

AED CONNECTIONS

FALL
2004



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Making Local Social Change Efforts More Effective

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From the President



We recently observed the third anniversary of the September 11 attacks. Since then, there has been much debate about the kinds of investments the United States should make to minimize terrorism and secure a more peaceful future.

One course of action that has been called the first line of defense and is a clear recommendation of the 9/11 Commission is public diplomacy.

My colleagues and I share a strong belief that the work of promoting better cross-cultural communication and understanding between U.S. citizens and people from other countries throughout the world is more important than ever, particularly with those nations whose citizens have few opportunities to meet Americans.

It is critical that we engage in dialogue with other nations at every level of our society, from having foreign students attend our colleges and encouraging U.S. students to study in more countries, to hosting professional study tours and visitor programs, to participating in scientific, cultural, and policy collaborations.

While it is a given that we need to protect our borders, we also need to look at how we can ensure that young people and scholars from overseas who want to study in the United States, meet American families, and participate in the freedoms available to all of us, can do so. Giving people the opportunity to experience American life firsthand is invaluable.

We at AED deeply believe in the value of these programs and will continue to work on facilitating and expanding opportunities for people to gain a deeper understanding of American society and culture as well as ways to strengthen American understanding of other cultures.

Our nation's long-term strength also depends on providing access to quality education, healthcare, and training for all Americans to enable them to improve their lives and get the skills needed to keep pace in a rapidly changing global economy.

Going forward, we hope there will be increased attention to—and investment in—these critical aspects of our diplomacy and security.

Stephen F. Moseley
President and Chief Executive Officer



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AED CONNECTIONS

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AED File Photo

AED Participating in the 2004 Combined Federal Campaign



AED is again participating in the Combined Federal Campaign, the annual effort through which federal employees select charitable organizations to which they will contribute in the coming year through payroll deductions.

"Last year was our first in the campaign, and it was a successful effort with contributions coming in from around the country," said Peter B. Johnson, senior vice president of Global Resource

Development and Cause Marketing.

Contributions are being directed to AED's Change Through Children initiative, which is focused on children's survival, education, and empowerment. Change Through Children expands AED's tested programs in 80 countries that help prevent malnutrition in infants and children; improve access to education, especially for girls; and prevent the transmission of HIV and AIDS. Federal employees can contribute to AED by checking #1302 on their CFC form.



BTE students work closely with their Johnson & Johnson mentors.

Cover Story

Making Local Social Change Efforts More Effective Across the Nation

BY MARY F. MAGUIRE

Every day, in communities across the country, educators, business leaders, community organizers, students, and policymakers are working to bring about positive social change. The success of these local efforts depends on the right blend of leadership, community involvement, and capacity building to empower individuals, organizations, and systems to create a better future.

As a national social change organization working throughout the United States, AED helps communities find the right balance and offers them unique opportunities to take their programs, policies, and practices in valuable new directions.

Three projects illustrate how AED's national perspective enriches local social change efforts.

Tapping Experts Down the Hall

For two days in October 50 people from nine cities gathered at AED for the annual Alliance Building and Training meeting of the Bridge to Employment (BTE) initiative (www.bridge2employment.org). They included high school teachers, representatives from community-based organizations and community colleges, and officials from Johnson & Johnson's corporate headquarters and companies owned by the healthcare giant.

The theme was Health Literacy, and AED Executive Vice President William A. Smith, a member of the Institute of Medicine committee that wrote the recent report, *Health Literacy, a Prescription to End Confusion*, spoke to the group about the issues raised in the report.

For Johnson & Johnson, which

launched the BTE initiative in 1992, the opportunity to have participants hear from this national expert further validated its decision to select the AED National Institute for Work and Learning (NIWL) as its partner in managing the program.

BTE is a partnership among local Johnson & Johnson facilities, educators, and community-based organizations to enhance the educational experience of disadvantaged youth and introduce them to a broad array of health careers. While NIWL's experience in developing effective school-to-career programs supported by strong community partnerships was a major factor in its selection by Johnson & Johnson, the company also was attracted by NIWL's ability to draw on other AED centers to enhance and

Continued on page 4

help manage BTE's efforts in communities across the country.

"Johnson & Johnson wanted a partner that could bring a national

governments across the nation enhances a community-driven, grassroots social change program.

This summer in Richmond, Va., 45 young people canvassed the city and

nutrition resources, and drawing from that knowledge, the Pinellas County, Fla. site received a five-year grant from the U.S. Department of Health and Human Services for community mapping of these resources.

"While sites can learn from us and each other through our Web site (www.communityyouthmapping.org), we often engage our AED colleagues to help us improve mapping strategies and reach new audiences," said Kilbride. For example, he said, "As a result of a collaboration with the AED Disabilities Studies and Services Center, we are now working with diverse groups of youth to map the entire states of Minnesota and Arkansas with a disabilities focus."

Other AED centers contributing to recent community youth mapping efforts include the AED Center for Health Communication, AED Center on AIDS and Community Health, and the AED National Institute for Work and Learning.

Sharing Best Practices Across Communities

AED created its New Voices Fellowship program to strengthen social justice nonprofit organizations, rejuvenate their fields of work, and provide quality leadership opportunities for individuals entering the nonprofit sector. Since May 2000, the program has awarded more than 90 fellowship grants to small nonprofit organizations throughout the United States to support fellows in such fields as international human rights, women's rights, reproductive rights, HIV/AIDS, racial justice, and migrant/refugee rights.

According to Terrance Pitts, a member of the initial class of New Voices Fellows who now works on the program, the training provides Fellows with skills that enable them to be more effective than they would be if they were out on their own.

"These are all highly motivated people, but the training in community organizing, coalition building, fund-



AED File Photo

Community YouthMappers in Milwaukee canvass local businesses for information on resources for young people and families.

perspective to local BTE programs," said Keith MacAllum, who is directing the project for AED. "The company hopes activities from other AED projects will inform its program."

Offering a Different Lens

For the BTE program, that is just what's happening.

