Two Communication Workshops Held By Iranian Ministry of Health

Under the sponsorship of UNESCO and the UNDP, the Ministry of Health of the Government of Iran held two family planning communication workshops in Tehran in June. The workshops were attended by participants drawn from all the Ostans, or provinces, of Iran. The faculty consisted of staff of the Ministry of Health and the University of Tehran, and representatives of the national media.

The general objectives of the two workshops were to provide orientation to Iranian workers in IEC processes and programs in family planning and to promote planning and use of different types of communication media in an integrated way.

The specific objectives of the two workshops were tailored to the backgrounds and job responsibilities of the participants at each workshop. The first workshop, which was held from June 2 to June 14, was attended by 27 communication and education officers. Thus, the first workshop concentrated on the production of materials designed for specific target audiences in three sample villages—based on field observation and interviews in these three villages. Participants then created originally designed materials, which included approximately 50 posters, 30 pamphlets, 20 radio scripts, 2 folk media scripts, and one set of slides.

The second workshop, which was held from June 19 to 29, was attended mainly by supervisors of field workers. Thus the workshop concentrated on the production of two manuals entitled “Identification and Utilization of Local Leaders” and “Role of Supervision for Field Workers in the Family Planning Programme.”

More information about the workshops can be obtained by writing the coordinator, Ms. Oranus Fassai-Nejad (Director, Communications and Education, Population and Family Planning Division, Ministry of Health, Building No. 11, Aryamehr Street, Tehran).

The 61 participants who attended the two workshops were assisted by a UNESCO faculty of four people: Dr. D. C. Dubey, Chief, Social Research Division, National Institute of Family Planning, New Delhi, India; Dr. D. Malaviya, Joint Director, U.P. Government Agriculture Information, India; Iqbal Qureshi, UNESCO Mass Communication Consultant, Lahore, Pakistan; Barbara Yount, Media Development Specialist/Staff Researcher, East-West Center. The team was headed by Sher Singh, UNDP Adviser and UNESCO Adviser (Box 1555, Tehran, Iran).

EWCI Develops New Modular Program

Individualized professional growth will be emphasized in the Communication Institute’s innovative First Modular Program of Professional Development in Population IEC. About 40 professional communicators are expected to attend the seminar/workshop from population and family planning programs in public and private, national and international organizations and institutions. The ten-week program will be held in Honolulu at the East-West Center February 25 through May 3, 1974.

While the Modular Program provides a broad base of population IEC learning opportunities, the participant will be able to design his specific professional development program. He will select from among the variety of modules available those which best meet his needs according to his background and experience, present responsibilities, and future job expectations. Planning for each individualized program will be carried out in joint consultations between the participant and the EWCI staff through correspondence and, where possible, an EWCI staff visit to the participant’s place of employment.

It is expected that this Modular Program will provide participants, through the problem-centered learning modules in population IEC, with the opportunity to increase knowledge and skills, to become

(Continued on page 2)
familiar with the latest techniques and research findings, and to develop technical and cultural interchange with colleagues from around the world.

In addition, all participants will develop an IEC product for use in their jobs.

The following modules will be offered:

**Fundamental Human Communication:** The process of communication. Messages, audiences, appeals, persuasion. Social and cultural aspects of communication. Emphasis on family planning communication.

**People and Population:** Consequences of population change for individuals and social groups, including the family. Theories of demographic change. Issues in population and environment. Sub-unit on contraceptive technology.

**Planning Communication Programs and Campaigns:** Intensive examination of alternative patterns of communication planning. Campaigns, exhibits, integrated IEC programs.

**The Role of Communication in Social and Economic Development:** Consideration of the role of communication in support of development programs, utilizing case examples. Building cross-sectoral involvement.

**Information Resources and Their Utilization:** Examination of information resources in population; current and potential utilization of information resources in population program activities; process and strategies of linking information appropriately between producer and user, and the role of documentation units and information services in this process.

**Organization and Management of Family Planning IEC Programs:** Influence of population policy on alternative structures for conduct of national IEC programs. Financing of IEC components. Patterns of organizational communication.

**Helping People Learn:** The process of training. Techniques of instructional design and evaluation. Preparation and delivery of training modules in population IEC. Use of training support materials and equipment.

**Product Testing and Evaluation:** Methods for pre-testing and evaluating various types of communication materials. Utilizing the results of this research.

**Using Existing Media:** How to get family planning and population messages used by radio, television, the press. The role of mass media in population IEC programs.

**Low-cost Communication Technology:** Hardware and software and their adaptation to local conditions. Emphasis on filmstrip, slide-tape, cassette.

**Production Laboratory:** Introduction to production processes in various media through "hands-on" development of media products. Filmstrip, slide, sound-tape, posters, video-tape.

**Reaching Rural People:** Audience selection, strategies. Development of sequenced educational programs. Working with community-level organizations and agencies. Materials design, instructor training, evaluation. Sub-unit on clinic education.

**Beyond Family Planning:** Examination of alternative approaches to motivation. Incentives, using services of advertising and market research agencies, changes in the legal structure affecting taxes, use of public housing, educational allowances, etc.

