Project Evaluator (part time) - Responsible for collecting entry level data regarding mother's health and nutrition information and conducting periodic assessment of changes in their level of knowledge, comprehension, and application of that information. Also responsible for developing and implementing a system for periodic formative evaluation of the work of the student volunteers.

Centre Assistant (part time) - Responsible for maintaining the structure and appearance of the Centre, routine correspondence, and other forms of communication with mothers in the community.

Graphic Artist (part time) - Responsible for creating illustrated posters to teach about food and nutrition information, layout/design of project publications, and development of volunteer recruitment and training materials.

Governing Board - Made up of both community leaders and university staff. Responsible for sanctioning the operation of the Centre and providing feedback to the Project Director on Centre policies and operation.

Available Resources

Building - small building for the Centre will be provided by the community head.

Volunteer Meeting/Training Room and Office - will be provided by the Department of Food and Nutrition (UNPEMPER) and used for housing the Volunteer Coordinator and the training of volunteers.

Volunteer Coordinator (50%) - this person is currently on the staff of the Department of Food and Nutrition as a **part time** staff member.

Needed Resources

Personnel - Two full time staff at 100% salary, one full time staff at 50% salary, three part time persons at 50% salary.

Facilities - None (provided by the community head and the Department of Food and Nutrition - UNPEMPER)

- **Equipment** -

Duplicating machine (for preparation of informational educational materials)

Chairs and desks for three offices

Chairs and tables for a large classroom/community meeting room

Chalk board

Typewriter

Drafting table

- **Supplies** - Paper, pencils, chalk, duplicating supplies, and materials preparation.

- **Budget** -

Year 1 - *Development of Centre Operation and Recruitment/Training of First Group of Student Volunteers*

- **Personnel** R387,000

Project Director	Full time - 12 months	R127,000
Centre Coordinator	Full time - 12 months	R85,000
Volunteer Coordinator*	Full time - 12 months	R42,000
Project Evaluator	Part time - 12 months	R49,000
Centre Assistant	Part time - 12 months	R42,000
Graphic Artist	Part time - 12 months	R42,000

*Note: Volunteer Coordinator is currently a 50% staff member of the Department of Food and Nutrition. The Project will pay the other 50% of this person's salary to bring her up to 100%.

Development/Production of Educational Materials R39,000

Advertising/Promotion R17,500

Evaluation R8,500

YEAR ONE TOTAL R452,000

Year 2 - Operation/Maintenance of Centre and Recruitment/Training of Two Student Volunteer Groups

Personnel (assumes 3% yearly increment) R398,610

Production of Educational Materials R6,000

Advertising/Promotion R4,000

Evaluation R3,000

YEAR TWO TOTAL R412,000

Year 3 and beyond (assume 3% yearly increment on Year 2 budget)

YEAR THREE TOTAL R424,000