Raul Ratcliffe and Eric Kilbride, who direct the Community YouthMapping initiative in the AED Center for Youth Development and Policy Research, have run sessions at the BTE annual meeting and are now working with MacAllum to involve student participants in the meeting. Ken Williams, who directs the AED New Voices Fellowship program, facilitated a session on leadership.

"I see AED as a catalyst," said Kilbride. "Because we work in so many areas related to developing productive young adults, we have a rich base of knowledge about what it takes to accomplish that goal. We can bring a youth development lens to BTE, which at heart is an education reform project."

Community YouthMapping, which celebrates its 10th anniversary in 2005, is another example of how AED's experience with youth and local

"mapped" the resources and opportunities available to young people at different businesses, community and faith-based groups and other organizations throughout the city.

Nearly 100 cities and counties across the country have used Community Youth Mapping to better match policy to youth needs. Richmond Mayor Rudolph McCollum sees mapping as a way to engage teens and inspire them to contribute to the city's future. "They're the future workforce, so I think it's important that they're a vital part of the process."

The program in Richmond drew on what was learned in 2003 when mappers took to the streets in St. Louis, Anchorage, Syracuse, and Boston.

"We are always trying new approaches to see how mapping can be improved, and then we tweak and evolve it over time," said Kilbride.

"The learnings we share from communities that have previously implemented Community YouthMapping always influence new communities as they think about the possibilities."

With obesity prevention on the minds of local, state, and federal officials, food and nutrition is getting more attention. Several cities have mapped their community's food and

AED Expands HIV/AIDS Prevention and Testing Efforts

More people became infected with HIV in 2003 than in any previous year—about five million. Ninety percent of them don't know it because they haven't been tested. Experts at the XV World Conference on AIDS in Bangkok, held last July, warned of the dangers of HIV-related stigma, which often keeps people from getting tested. AED is working to provide greater access to voluntary counseling and testing (VCT) for HIV and has expanded its prevention activities overseas and in the United States.

Increasing VCT and Surveillance

AED has begun new VCT programs in Botswana, South Africa, Ghana and Honduras. In Botswana, which has the second highest prevalence of HIV in the world, the AED Center on AIDS and Community Health (COACH) is helping to transform a VCT program sponsored by the U.S. Centers for Disease Control and Prevention (CDC) into a self-sustaining, independent NGO which will ensure the long-term sustainability of VCT services there.

South Africa has the largest number of AIDS cases worldwide, and AED is assisting 100 NGOs in all of the country's nine provinces to roll out VCT programs by training staff and supporting procurement and distribution of VCT kits. The project is supported by the CDC.

In Honduras, AED is adding a VCT component to its *Comunicando Vida* project, which provides NGOs with training and grants to help implement HIV-prevention strategies.

COACH is also working on HIV prevention programs in Ghana, with a focus on high-risk populations. Over the next five years, AED will conduct surveillance activities to determine who is at highest risk and develop appropriate interventions.



Sports for Life participants from the UN Ukwimi refugee camp in Zambia play a final soccer match.

While HIV prevalence in Ghana is relatively low compared with much of sub-Saharan Africa, understanding which communities are becoming infected is critical in stemming the continued spread of the virus to the broader population.

"If you don't start to understand where the concentration of the epidemic is, in a couple of years you'll have a generalized epidemic," said Michael Kaplan, deputy director of COACH.

Complementing COACH's surveillance effort in Ghana, the AED Center for Global Health Communication and Marketing (CGHCM) is establishing three VCT demonstration sites that are independent from Ghana's health system. That approach will help address issues of stigma and access which keep people from being tested.

The alternative VCT sites are being set up in areas where people are at greater risk for HIV infection, such as truck stops, bars and mines. They will be used to study what makes VCT

centers work successfully and what hampers their operation. Additionally, CGHCM is developing a major media campaign to expand and promote VCT.

"One of AED's strengths has been to identify barriers to people's behavior," said Mark Rasmuson, vice president and director of CGHCM. "Now we are bringing our experience and expertise in understanding consumers to designing programs that will promote the benefits of HIV testing."

Reaching Prevention Goals through Soccer

In Ethiopia, CGHCM is implementing the Sports for Life project, a regional health program that recruits prominent soccer players to become role models within their peer networks and communities and lead HIV/AIDS education efforts.

The Ministry of Youth Sports and Culture has invited Sports for Life to

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- AED Center for Gender Equity
- AED Global Education Center
- AED Systems Services Center
- AED Technology Center

In Brief

Expanding the Reach of the Global Learning Portal

By developing new features for the Global Learning Portal (www.glpnet.org) to meet the needs of educators in developing countries, AED hopes to significantly expand the number of users, partners and countries.

Teachers use the multi-lingual Web portal to share lesson plans, discuss best practices, and confer with colleagues around the world on issues such as HIV/AIDS, health education and literacy.

AED has recently completed pilot testing of the portal with 2,000 teachers in Africa and Latin America. The portal was launched through a partnership among USAID, Sun Microsystems and AED.

Handheld Computers Help Register Voters in Rwanda



It's not election season in Rwanda, but in early September, some residents of Kigali, the capital of Rwanda, registered to vote with the help of Registration

Officers who walked the streets carrying handheld computers instead of paper forms and pens.

In partnership with SatelLife, the AED Technology Center's dot-ORG project, funded by USAID, is testing the use of personal digital assistants (PDAs) for a range of applications in developing countries. In addition to voter registration in Rwanda, PDAs have been tested recently in Nepal for health monitoring applications.

Among the key benefits of PDAs are the speed and accuracy with which data can be collected and transferred to databases for analysis.

Dramatic Changes in Namibia's Classrooms

Namibia's education system has undergone a transformation so sweeping in the last 14 years, it could be described as extraordinary.

Since gaining independence from South Africa in 1990, this young nation in southwestern Africa has gone from an apartheid educational model serving only a privileged few—and even those students were racially segregated—to a system that welcomes all children into integrated classrooms.

"The government has completely reformed the system," said Donna Kay LeCzel, director of the AED Namibia Basic Education Support, or BES II, project in Namibia.