**Role of the Consultant:** Analysis of ways in which IEC consultants/advisors can best function. International assistance in IEC programs.

Field study in a population IEC program is an optional module.

The deadline for receipt of applications is October 15, 1973. For further information on the First Modular Program of Professional Development in Population IEC and for application forms, write to: First Modular Program, East-West Communication Institute, 1777 East-West Road, Honolulu, Hawaii 96822 U.S.A.
IEC Aspects of WPY

A complex information and communication program has been devised for World Population Year (1974) by the United Nations Fund for Population Activities (UNFPA) in cooperation with a number of specialized agencies of the United Nations.

More than a year in preparation, the program is designed to bring to the world a sense of heightened awareness of population matters—one of the major aims of World Population Year (WPY). UNFPA has been specifically charged by the Secretary General of the United Nations to coordinate such activities, including the encouragement of innovative programs of more substantive nature.

This massive program is being directed by a WPY Secretariat which was created by UNFPA’s executive director, Rafael Salas. Tarzie Vittachi, Third-World author and journalist, is executive secretary of the WPY group.

The information and communication program of the WPY Secretariat is directed toward a global approach to the print and electronic media, and includes direct mailing pieces to reach key people throughout the world. An information dossier is now in preparation in several languages which will contain population features, news stories, shorts, and photos, and which will be sent to leading editors and broadcasters of the world. A film, created by the Italian director Roberto Rossellini, is intended to create national “dialogues” on television and on film as governments are invited to react or talk back to the initial production.

These efforts are being bolstered on projects such as a book based upon the personal reaction to the world population situation by the Indian poet-journalist Dom Moraes, due to be published at the end of this year. Other UNFPA information and communication projects cover additional publications, a public information campaign, seminars for editors and broadcasters, support for programs of women’s groups, religious organizations and youth-related activities, and many others.

These activities represent only part of UNFPA assistance for World Population Year objectives. The specialized agencies of the United Nations have already received substantial support for projects specifically tailored to their own audiences. FAO, ILO, UNESCO, WHO, UNICEF, and a number of nongovernmental organizations (such as IPPF) are presently building their own print and audio-visual projects and their own schedule of information and communication seminars. One of the more innovative items is an IPPF folk and mass media project in the Caribbean region utilizing a popular calypso troupe. Similar programs may be funded by UNFPA in other regions of the world.

Most of these activities will serve as a prelude to the highlight of WPY—The World Population Conference, which will be held in Bucharest, Rumania, in August 1974. The Conference is a separate event, and its preparations have been entrusted to a recently created Secretariat, under the direction of its secretary general, Dr. Antonio Carrillo-Flores. A special information and communication effort is now being prepared for this event.

Beyond efforts of the United Nations system, governments and nongovernmental organizations have been invited to prepare their own projects in support of WPY. National population commissions have been created in a number of countries, and voluntary information campaigns are now being developed, which include special issues of stamps and mass media information programs.

UNFPA welcomes news of plans by everyone concerned with the objectives World Population Year. The address is: World Population Year Secretariat, United Nations Fund for Population Activities, 485 Lexington Avenue, New York, New York 10017 U.S.A.

IEC Events

The following list has been compiled from information reaching the EWCJ. Only those events primarily devoted to population information, education, and communication are included. The purpose of the list is to promote exchange of information; therefore, dates of events already held may be included. Inquiries concerning attendance at any of these events or availability of papers should be directed to the address listed under the section “Source of Information.” No responsibility is accepted for changes in dates, location, or subject matter.

<table>
<thead>
<tr>
<th>Event</th>
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<tr>
<td>ILO: Latin America Regional Seminar on Workers’ Population Education</td>
<td>September 1973</td>
<td>Latin America</td>
<td>International Labour Organisation 1211 Geneva 22 Switzerland</td>
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To encourage a nationwide “pregnant pause,” the Family Planning Federation of Canada launched its first mass media campaign in September 1972. The purpose of the campaign was to inform the Canadian public 1) of the need to plan and space families and 2) of the availability of information and counseling services through the Federation’s 40 Planned Parenthood Associations across Canada. The Family Planning Federation of Canada is an umbrella organization representing local associations.

The campaign was developed by Goodis, Goldberg, Soren Advertising Agency and was funded by a $400,000 grant from the Federal Government’s Health and Welfare Ministry. A commercial agency was decided upon in order to maintain control over the creative aspects of the commercials and the amount and the timing of the media scheduling. Goodis, Goldberg, Soren were selected and retained on the merits of their reputation. Included in the $400,000 grant was the budget for the total campaign: including production, media, and the agency commission of 15 percent. $300,000 went for English language media and production and the remaining $100,000 for French.

The chief audience of the campaign was “at risk” men and women who were fertile and sexually active and who were in need of information on family planning; thus media were selected which would reach the less well informed. Each of the seven ads was designed to appeal to a slightly different audience, as the three accompanying pictures demonstrate.

Those radio stations were chosen whose audience consists of a high proportion of housewives and teenagers; ads were run mid-morning and late evening to reach these groups. Transit ads were also chosen to reach the less well informed. Newspapers were selected mainly on the merits of their wide circulation.