LeCzel has worked alongside the Namibian government since January 2000 through BES II. When AED started working in Namibia, only 14 schools were involved in the project. BES II's school-improvement program is working in more than 900 schools, encompassing about 75 percent of the primary schools in six of the country's 13 regions.

BES's goals are to improve teachers' professional development, create a learning model that centers on the student, implement use of continuous assessment, and involve parents and community members in school-improvement plans and activities.

Under the apartheid education system, the few Namibian students who had access to school learned through traditional methods. Generally, the class sat quietly and listened to their teachers lecture at a chalkboard. There was virtually no individual instruction, according to LeCzel.

Because of the education reform and the work AED is doing, teachers now encourage students' individual growth through small-group work.



Two Namibian fourth graders play a game to learn math concepts and problem solving.

"The change for the teachers has been dramatic," said LeCzel. "Imagine these teachers who learned to teach students by having them memorize a certain number of facts," she said. "The teachers had to go through a reform that completely changed the way they teach."

Still, she said, the teachers in Namibia have been very receptive to the changes. In addition to splitting the students into small groups, the teachers use hands-on materials and "learning games" in their classrooms. The games teach everything from math facts to the alphabet by having the students use higher-order thinking skills, including analysis, inference, and evaluation, to solve problems and manipulate materials.

Other, more developed countries have struggled to improve professional development, implement ongoing learner-performance assessments, and move away from stressing memorization. But Namibia has made vast improvements in its education system in just the few short years since gaining independence. —Michelle Galley

AED has just begun BES III. For more information, please contact Donna Kay LeCzel at dkl@mweb.com.na.

Improving College Access and Graduation Rates for Disadvantaged Youth

Sending a child to college has long been the dream of many American families. But for some, this dream has been impossible to reach.

The National Center for Public Policy and Higher Education, a think tank located in San Jose, California announced this fall that only one-third of high school graduates continue their education. By their mid- to late 20s, 29 percent of white Americans have earned a B.A. degree, compared with 18 percent of African Americans and 9 percent of Latinos.

Students from low-income families, minority families, and families that have recently immigrated to the United States and adult learners are generally among the populations least likely to attend college.

To help increase the number of underserved populations attending college and graduating, AED has been chosen by the Lumina Foundation to manage a grant program to select and assist partnerships consisting of community-based organizations, postsecondary institutions, K-12 schools and school systems, as well as civic, labor and business organizations in eight U.S. cities.

AED is supporting each partnership with resources, access to expert advice, learning institutes, site visits, and an online community for participants to share ideas.

“College success rates in this country are quite low,” said Alexandra T. Weinbaum, vice president and director of the AED Center for School and Community Services, which is managing the program. “The notion that you get someone into college isn’t enough.”

But the program goes farther than just getting these students access to higher education.

“Both access and success need to be part of it,” Weinbaum said. “And to tie those two pieces together, you really have to have a



Rising seniors in Chattanooga, TN engage in a writing exercise to prepare for college and scholarship application essays.

program that draws in many community and postsecondary education partners.”

The eight organizations participating in the grant program are: Chattanooga-Hamilton Public Education Foundation in Chattanooga, Tennessee; COMPASS Guide/University of Wisconsin-Milwaukee Center for Urban Initiatives and Research, Wisconsin; Linking Education and Economic Development, Sacramento, California; Linking Learning to Life, Burlington, Vermont; Little Village Community Development Corporation, Chicago, Illinois; Port JOBS, Seattle, Washington; San Antonio Education Partnership, Texas; Youth Development Institute for The Fund for the City of New York, New York. —Michelle Galley

For more information, please contact Alexandra T. Weinbaum at sweinbau@aed.org

- AED Center for School and Community Services
- AED Disabilities Studies and Services Center
- AED Higher Education Management Services Center
- AED National Institute for Work and Learning
- AED National Training Institute for Community Youth Work

In Brief

Promoting Civic Education in Schools

The newly launched Campaign for the Civic Mission of Schools has awarded \$150,000 grants to state coalitions in Colorado, Maine, Michigan, Nevada, North Carolina, and Pennsylvania. These coalitions will be directing intrastate campaigns to create favorable policies for democracy education approaches, including service learning, civics courses, student involvement in governance and policy deliberations, and simulations of democratic policies.

The Campaign is co-managed by the Council for Excellence in Government and AED. With a nationwide coalition of more than 40 organizations, the Campaign has designed a political and communications strategy to reestablish the commitment of our nation’s K-12 schools to preparing students for citizenship and democracy.

Bringing the World of Science to Students with Disabilities

With funding from the National Science Foundation, the Educational Equity Center at AED is equipping science and special education teachers with the necessary tools to bring inquiry-based science to students with disabilities, beginning in the early grades.

Core activities include professional development seminars offered at national conferences and online. AED is collaborating with the Council for Exceptional Children and Science Education for Students with Disabilities. This effort will enable students with disabilities in grades K-4 to participate fully in science, learn skill-building activities, and gain positive attitudes about science.

- AED Center on AIDS & Community Health
- AED Center for Applied Behavioral and Evaluation Research
- AED Center for Civil Society & Governance
- AED Center for Environmental Strategies
- AED Center for Health Communication
- AED Center for Social Marketing and Behavior Change
- AED Center for Youth Development and Policy Research

In Brief

Tackling Low Health Literacy

Studies estimate that 90 million Americans have trouble understanding health information. Such low health literacy can affect the proper use of medication and preventive care services and lead to an increased use of urgent care.

The AED Center for Social Marketing and Behavior Change (CSMBC) is addressing this health literacy challenge by helping pharmaceutical company GlaxoSmithKline (GSK) make its patient education materials more understandable to low-health-literate populations.

CSMBC staff developed a health literacy framework for GSK and assessed a range of the company's print materials. The assessment's findings will serve as the basis of a health literacy style guide for the company's future publications.

Encouraging Healthier Eating in New York City Schools

The AED Center for Health Communication is working with New York City's Community Food Resource Center and its Office of School Food to assess how social marketing can influence city-wide efforts to improve school meals.

City officials are focusing on all components of the food system, from agricultural development to product packaging, to improve the nutritional quality of food consumed in every city public school. With nearly 860,000 public school meals served daily, this effort could affect the nutrition of millions of young people.

AED will outline critical issues in, and barriers to, reforming school meals and social marketing's role in getting students to eat more nutritious food.

Conservation Balances Development of Egypt's Red Sea

In Egypt, where the eastern desert meets the Red Sea, protection of delicate marine and desert ecosystems must be balanced with the needs of a booming tourism industry largely dependent on unique natural resources. Spectacular coral reefs, sea cows, and other endangered indigenous species are the main attraction for tourists from around the world.

Environmental conservation has become a priority for Egyptians as awareness increases about the interdependency of Red Sea tourism, natural resources, and the livelihoods of thousands of local inhabitants. That's why the Nature Conservation Sector of the Egyptian Environmental Affairs Agency established the Red Sea Rangers in 1997 to safeguard the natural resources of the coastline and Marine Park Protectorates.

The agency recruited young men and women to conduct biological research and monitoring both on land and at sea; patrol the waters, shores and desert for signs of environmental abuses; and coordinate with other organizations to ensure environmental compliance.

As issues of economic growth and natural resource management intersected on the 700 kilometers of coastline, the demand for strategic communications and social marketing savvy grew within the Ranger workforce. Two years ago, the AED Center for Environmental Strategies began working alongside the Red Sea Rangers through GreenCOM, a USAID-sponsored global environmental communications project. The goal was to help the Rangers influence and improve environmental behavior among key target groups through strategic communications initiatives.

"It is important for us to take the lead in educating the local population. They have the most to gain from nature-based tourism in the future," said Mohamed Abbess, the director of the Rangers working in Wadi El Gamel, Egypt's newest national park.



Red Sea Ranger monitors the health of coral. The green turtle, the most endangered of all turtles worldwide, is common in the Red Sea.

With GreenCOM assistance, the Rangers have improved their skills in visitor outreach, community interaction, and interpretation. They now manage a quality speakers program for schools and public gatherings and have engaged hundreds of boat operators and hotel general managers to commit to common conservation goals. They have also provided tools to dive shops to educate divers and tourists about environmental best practices.

Recently, the Red Sea governor wrote to USAID Egypt Mission Director Ken Allis, "Allow me to express my admiration for the efforts undertaken by AED to sustain the Red Sea resources...these methods encouraged us to strongly support all efforts of environmental education using all resources available to us, owing to our belief that the unique nature of the Red Sea is the main driving force to sustain human development in this area of Egypt." —Patrick Papania

For more information, please contact Patrick Papania at ppapania@aed.org

Creating Healthy Behavior Change in Ghana



Joan Schubert

In Ghana, mothers learn how to improve their children's health and nutrition.

The AED Center for Global Health Communication and Marketing (CGHCM) has begun a five-year program in Ghana to improve the health of families, especially women, young children and high-risk groups. The Ghana Sustainable Change Project plans to use state-of-the-art communications and social marketing initiatives in the public and private sector to target the population's health care needs.

According to Jill Randell, project director and deputy director of CGHCM, the project has four main objectives:

- Build capacity within the public and private sector to support effective behavior change activities;
- Develop behavior change strategies that use mass media campaigns and support community activities to reinforce desired health behaviors;
- Strengthen the ability of government officials and policymakers to advocate for programs and activities that create positive behavior change; and
- Use social marketing to promote products and services that will support positive behavior change.

In the first phases of the project, AED will conduct formative research to fully better understand health-related behaviors in the areas of child health, reproductive health, family planning and HIV/AIDS care and support. First year promotion activities will focus on malaria prevention, voluntary counseling and testing, and long-term family planning methods.

"It's not simply that you want women to go to the doctor when they are pregnant," Randell said. "You have to know why they don't go and then figure out what is going to encourage them to seek out that health care."

AED will be working in 28 districts, located in seven of the 10 regions of the country. In each district, messages about healthy behaviors will be advertised in many different locations, such as beauty parlors, pharmacies, and schools. Local radio stations may also be involved, and some areas may use community theater to spread the messages. *—Michelle Galley*

For more information, please contact Jill Randell at jrandell@aed.org.

- AED Center for Family Health
- AED Center for Global Health Communication and Marketing
- AED Center for Health Policy and Capacity Development
- AED Center for Nutrition

In Brief

Addressing Health Issues with Commercial Marketing

The Tanzania Marketing and Communications Project (T-MARC) is applying AED's successful commercial marketing partnership approach to address a wide range of health issues in Tanzania.

By using cost-effective marketing and private-sector distribution networks, T-MARC will improve the availability of healthcare products associated with family planning, child survival, and prevention of HIV/AIDS.

Partners in this project include pharmaceutical manufacturers, consumer goods marketers, community-based organizations, and the Government of Tanzania. Funded by USAID, T-MARC is Tanzanian-managed and will be developed to become a sustainable business enterprise.

Community Health in Afghanistan

AED recently organized a workshop on interpersonal communication and counseling for community health workers in Afghanistan under the USAID-funded REACH Program (Rural Expansion of Afghanistan's Community-Based Health Care). Testing and using educational materials were also discussed.

One of REACH's biggest challenges is promoting gender equity, including recruiting and training female workers. Improved counseling is helping to empower rural women, giving them a voice in decisions affecting their families health as well as their own.

Dr. Karuna Onta of AED's LINKAGES/India Project led the workshop. Staff from the Ministry of Health, Ministry of Women's Affairs, Ministry of Rural Rehabilitation and Development, and 18 NGOs attended.

AED LEADERSHIP AND INSTITUTIONAL DEVELOPMENT GROUP

Directors: *Bonnie J. Barhyte, Sandra Lauffer*

- AED Center for International Exchanges
- AED Center for International Training
- AED Center for Leadership Development

In Brief

Promoting the Employment of Disabled Persons in Romania

Last June, the AED Center for International Training conducted a workshop for employment counselors from the Romanian National Agency for Employment and staff of the Romanian National Authority for Persons with Disabilities. The training focused on how to develop and implement services to promote employment of disabled persons.