Priority for coverage was given to areas which had a local Planned Parenthood Association. In this way, the Federation could be assured that facilities were available to which people could be referred and that the effectiveness of the campaign could be monitored and recorded. The Federation has asked Canadian Facts, a research company, to develop a proposal for an evaluation of the campaign.

The immediate feedback was largely in reaction to the message aimed at teenage girls, “If you’re old enough to get pregnant, you’re old enough to know how not to.” The copy for the radio ad based on this message originally read as follows:

Recorded Female Announcer: If you're old enough to get pregnant, you're old enough to know how not to.

[2] Your parents, your teachers even your friends may not agree with this.


This copy was seen by some people as encouraging promiscuity in teenagers. Yet it was in response to the rising figures for legal abortions that the campaign was launched. Since some radio stations refused to broadcast the ad, the message was revised by omitting the second, third, and fourth sentences and by inserting the sentence, “You have every right to know everything there is to know about pregnancy and how to prevent it.”

In June it was learned that this campaign was selected as one of the eight outstanding campaigns of 1972 by Marketing magazine’s panel of Canadian advertisers at Marketing’s Annual Advertising Agency Exhibit for 1973.

These three posters are examples of the seven print ads, ranging in size from 930 to 990 newspaper lines. They appeared in more than 50 daily and weekly newspapers in both English and French. Three weeks later, three 30-second radio commercials began to be aired. These were joined by four transit card ads in about 30 major centers three months later. During the campaign, approximately 48 percent of the budget went to newspapers, 36 percent to radio, and 18 percent to transit signs. As an added and unexpected free bonus, some radio stations ran extra ads as public service announcements; for example, some stations would run the same number of free ads per day as that number paid for. Other radio stations broadcast both “hot line” telephone conversations with listeners and shows which interviewed members of the local associations.

Find out about the 8 different methods of contraception. Consult your doctor or local health unit, or call the number we’ll give you. Shouldn’t every child be a wanted child?

This message is brought to you by the Family Planning Federation of Canada.

Live Female Announcer: In Toronto, call Planned Parenthood Association, 924-3761.

NOT EVERYONE WANTS TO BE A PARENT.

We're just as healthy and just as glad to want children, as it is to want these

Avoiding pregnancy, or ending children should be a free personal choice between two people. Contraception gives you that freedom of choice. If you know all the methods and how to use them.

If you don't know the 8 methods of contraception, and want to, contact your doctor or local health unit or contact the organization below. We'll keep your call confidential.

FAMILY PLANNING FEDERATION OF CANADA
88 Eglinton Ave. East, Room 204, Toronto, Ontario, Canada
Advertising Agency Presents Proposal to Family Planning Federation of Canada

In early 1969, the Family Planning Federation of Canada retained Goodis, Goldberg, Soren and invited them to present a proposal to the FPFC. This initial proposal reads as follows:

BACKGROUND

"A bill to amend the criminal code is presently before the Canadian House of Commons. . . unlike its predecessor, the amended criminal code does not prohibit the sale or communication of information about birth control techniques and devices.

"This new freedom has prompted the FPFC to consider the merits of a national information program, not to proselytize the populace for birth control or family planning, but to acquaint adult Canadians with the birth control devices and techniques available to them.

"In this connection, the federal Department of National Health and Welfare has invited a submission from FPFC about any appropriate co-operative activity indicated by the new legislation. One issue which will be explored is subsidization of the FPFC general information program through a federal grant in the amount of a million dollars. Failing an adequate grant from the federal government, there are other potential sources of revenue such as corporate fund raising.

"The FPFC is considering retaining an advertising agency to assist with the DNH&W submission and to subsequently prepare and place the information program. Thus this submission by GGS to the FPFC.

OBSERVATIONS

"We support a course of action whereby you retain professional advertising counsel to assist with negotiations, prepare and place such an information campaign. While this may appear somewhat self-serving, we have experience with volunteer campaigns of a similar nature to that proposed by your organization. Such campaigns are inefficient and remarkably awkward to administer and control. While better than nothing, they must defer to the spare time and good will of so many organizations and individuals that they produce very little in relation to the time and effort devoted to them. While there has always been truth in the adage 'he who pays the piper calls the tune' it becomes increasingly appropriate in our society.

"We are not sanguine about the prospect of your receiving a million dollars of federal funds to support an information program. Grants of such magnitude are not commonplace, especially in the context of an infinite number of claimants for a finite number of available dollars. In addition, in the realm of everyday politics it is one thing for the government to rescind prohibitions concerning birth control but quite another to become a proponent, if only by association or subsidization, of birth control. However, it can be said that a program which is soundly based, professionally produced and administered has a greater chance of government support if for no other reason than that it is more easily defended if attacked.

GGS INVOLVEMENT

"GGS is organized and staffed to provide a complete communications service to the FPFC—advertising, sales promotion, and public relations. Sales promotion is a department of the agency and public relations is provided by a subsidiary company—Courier Public Relations.

"We command considerable experience with the type of communications required by FPFC and request that you consider this submission evidence of our interest in being retained as your advertising agency."