Funded by the U.S. Department of Labor, the workshop taught participants innovative ways to train and place disabled persons in productive and rewarding jobs. Topics included conducting personal job readiness and skills assessments, reaching out to employers, and making accommodations at work sites to meet the needs of disabled persons.

International Visitors Join Cultural Heritage Festivities



Conservationists and artists from Cambodia to Croatia recently visited the United States to learn about cultural heritage preservation. The trip was designed and

coordinated by AED as part of the U.S. Department of State's International Visitor Leadership Program

While in Washington, D.C., the visitors had a unique opportunity to join in the festivities for the new Museum of the American Indian, which celebrates the native cultures of the Americas. During the celebration, they mingled with participants from across North and South America.

The group also visited five other cities, gaining new ideas about fundraising, organizational management, and educational programs and exhibits.

Strengthening Leadership in Southern Africa

They come from six countries in southern Africa. While their concerns range from agronomy to nursing, the movers and shakers in the Kellogg Southern Africa Leadership (KSAL) program all have the same goal: They want to bring new approaches to the challenges of building stronger communities in their countries.

Since 2000, this AED-managed program has equipped current and future leaders from rural African communities with the means to effect change through leadership workshops and undergraduate and graduate study at leading African, U.S. and other universities.

A major grant from the W.K. Kellogg Foundation Africa Program will expand the program, which currently has 80 fellows and awardees.

"Unlike many fellowship programs that administer funding for studies or experiences, KSAL puts the 'fellow' in fellowship by fostering a sense of community through orientations, workshops, conferences, chats, and meetings," said Phillip Hesser, KSAL director.

KSAL addresses the challenges rural communities face by encouraging fellows and awardees to develop solutions grounded in core African values such as ubuntu. Ubuntu is the concept of each person being connected to the community as a whole and having an impact on others.

"Lasting solutions to complex problems have to stem from the values that resonate with a society across generations, and those intergenerational values are particularly strong in Africa," said AED Senior Vice President Sandra Lauffer. "We hope this program will create a vanguard of leaders who will work together, in keeping with those values, to effect positive change in the region."



KSAL undergraduate fellows at a leadership orientation workshop in Johannesburg (from left to right are Pumza Magona, Monica Ramoeketsi, Malehlohonolo Moshabesha and Refiloe Lithakong).

One fellow, Letshwiti Tutwane, earned his M.A. in journalism from the University of Cardiff in the United Kingdom and wrote his thesis on Botswana's law of defamation and its impact on journalists. He returned home to teach a three-week introductory journalism class for the Botswana Police Service and to head a new media trade union.

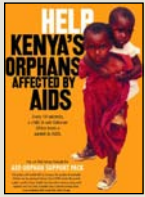
Program funds are also used to recognize senior leaders who have made a significant difference in their communities through the Desmond Tutu Leadership Award.

Zachie Achmat, a 2001 awardee for his work with the Treatment Action Campaign in South Africa, has gone on to become the chief proponent for making antiretroviral drugs available to people with HIV and AIDS in his country.

According to Hesser, "The fellows and awardees complete these programs with a sense that they can take on any challenge facing their communities, and they are succeeding." —*Natalie Halpern*

For more information, contact Phillip Hesser at pmesser@aed.org.

Education Partners Join AED Orphan Support Pack Campaign



The National Education Association, New England Association of Schools and Colleges, National Association of Secondary School Principals, American

Association of Colleges for Teacher Education, Scholastic, Inc., and the National Association of Elementary School Principals have signed on to promote the AED Orphan Support Pack Project to schools and colleges throughout the United States.

The National Service Learning Partnership and Campus Compact, a college service learning group, have also agreed to promote the project. Practiced in a third of the nation's public schools, service learning incorporates projects that address community needs as part of student's academic studies.

The AED Orphan Support Pack Project will provide urgently needed caregiver support services and care items initially to 1,000 children under age five affected by AIDS in Kenya.

Each pack costs \$100 and includes a prepaid card good for full immunizations, as well as preschool fees, weekly home visits by a trained community mentor, participation in a caregiver support group for one year, along with other items.

Interested school communities may consider integrating the initiative into their fund-raising efforts, holiday charitable projects or service-learning activities, in which students learn about the culture, history and people of Kenya.

Recently, the Interact Club of Princeton High School in Princeton, New Jersey raised \$900 for the AED Orphan Support Pack by selling items donated from the community.

A similar partnership helped AED distribute packs filled with school supplies to 200,000 Afghan children in 2003.

The AED Orphan Support Pack Project is the newest initiative of AED's Change Through Children campaign.

AED Employability Program in Brazil Featured in *Business Week*

Cintia Arantes, a student participating in an AED project to train young people from low-income families in Recife, Brazil, to enter the IT workforce, was featured on the cover of the September 27 international edition of *Business Week*. The story, which also ran in the U.S. edition, focused on the future of technology in nations such as Brazil, India, and China.

Arantes, who is interning at a local software company and taking courses, is one of 50 students from impoverished backgrounds who began and graduated from Programa Para O Futuro, an 18-month pilot IT and employability training program supported by USAID. Nearly 40 students have found well-paying jobs and internships as a result of the program.

"Given their circumstances and the demand for income to support their families, the graduation rate is unprecedented," said Eric Rusten, of the AED Technology Center, who directed the project.

Rusten says the program's success is largely due to the strong public-private partnership developed with local businesses and NGOs to train the young men and women in everything from network configuration to handling difficult questions during a job interview. In addition, students received English instruction and participated in e-mentoring with IT professionals. Among the companies participating in the program were IBM-Brasil, Microsoft-Brasil, and Banco do Brasil.

The students credit the program with opening doors to a better future.

"It's helping me gain the skills and showing me the path I need to follow



Programa Para O Futuro participant Cintia Arantes (right) talks with her E-mentor.

to make my dreams come true," said 21-year-old Abraão Carneiro, who wants to become a computer engineer.