Between 1969 and 1972, subsequent and more specific proposals were presented to the Family Planning Federation of Canada by Goodis, Goldberg, Soren. In mid-1969, a second proposal, which eventually grew directly into the national program described in the accompanying article, was designed for a pilot project in British Columbia and gave specific details on the philosophy behind, the administration of, and costs for the campaign, as well as the advertisements and media to be used. In 1971, a third presentation which was designed for the national campaign detailed what the messages were to accomplish, and how, when, and where they were to appear. Yet another proposal in 1972 gave the specific costs, timing, length, number of ads, and names of the specific media.
"Gloria Riggsbee" Is On the Air

A successful question-answer column, appearing in some 40 newspapers in North Carolina and giving advice on all aspects of pregnancy planning and health, has recently been adapted to a new medium—radio. In both the column (which was reviewed in IEC Newsletter No. 8) and the radio show, which is still in the developmental stage, questions are answered by "Gloria Riggsbee"—a pseudonym for a group of people including a doctor who composes the answers and advice. Those letters not selected to be answered over the air or in the column are replied to personally.

A section from the prototype radio script reads as follows:

"Announcer: It's time for "Family Planning and Health," a weekly public service journal, by Mrs. Gloria Riggsbee. ... Mrs. P. F. writes. Dear Mrs. Riggsbee: My husband does not want me to take the pill or use any birth control methods. He says that he will take care of it, but I know he doesn't always take precautions. I have tried to tell him that our marriage would be happier and I would enjoy him more if I weren't so worried all the time about getting pregnant. He says he is taking care of it and it is not my problem. What can I do?"

"Mrs. Riggsbee: Dear Mrs. P. F.: Since it takes two people to make a marriage and two people to make a baby, the responsibilities of marriage and parenthood should be shared by both husband and wife. A couple should be able to agree on the number of children they want, and when they want to have them. It is especially important that they agree on the method of birth control they will use to plan their family. If you are not satisfied with the method your husband is using, it is most certainly your problem and not just your husband's wishes that should be considered.

"I think the two of you should have some very serious and honest discussions with one another—first about whether or not you want to have any children, and, if you do, when you want to have them. Then you need to come to an agreement on the type of birth control method that would suit you both.

"Many women complain that their husbands put the entire responsibility for birth control on them. From that point of view, your husband is to be congratulated for being concerned about this, but he must also understand that you are every bit as involved as he is. If he realized that agreement on a family planning method that suited you too would result in a more loving and happier wife ... I bet he would change his mind."

Frequently "commercials" are added between the time when the letter is read by the announcer and when Gloria Riggsbee makes her reply. These "commercials" tell of local family planning services, clinic addresses, and hours.

For more information about the "Gloria Riggsbee" column and radio tape, suggestions for their adaptation, and advice on approaching the media, write to the Educational Materials Unit, Carolina Population Center, 214 West Cameron Avenue, Chapel Hill, North Carolina 27514 U.S.A.
International Population Education Network Initiated

Prospects for international cooperation in developing population education were enhanced at a meeting in Cambridge, Massachusetts, U.S.A. from April 18 to 21. The purposes of the meeting were to outline needs in population education program development and, based on these needs, to consider strategies for meeting them through some form of international cooperation.

Following two days of intensive discussion and deliberation, the delegates recommended steps to explore the feasibility and possible structure of an international network of population educators. This network would have as general function areas the provision of information and dissemination of research, coordination of program and research activity, and identification and perhaps development of training resources in the field. Further development of the idea will be done by a Planning Committee elected on the last day of the program.

Members of this committee include: Dr. Odette Alarcon, Centro Ecuatoriano de Educacion Familiar, Quito, Ecuador; Dr. A. J. Johnston, Department of Education, Macquarie University, Sydney, Australia; Dr. Albert Maleche, Faculty of Education, University of Nairobi, Nairobi, Kenya; Dr. Fred Morais, Director, Asian Institute of Teacher Education, Quezon City, Philippines; Dr. Haifa Shanawany, Cairo, Egypt; Mr. Stephen Viederman, Population Council, New York, New York, U.S.A.; and Dr. Sloan Wayland, Teacher’s College, Columbia University, New York, New York, U.S.A. Dr. David Kline, Harvard University, will serve as principal staff resource.

The meeting was hosted by the Center for Studies in Education and Development, Harvard University, and co-sponsored by the Pathfinder Fund, Boston, Massachusetts, and World Education, New York.

New Directory of IEC Assistance and Services Now Available

The Communication Institute has recently published a revised and expanded Directory of IEC Assistance and Services, which describes types of aid and services available to the IEC components of population/family planning programs. The Directory has four main features: 1) 500-1000 word “profiles” or brief reports on donor agencies, research and training centers, and similar institutions; 2) a comprehensive list of headquarters and field office addresses; 3) tables that summarize for each organization its subject matter and geographic interests and which of 25 different types of assistance it offers; and 4) tables indicating which organizations provide each kind of assistance. For a free copy of the Directory, write to the Inventory-Analyses Project, Communication Institute.

Sample Page

Norwegian Agency for International Development (NORAD)

Description

The Norwegian Agency for International Development is the government agency responsible for planning and administering Norwegian assistance to developing countries.

Experiences in Population/Family Planning

NORAD provides financial assistance for population/family planning through bilateral grants, and contributions to multilateral agencies including UNFPA, WHO, and the World Bank. However, no specific list of types and amounts of aid has been announced.

IEC Assistance

In 1974 a grant was made to the Government of Indonesia for the promotion of family planning films.

Contact

Hannah Pauwels Tremaine

Norwegian Agency for International Development

P.O. Box 100
Oslo, Norway

Organization of American States (OAS)

Description

The Organization of American States (OAS) is a regional agency within the United Nations. In addition to providing bilateral technical and financial assistance, the OAS has played a central role in Latin American activities in the field of population and family planning.

Experiences in Population/Family Planning

Each year the OAS prepares for each member country a report which includes a description of the dipping situation. In addition, the OAS has made available a number of publications on population/ family planning and has been active in supporting programs in the field. The OAS has also been involved in the formulation of a number of population policies in the region.

IEC Assistance

The OAS has been given technical cooperation in the form of seminars, workshops, and training programs. It has also been involved in the formulation of population policies in the region. IEC materials have been provided to support these efforts.

OFFAM (Okiku)

Description

Okiku is a voluntary British organization which provides emergency aid and grants for development projects in the areas of agriculture, medical and family planning services, maternal health, education, and community welfare. Okiku lends portions of other agencies, such as the World Health Organization, the United Nations Children’s Fund, and the London World Population Association, to assist in its projects.

Experiences in Population/Family Planning

Okiku has been involved in a number of projects in the area of population and family planning, including the establishment of a family planning clinic in Nigeria.

IEC Assistance

Okiku has made available a number of IEC materials to support its projects in the area of population and family planning.

Other Organizations

A number of other organizations have been active in the area of population and family planning in the region. These include the United Nations Population Fund, the World Health Organization, and the United Nations Children’s Fund, among others.

Determinants of IEC Materials Service

The state of the art of IEC materials and services varies greatly among different regions and countries. The availability of IEC materials and services is influenced by a number of factors, including the level of economic development, the level of education, and the availability of resources. It is important to identify the determinants of IEC materials and services in order to develop effective strategies for their provision. This analysis will be based on a review of the literature and consultation with experts in the field.

Family Planning Training Designed

For Wide Range of Audiences

The Institute of Mass Communication of the University of the Philippines, in cooperation with UNESCO, is conducting a year-long series of family planning communication training activities. The first seminar, held January 19, designed for public information officers, editors, and writers inaugurating the service, was endorsed by President F. Marcos. The wide range of audiences is grouped into the following categories: print media personnel; religious leaders; broadcast media personnel; information and training officers of family planning agencies; research and evaluation personnel of family planning agencies; military personnel; rural development training personnel; college and university officials; leaders of youth groups; civic leaders; labor and management leaders; and trainers of clinic personnel of family planning agencies. The seminars range in length from one day to three weeks, and the participants number from 15 to 25. This program is part of a three-year research/training project funded by UNFPA with UNESCO as executing agency. Dr. Gloria D. Feli­

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Indonesia's “Everyman” and How He Grew

The key to effective family planning slide sets is entertainment. Informational content is the second consideration. Audiences will be receptive to the inherent message of family planning if the approach to it is entertaining and simple.

With this philosophy in mind, the Bidang Kesehatan dan Keluarga Bertanggung Jawab (Division on Health and Responsible Parenthood, which is a unit of the BKKBN, the National Family Planning Co-ordinating Board of Indonesia), set out to make slide shows. It was decided that what was needed was a universal character, an Indonesian “Everyman,” who could be used effectively throughout Java and, hopefully, who could span the myriad islands of Indonesia.

Slides of cartoon pictures with a cassette sound track (music, sound effects, dialogue) were developed. The central characters are: Panut, a poor Javanese farmer and father of six children; his buffalo Gunung (mountain); Panut's good friend Kabul, a family planning acceptor and father of three children; and Panut's family. A series of stories about these characters are being developed. Two of the series are finished and are being used. In each slide set, the first section is devoted to entertainment; the second to information and motivation.

In the first story “Pak Panut dan si Gunung” (the Farmer and the Buffalo), Panut is shown as a poor planner. He builds a shelter for Gunung which is too small. Later, this incident is used to draw a parallel between Panut's lack of everyday planning and his lack of family planning. By the end of the story, Panut is motivated to discuss family planning with his wife. The motivation is done by Kabul, Panut's friend. Panut talks to his wife, she agrees to go to the clinic, and the show ends with them approaching the clinic door.

In the second of the series, “Ke Klinik Keluarga Berencana,” Panut and his wife finally reach the clinic, following some entertaining problems with Gunung. Before the story is over, Panut's wife has an IUD inserted. In this set, conversations about family planning are held in four ways: 1) Panut and his wife; 2) Panut, Kabul, and a cynical acquaintance; 3) Panut's wife and other ladies at the clinic; and, 4) Panut, his wife, and the midwife at the clinic.

The light, entertaining approach was based on the premise that rural people have little entertainment in their lives. This was coupled with the fact that in a relatively new program, family planning is still a strange and modern concept. Thus if the general populace is to be convinced about the importance of family planning, a slow and careful approach must be used. In order to break down defenses, people need to enjoy themselves and to laugh at themselves and their predicaments.