Last year, Carneiro faced an uncertain future. Even though he had found a way to pay for the college entrance exam for computer science and passed the exam, he couldn't get the scholarship he needed to start school.

As a result of his participation in *Programa Para O Futuro*, he is learning Internet protocols and networking, while gaining information technology experience as an intern for a software development company.

Seventy-five percent of *Programa* graduates have won scholarships to the best technical college in the region, where they are outperforming students from middle- and upper-class backgrounds.

"This demonstrates how targeted social change programs can have a significant economic impact," said AED President Stephen F. Moseley, who attended the graduation ceremony in Recife in the spring. •



ChangeThroughChildren.aed.org

AED Welcomes Three New Board Members

Adel Safty, Sarah Carey, and Frederick Iseman, the newest members of AED's Board of Directors, bring experience in international business development, finance, journalism, democracy and governance, and foreign affairs.



Adel Safty is president of the School of Government and Leadership at Bahcesehir University in Istanbul.

An internationally recognized authority on global leadership, he has written 14 books on leadership, democracy and the Middle East. Dr. Safty has also had a distinguished career with the United Nations, having established the first UNESCO Chair in International

Leadership in 1997. He was named permanent chair in 2002.



A partner in the law firm Squire, Sanders & Dempsey LLP, Sarah Carey chairs the Commonwealth of Independent States Practice Group, where

she manages transactions in a broad range of industries. In her earlier law practice, Carey counseled major U.S. corporations seeking to invest in transition economies. She also created a national urban poverty law program based in Washington, D.C. that focused on combating inequities in such areas as public school financing and access to health services.



Fred Iseman is chairman and managing partner of Caxton-Iseman Capital, Inc., a \$2 billion private equity investment fund. He held several previous

positions in publishing and worked on Jimmy Carter's presidential campaign. Iseman is a member of the International Rescue Committee and has published articles in the *New York Times*, *Harper's* and the *New Yorker*.

"Our new Board members bring valuable perspectives to AED's efforts to address critical social problems, and we will benefit from their insight," said Stephen F. Moseley, AED President. •

Awards

Andreasen Scholar Award to William A. Smith



William A. Smith, Ed.D., AED's executive vice president and one of the country's leading social marketers, has received the Andreasen Scholar Award for excellence in social marketing.

Smith's lifetime achievement in reducing infant mortality in developing countries, combating HIV/AIDS in the United States and around the world, and his work on dozens of other programs ranging from traffic safety to consumer saving are the basis for the award, which recognizes individuals who have demonstrated a career of excellence, innovation and contribution to the field of social marketing.

"Social marketing is a powerful tool that fuses the power of marketing, advertising, PR, advocacy and community organizing in a seamless approach to positive social change," said Smith.

The award was presented by the University of South Florida College of Public Health on June 19.

SID/W Recognizes Jack Downey



On June 2, the Washington Chapter of the Society for International Development (SID/W) recognized Jack Downey, AED's chief operating officer, for his "extraordinary commitment, dedicated service, and outstanding leadership" in his years as President of SID/W from 2001-2004.

"Jack's exceptional qualities as a leader in Washington's international development community have been clearly shown during a particularly dynamic period for SID/W," said Alina Zyszkowski, SID/W executive director.

Downey has been active in SID/W during the past 15 years, having also served as vice president for programs, AED's institutional coordinator for SID, and co-chair of the Asia Roundtable.

Andrew Lieberman Named Tech Laureate



The Tech Museum of Innovation in San Jose, California has named Andrew Lieberman, president of the Asociación

Ajb'atz' Enlace Quiché, 2004 Laureate for the Microsoft Education Award.

Lieberman was honored with the prestigious award because of his work with Enlace Quiché, an organization that was started in 2000 by AED and USAID to bridge the digital divide in schools in Guatemala.

Enlace's Quiché has created 28 school-based technology centers, 14 interactive Mayan-language CD-ROMs, a virtual community, and a training center. The project is now a thriving, independent organization in Guatemala. Through its efforts, Mayans are using the Internet and computers as tools for development.

Victoria Quinn Honored by the Government of Madagascar



Dr. Victoria Quinn, Technical Manager for the LINKAGES Project, received the title of Chevalier de l'Ordre National Malgache (Knight of the Malagasy National

Order) from the Government of Madagascar for her work in improving nutrition among women and children. LINKAGES is a USAID-funded global project to improve infant and young child feeding.

Making Local Social Change Efforts More Effective

From page 4

raising, public speaking and working with the media offered through New Voices has strengthened their collective impact,” said Pitts. “At our annual conferences and retreats, they share stories, and the program has constantly evolved to meet their needs.”

Sushma Sheth, who graduated from Brown University in 2001, is working with the Miami Workers Center, which mobilizes poor families to give them a greater voice in social equality issues. The training she received helped the Center get “publicity for work that is being done in a city that’s off the social justice map in many ways....New Voices has given us a platform at the Workers Center to put out our ideas and our work.”

Through programs like Bridge to Employment, Community Youth-Mapping and the New Voices Fellowships, AED takes learning and best practices, along with its experience in strengthening institutions, from one community to another.

“Clients are keen on the idea of using organizations like AED to connect their grantees to a wide array of resources,” said MacAllum, who noted that AED’s international reach was another attraction for Johnson & Johnson, which is thinking of expanding the BTE program to communities overseas.

Among the simple ways in which AED expands the capabilities of local efforts is by connecting sites to funding opportunities, meetings, listservs, and publications.

“Thousands of programs are making important contributions in their communities every day,” said AED President Stephen F. Moseley. “The challenge is how we replicate and enhance those successes to make them more effective, create more economic opportunity, and, ultimately, help funders to make investments that can go to scale nationwide.”•



Redesigned AED Web Site Debuts

AED has completely redesigned its Web site (www.aed.org) in an effort to make it easier for donors, partners, and the media to find out more about programs of interest.

The new site features project impact stories, an in-depth listing of publications and tools, and an easy expert locator. From the home page a user can browse all the main program areas, or topics, in which AED works: Education, Environment & Energy, Health, HIV/AIDS, Leadership & Democracy, and Youth. Each of these main topics leads to a page with more detailed listings of expertise both internationally and in the United States.

According to Mary F. Maguire, senior vice president and director of Communications, the site was designed to show the breadth and depth of AED’s experience in human and social development.

“We wanted to enable any visitor to learn more about AED’s efforts to improve people’s lives throughout the world,” said Maguire, “and for our technical colleagues, we aggregated our knowledge so projects,

publications, centers, and experts on a particular topic, such as child health, are all on one page.” Publications are available in full-text.

Visitors can also browse by the major approaches AED uses in building the skills and capacity of individuals, communities, and institutions in the United States and developing countries. These include: Communications, Gender, Partnerships, Social Marketing & Behavior Change, Research, Technology Applications, and Training.

The site has a “Stay Informed About AED” button on the homepage through which visitors can sign up for a monthly e-mail newsletter, E-News@AED, and a Story Archive at which readers can browse through stories previously featured on the homepage.

“AED has a great deal of knowledge to share, and we have already seen an increase in the time visitors spend on the site,” said Maguire. “We also want to learn more about what visitors would like to see and invite their feedback at web@aed.org.”

AED Expands HIV/AIDS Prevention and Testing Efforts

From page 5



Participants get ready for a final exercise during a SISTA HIV prevention training session in Atlanta as part of the Diffusion of Effective Behavioral Interventions project.

train physical education teachers nationwide to use its approach and curriculum to teach school children in grades 6-8 about HIV and AIDS prevention.

Combating Stigma

Having received the largest grant ever to study HIV/AIDS-related stigma in the United States, AED has been expanding its work to combat the spread of the disease domestically.

Funding from the Ford Foundation enables AED to define stigma and understand it so “we can begin to intervene at the community level to address stigma and erode those things that help sustain isolation and fear among those people living with HIV/AIDS,” said Stacey Little, senior HIV/AIDS team manager in COACH.

To expand the body of knowledge on stigma, AED is hosting a two-day conference in December to discuss the latest findings and how that information can be applied to the real world.

Attendees will include program staff from six anti-stigma grantee sites and leading researchers.

AED is also the lead coordinator for the Diffusion of Effective Behavioral Interventions (DEBI) project. AED trains community based organizations and organizes regional workshops throughout the country on how to implement effective, science-based HIV/STD prevention programs. The number of approved interventions covered by the trainings and thus eligible for federal funds has increased from eight to 12 during the past year.

“We now have new technologies for testing for HIV, new treatments and new ways to assess health that are all science-based,” said Frank Beadle de Palomo, senior vice president and director of COACH. “We must continue to focus on both the national level and the community level to be most effective in stemming the spread of HIV and AIDS.” •

Elvis Fraser Named Director of CABER



Six years after joining AED, Elvis E. Fraser, Ph.D., has been named director of the AED Center for Applied Behavioral and Evaluation Research (CABER). The

center specializes in applying the theories and methods of the behavioral and social sciences to the design and evaluation of effective programs, services, and policies across a wide array of fields. Dr. Fraser had previously served as deputy director of CABER.

Among the projects he oversees are the Obesity Prevention Project and the Rural Community Evaluation Project. The three-year effort involves evaluating programs designed to ameliorate the effect of poverty by helping individuals and families become self-sufficient and create their own opportunities.

“I enjoy the diversity of what I do and the opportunity to cut across many different substantive issues,” says Fraser. “The sense that I’m doing something meaningful, something that’s making a difference, is also very satisfying.”

AED Hosts Conference on Diversity

The first InterAction Diversity Conference was held November 4–5 in Washington, D.C. at the AED Conference Center. The theme of the gathering was “Ensuring Effectiveness through Inclusion.” Attendees had the opportunity to participate in nearly 20 sessions designed to help them integrate diversity within their organizations and increase personal knowledge of diversity issues.

Pamela Paul, vice president and director of Professional Development and Diversity at AED, was very involved in planning the conference. “We not only wanted to share best practices,” said Paul, “we also wanted to give participants time to explore some dimensions of diversity in detail through in-depth, interactive workshops.”

Seven AED executives made presentations at the conference on topics ranging from “Diversity Recruitment and Retention” to “Incorporating Diversity Into Organizational Functioning: Lessons from AED.”

AED President Stephen F. Moseley will give a presentation on **Humanitarian Action: Where Are We, and Where Are We Going?**, November 8, at a Fordham University symposium in New York. His comments will be published in a book of papers presented at the symposium.

Jay S. Ross, policy coordinator with the LINKAGES project in the AED Global Health, Population, and Nutrition Group, and Miriam H. Labbok, coauthored a paper, **Modelling the Effects of Different Infant Feeding Strategies on Infant Survival and Mother to Child Transmission of HIV**, published in the *American Journal of Public Health*, Vol. 94, No. 7, July 2004.

Peter Mitchell, senior social marketing specialist with the AED Center for Social Marketing and Behavior Change presented **Creating Real Access: Social Marketing Techniques for College Access** at the annual National College Access Network Conference, September 20, in Boston.

At the American Library Association Annual Conference, June 26-28, in Orlando, Gail Wadsworth, outreach librarian in the USAID Library through the Development Information Services Project, copresented **From Timbuktu to Toledo: How International Library Experience Makes You a Better Librarian**.

Ricardo Villeta, senior vice president and chief management officer, presented a workshop, **How to Handle Harassment Incidents**, at the InterAction Diversity Conference, October 4, at the AED Conference Center in Washington, D.C.

Martin S. Alilio, research director and senior policy advisor to the NetMark project in the AED Global Health, Population, and Nutrition Group, along with Joel Breman, FIC, and Anne Mills, London School of Hygiene and Tropical Medicine, edited the Malaria Supplement to the *American Journal of Tropical Medicine and Hygiene*, titled **The Intolerable Burden of Malaria II: What's New What's Needed**, which was

released September 9. Dr. Alilio also contributed to four of the 37 papers published in the supplement.