While it is possible to attract audiences in villages with a projector and tape recorder, their attention can be kept only if they are presented with something more interesting and entertaining than their daily existence. Panut seems to be able to do this. Since the pictures are bright and happy and since the stories begin in a humorous way, the audience enjoys family planning instead of being embarrassed as they often are by a discussion of human reproduction and its consequences.

Panut stories encourage shy men and women to talk about and ask questions about family planning and show them that it can be discussed openly without embarrassment. In short, Panut and his friends legitimize the talking about family planning as well as the actual acceptance of it.

Basic evaluation has been completed on the two Panut stories. Four findings are: 1) people did understand the planning message, particularly family planning; 2) people were able to identify with the cartoon characters; 3) the use of area language (sound tracks are available in three languages) enhanced the understanding of the story and made it more entertaining; and, 4) the cartoon can be used with effect and understanding in many of the islands of Indonesia. A complete evaluation of the Panut cartoons will be done this year and will determine the extent to which the Panut series is expanded. For more information on how to obtain these and other slide-tape sets, write to Ms. Nancy Piet, Council of Churches in Indonesia, P. O. Box 2357, Jakarta, Indonesia.
The Family Planning Foundation is a non-governmental organization created for the purpose of playing both a supporting and innovative role in helping to solve India’s population problem. The Foundation, itself, is not intended to undertake any active family planning program. Its primary purpose is to provide funds, guidance, and support to non-governmental agencies, organizations, institutions and individuals; and, wherever needed, to help create agencies involved in research or action directed toward population control.

In May 1972, the General Body of the FPF held its annual meeting and concluded that there was "a serious gap in communication efforts both in regard to mass communication and traditional folk media." The general consensus was that the whole communication process should be utilized to educate the people. The need of developing ideas for software for T.V., radio and film was stressed; and the importance of assisting communication projects, especially those which deal with research on methods and media and their comparative effectiveness in disseminating family planning information, was emphasized.

It was recommended that the following ten areas be given support:

1. Evaluation of family planning communication programs and practices in India with special reference to feedback for greater effectiveness;
2. Research on the comparative effectiveness of different media and messages and preparation of suitable materials for special groups such as slum dwellers, tribal people;
3. Preparation of innovative software for T.V., radio and film and for traditional and other media, based on study and experiment;
4. Study of organization, operation, and management of communication programs;
5. Analysis of the communication and diffusion process, decision making, role and effectiveness of the traditional media; and study of interpersonal communication process;
6. Research on peoples’ aspirations and expectations, needs and attitudes in relation to acceptance of family planning;
7. Study of words and symbols that contribute to the acceptance or non-acceptance of family planning, and development of suitable linguistic communication for different methods and media;
8. Research on the extent of readership of newspapers and periodicals and on radio listening and cinema-going habits of people;
9. Study of the role of commercial advertising in popularizing family planning including a review of work done in the field and lessons for replication;
10. Review of the state of communication research in India.

For more information about the Foundation and these recommendations, write: Family Planning Foundation, Akashdeep Building (5th floor), 12, Barakhamba Road, New Delhi-1, India.

UN Information Officers Prepare For World Population Year

Approximately thirty information officers from seven United Nations agencies explored ways of coordinating their work with the goals of World Population Year in two workshops held from 21 May to 8 June at the East-West Center in Honolulu, Hawaii.

The workshops were conducted by the East-West Communication Institute and the East-West Population Institute in cooperation with the United Nations Centre for Economic and Social Information and with UNICEF. The first, a one-week workshop, was held for regional information officers from UNESCO, FAO, ILO, and the Economic Commissions for Africa and Latin America. Participating in a separate eight-day seminar were members of the UNICEF information staff, including regional information officers and project support communication officers from posts in Nairobi, Beruit, New Delhi, Bangkok, and Geneva.

The program for both workshops was an intensive course in demography and developmental communication. Center staff members and several well-known guest speakers made presentations and led discussions with participants. In demographic sessions, theories about the causes and consequences of population change were applied during intensive discussions of current population problems and policies. In communication sessions, participants were asked to apply their considerable field experience to the analysis of the problems and prospects for spreading information about population issues and contraceptives.

The first group, representing several UN agencies, pointed out the lack of information that might clear up misunderstandings about the effects of population growth on projects supported by agencies. Moreover, they emphasized that even if such information were readily available, there are no clear-cut techniques available to them for disseminating it in countries that have not yet adopted population policies. The UNICEF information staff members felt that the relationship between their programs for children’s welfare and family planning was easier to point out, but were in agreement that family motivation has to be part of a total modernization message.

A number of crucial questions became the focus of discussions in both workshops, with participants realizing that working answers could only be found in the course of their own information activities. Among them: Who should be the priority audience for UN information officers—developed nations who might assist population programs in other countries or persons who can influence policies in countries that do not recognize a population problem? How can one present an accurate picture of problems with development projects without offending governments running them and destroying working relationships with those governments? Is the contraceptive approach to the population problem working where it has been adopted and which, if any, “beyond family planning” measures will be needed?
Progress in Institute's Population Education Project

Dr. Hichul Henry Whang, originally from Korea, has recently joined the East-West Communication Institute as Project Coordinator for Population Education. Dr. Whang received his B.A. in Psychology from Azusa Pacific College; M.S. in Curriculum and Instruction from University of Wisconsin-Milwaukee; and Ph.D. in Educational Administration from University of Wisconsin-Madison in January 1972. From 1966-1969, Dr. Whang served as a Teacher Corps member and later taught in elementary school in Milwaukee, Wisconsin. Since receiving his doctorate, Dr. Whang served as Director of Population Education Project, Central Education Research Institute, Seoul, Korea.

Dr. Whang's major responsibilities at EWCI are to conduct a conference and workshop program for population education for Asian countries and to locate a possible collaborating institute in the Asian region to carry out activities in population education cooperatively with EWCI.

On June 19 and 20, 1973, the International Advisory Committee met in Honolulu to discuss the proposed plan for the continuation of the population education program at EWCI. The Committee made two basic recommendations. First, the proposed November follow-up conference to EWCI's 1972 workshop should be expanded to a general conference to be held for Asians in the Asian region in order to identify the needs and problems in planning and launching population education programs, and, if possible, to identify the resources for response for such needs and problems. Second, because of the delay in conference dates, the proposed second workshop should be rescheduled for June 1974.

To facilitate preparation for the proposed conference, Dr. Whang is taking an extensive survey trip beginning on July 21st. He is visiting the following ten countries: Bangladesh, Indonesia, Iran, Korea, Malaysia, Pakistan, Philippines, Republic of China, Sri Lanka, and Thailand. The purposes of his trip are: 1) to update the Institute's knowledge of each country's activities in population education; 2) to identify needs and problems in planning and launching population education in each country; 3) to identify possible collaborating institutions in the Asian region for the proposed conference; and 4) to identify possible countries and participants for the conference.

Participating in the Advisory Committee Meeting were: Dr. John Kandou, Assistant Director, Bureau of Higher Education, Ministry of Education, Jakarta, Indonesia; Mr. Thomas Keehn, President, World Education, New York; Dr. David Kline, Center for Studies in Education and Development, Harvard University, Cambridge, Massachusetts; Mr. Conrado Navarro, Deputy Director-General, Responsible Parenthood Council, Manila, Philippines; Mr. Steve Viederman, Assistant Director, Demographic Division, Population Council, New York; Dr. Sloan Wayland, Dean of Teachers College, Columbia University, New York; Dr. Robert Wickham, Population Education Officer, The Ford Foundation, New

Audio-Visual Aids Supplement Instruction Manuals

In accordance with recommendations made by the Panamerican Conference on Teaching Demography in Medical Schools, held in Bogotá, Colombia from 23 to 26 June 1968, the Federación Panamericana de Asociaciones de Facultades de Medicina (Panamerican Federation of Associations of Medical Schools) has begun to publish a series of manuals. Written in Spanish, these manuals are intended to be used as aids in teaching demography at the university level. However, some of the material has a much broader use, for example, in seminars on population for leadership groups.

The first manual, "Health and Population," was published in 1970 and distributed to medical schools in Latin America, as well as to other institutions dealing with population and health education. In 1972 a second two-volume manual entitled "Mortality" was published. Additional manuals will be published in the future and will be based on the following themes: basic sources of demographic data, socio-economic implications of population growth, fertility, basic units of measurement, dynamics and structure of population, maternal-
Journalists in Chile Meet To Discuss Family Planning

Approximately thirty reporters in Chile met at a Seminar in Iahuel organized by the Asociación Chilena de Protección de la Familia (APROFA) in December 1972. For two days the journalists studied all aspects related to family planning in Chile. The professors who conducted the seminar were Drs. Guillermo Adriaza, Onofre Avendaño, Gildo Zamba, and Armando Medel. Several of their resolutions are summarized as follows:

- to carry out post-graduate training courses for journalists in order to impart information and to raise consciousness about family planning, responsible parenthood, and abortion problems in Chile;

(Contexted on page 12)

New U. S.—UNESCO Population Program

A two-year program to focus attention on the world population problem was announced recently by John E. Upston, Executive Secretary of the U. S. National Commission for UNESCO. Funded by a grant from the General Service Foundation of St. Paul, Minnesota, the program will be in support of the world population programs of UNESCO.

The two-year program will be guided by a special Population Task Force within the U. S. National Commission for UNESCO. The U. S. National Commission is a 100-member body of individuals and non-governmental American organizations, created by a joint resolution of Congress in 1946. Of the 131 member nations of UNESCO, 100 have national commissions.

Objectives of the newly-organized Population Task Force will be two-fold: first, to coordinate with UNESCO national commissions in formulating projects in the area of population education, mass communication, and involvement of the arts in population awareness; and, second, to focus greater attention in the United States on the observance of the 1974 World Population Year. In general, the formation of the Task Force is intended to offer high level consultive advice to UNESCO on the role of communication in family planning.

The U. S. initiative is in response to a resolution adopted by the General Conference of UNESCO. The resolution called on the Director-General of UNESCO, Dr. Rene Maheu of France, to give high priority to population programs and to utilize more fully the resources of national commissions in carrying out these programs.