On September 26, in Washington, D.C., Vernay Mitchell-McKnight and Ruthie Smith-Stevenson, senior program officers with the AED Center for School and Community Services, gave a presentation, titled **Social Equity as an Ideal in School Reform**, to the Frederick D. Patterson Research Conference of the United Negro College Fund.

Diane La Voy, senior program officer with the AED Global Education Center, gave a presentation on **Civic Engagement for Educational Reform in Central America (CERCA): A Public-Building Project** at a September 17 panel discussion on Accountability in Education: Strengthening Citizens' Voice at the Civil Society Task Force in Washington, D.C.

On August 30, Dr. Agnès Guyon, regional advisor, AED-LINKAGES Ethiopia, gave two presentations, **Women's Nutrition in the Context of the Essential Nutrition Actions Approach** and **Nutrition and HIV&AIDS in Uganda** at the ESAR Nutrition Network meeting.

At the Association for Gender Equity Leadership in Education Conference, July 21-24, in Washington, D.C., Merle Froschl, codirector of the Educational Equity Center at AED, presented a workshop on **Raising and Educating Healthy Boys: An Early Childhood Equity Approach**.

Barbara Sprung, codirector of the Educational Equity Center at AED, will lead a seminar on **Raising and Educating Healthy Boys** at the annual conference of the National Association for the Education of Young Children, November 10-13, in Anaheim.

Paula Hollerbach, senior research officer with the AED Center for Behavioral and Evaluation Research, gave two presentations based on a study she coauthored,

The Formulation of Sexual and Reproductive Health Among Young Men in Bangladesh, at the 32nd annual Psychosocial Workshop, March 30, in Boston, and the Global Health Council annual meeting in Washington, D.C., June 2.

Social Marketing Quarterly published an article by Barney Singer in the Summer 2004 special issue, titled **Partnerships, Alliances, and Stakeholder Communication**, that discusses AED's role in the partnerships, alliances and stakeholder communications of the National Youth Anti-Drug Media Campaign.

The Kano (Nigeria) State Ministry of Health presented the BASICS II/Nigeria team a **Merit Award in recognition of its work in nutrition** on July 17.

Frank Beadle de Palomo, senior vice president and director of the AED Center on AIDS & Community Health, spoke at the 2004 Annual STD/HIV Educational Meeting in New Orleans, September 30. The title of his presentation was **New Directions: The Blending of HIV Prevention and Care**.

Persistence of Child Marriage in Bangladesh was the topic of a June 3 presentation by Sidney Ruth Schuler, director of the Empowerment of Women Research Program in the AED Center for Applied Behavioral and Evaluation Research at the Global Health Council annual meeting in Washington, D.C.

Susan J. Rogers, senior research and evaluation advisor with the AED Center on AIDS & Community Health, coauthored a paper with Terry Ruefli, **How Do Drug Users Define Their Progress in Harm Reduction Programs?**, which was published in the *Harm Reduction Journal* 2004.

Donald Collins, program officer with the AED Center for School and Community Services, self-published his book, **Fear of a "Black" America: Multiculturalism and the African American Experience**, through iUniverse.com in August 2004.

Publications



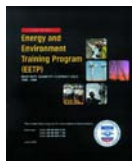
Community Therapeutic Care : A new approach to managing acute malnutrition in emergencies and beyond,

by Caroline Grobler-Tanner and Steve Collins, Food and Nutrition Technical Assistance (FANTA), June 2004, 12 pages. This technical note responds to frequently asked questions about community therapeutic care (CTC). It describes the CTC approach, implementation, and the role of Ready-to-Use Therapeutic Food; summarizes results to date; and outlines ongoing and planned activities.



Connecting and Inspiring Educators Worldwide, Global Learning Portal

(www.glpnet.org), 2004, 4 pages. This brochure describes the Global Learning Portal, an easy-to-use, multilanguage Internet portal for teachers. The GLP provides information, professional development, and collaborative learning opportunities for educators in rural and resource-scarce areas of the world.



Energy and Environment Training Program Final Report,

Energy and Environment Training Program, June 2004, 244 pages; also on CD-ROM. This final report

illustrates how training and institutional capacity building are critical for people in developing countries to gain access to modern energy, to use energy regulation as a basis for good governance countrywide, and to increase public understanding of changes in the energy sector so they may participate at appropriate levels in energy sector decision making. It highlights the collective work of AED and its partners in helping nearly 17,000 developing-country energy professionals increase their own capacity to improve the energy sector foundation for economic, political, and social development in their respective countries between 1998 and 2004.



Food and Nutrition Implications of Antiretroviral Therapy in Resource Limited Settings,

by Tony Castleman, Eleonore Seumo-Fosso, and Bruce Cogill, Food and Nutrition Technical Assistance (FANTA), May 2004, 20 pages. This document is meant to assist program planners, groups developing guidance on care and support, service providers, and networks of people living with HIV/AIDS to understand and address antiretroviral therapy (ART) interactions with food and nutrition. The information presented can also help managers of programs that include ART components to incorporate food and nutrition counseling and other needed interventions.



HIV/AIDS Anti-Stigma Initiative, Selected Literature 2000-2004,

Center on AIDS & Community Health, CD-ROM. This selected annotated bibliography on HIV/AIDS stigma and discrimination was developed for the HIV/AIDS Anti-Stigma Initiative: A Framework for Addressing HIV/AIDS Related Stigma in America. This bibliography is limited to material published since 2000 and is not designed to be comprehensive. Rather, articles were chosen for their currency and contribution to the body of literature on HIV/AIDS stigma and discrimination and were selected from literature searches conducted in the MEDLINE, AIDSLINE, HealthStar and AIDS Meetings, HSRProj, and CRISP databases.



Moving to the Next Phase of HIV Prevention and Care,

Center on AIDS & Community Health, 2004, 14 pages. AED has been engaged in the fight against HIV/AIDS for more than 17 years. This monograph looks back at what we have learned, assesses the strengths and weaknesses of past approaches, and builds on our experience. In addition to lessons learned, it outlines considerations for expanding existing efforts and developing new ones.

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