In carrying out its population program, the U. S. National Commission will call upon the professional population resources of the U. S. private sector to help develop the population capabilities of UNESCO. The U. S. Task Force will establish and maintain a dialogue on population matters with UNESCO national commissions in other countries, encouraging the activities of non-governmental organizations and the private sector.

Two initial projects of the Task Force include collaboration with the Colombian National Commission for UNESCO in sponsoring a three-day population conference for newspaper editors from six Andean countries of South America, and assistance to the Jamaican National Commission for UNESCO in introducing a family life education component in a national literacy program.

The page of the slide catalog pictured on page 10 shows the large variety of slides available on population growth and on the time it takes population growth to double in various Latin American countries. The enlargement on the left was made from one of the slides contained in one of the instructional manuals. The reverse side of each slide frame has an order number which corresponds with the number under the same slide pictured in the catalog.
Visitors to the Institute's Projects in Population Communication

Khairul Basheer, Assistant Director (Publicity), Bangladesh Family Planning Board, Dacca, Bangladesh
Nazmul Huq, Deputy Director, (Inspection Directorate), The Bangladesh Family Planning Council, Dacca, Bangladesh
Rafiu Karim, Deputy Secretary, Ministry of Health & Family Planning, Dacca, Bangladesh
Sibley Kawai, Training Officer, USAID Mission, Manila, Philippines
J. Philip Keeve, Population Program Advisor, USAID/Population, Saigon, Vietnam

Eddie Chen-yu Kuo, Lecturer, Department of Sociology, University of Singapore, Singapore
Lucy Te-chu Lee, Head, Scientific Documentation Centre, National Science Council, Taipei, Taiwan
Mohart Lubis, Editor-in-Chief, Indonesia Raya, Jakarta, Indonesia
Fred Morales, Director, Asian Teacher Training Institute, Quezon City, Philippines
Victor Morgan, Executive Director, Demographic Association of Costa Rica, San Jose, Costa Rica
Samuel Preslon, Director of the Center for Studies in Demography and Ecology/Professor of Sociology, University of Washington, Seattle, Washington, U.S.A.
A.K.M. Rafiquz-Zaman, Deputy Director (Inspection Directorate), Bangladesh Family Planning Council, Ministry of Health and Family Planning, Dacca, Bangladesh
Kedar Singh, Training Officer, USAID Mission, Nepal
Lindsey Sloan, Asia Foundation Representative, Seoul, Korea
Victor Soler-Sala, Regional Planning Officer, UNICEF, New Delhi, India
B. Thomas Walsh, Professor, Schools of Public Administration and Public Health, University of Pittsburgh, Pittsburgh, Pennsylvania, U.S.A.

Frank Wilder, Senior Program Adviser on Population, The Asia Foundation, San Francisco, California, U.S.A.
Timothy Yu, Chairman, Communications Department, Hong Kong Baptist College, Hong Kong
Sung Hee Yun, graduate student, Department of Health Education, School of Public Health, University of North Carolina, Chapel Hill, North Carolina, U.S.A.
Gerald Zaltman, Montgomery Ward Professor of Behavioral Science/Director of Research, Graduate School of Management, Northwestern University, Evanston, Illinois, U.S.A.

Mochtar Lubis, Editor-in-Chief, Indonesia Raya, Jakarta, Indonesia

Raya, Jakarta, Indonesia

The Newsletter also welcomes contributions of articles and/or photographs from its readers. Correspondence about the Newsletter, the Inventory-Analysis, and the professional development activities in population/family planning communication at the East-West Communication Institute should be directed to:

Assistant Director
Communication Institute
East-West Center
1777 East-West Road
Honolulu, Hawaii 96822 U.S.A.

Institute's Professional Development Schedule

The East-West Communication Institute will offer the following professional development opportunities in addition to those described elsewhere in this Newsletter.

Regional conferences in Asia based on needs and interests identified through other professional development and research activities of the Institute will be announced as they are scheduled.

International Conference on Research Utilization — December 3-7, 1973
Population Education International Conference — January 1974
First Modular IEC Program — February 25-May 3, 1974
Second Population Education Workshop — June 1974 (tentative)

Chilean Journalists . . .

(Continued from page 11)

- to carry out one or many campaigns at a national level, coordinated between journalists and those who are responsible for mass communication media, in order to make youth of both sexes aware of the risks involved in an unwanted pregnancy and to support the efforts that the health sector is already exerting in this connection;
- to obtain a greater interrelationship and cooperation among the Medical Associations, scientific associations, and journalists to eliminate a certain lack of confidence that exists between the medical sector and the social communicator;
- to call on the Ministry of Education so that its family life and sexual education will reach the basic spheres of education and will put social emphasis on the aspects of responsible family planning;
- to call on the legislation and health organizations of the country to consider the adoption of legal criteria in order to expand the therapeutic abortion law — in order to solve the vital problem faced by a woman when she has an unwanted pregnancy produced by an occasional failure of a contraceptive method.

The journalists concluded the seminar by observing that it had coincided with the celebration of Doctor's Day and that that coincidence is symbolic of an increasing cooperation between both groups — especially in view of the responsibility which they both have for the health of the community.