Newly Acquired Resource Materials Now Available

The Communication Institute maintains a resource collection of materials on the application of communication to development programs. This worldwide collection stresses unpublished reports and other documents that are not routinely collected by libraries nor listed in standard bibliographies. New materials on population/family planning information, education, and communication are being added to the collection constantly. These new additions to the collection are listed in this supplement which accompanies each issue of the IEC Newsletter. Relevant materials collected by the East-West Population Institute are also listed.

Program administrators, communication specialists, and other interested practitioners, trainers, and researchers are welcome to request copies of these materials for use in their work. The Institute can provide reproductions of most of these materials in the form of either photo copies or microfiche. When it is not possible to supply copies of a particular item due to its bulk or due to limitations on its circulation, the requestor will be referred to the original source. Those reviews of noteworthy books, manuals, and handbooks that may appear in the IEC Newsletter will include information on the source and price of the publications.

Copies of materials are provided by the Institute at cost or on an exchange basis. "Exchange" simply means that in return for reproductions sent to the requestor, the Institute asks that he supply relevant reports, newsletters, campaign materials, and other items available now or in the future. These will then be added to the Institute's collection in order to maintain and expand this clearinghouse service for the benefit of people working in population IEC around the world.

Requests should be directed to Population IEC Materials Service, East-West Communication Institute, 1777 East-West Road, Honolulu, Hawaii 96822 U.S.A. Please request each item by its code number.

General Strategies and Programs

18-1: Fuglesang, Andreas
The story of a seminar in applied communication. The 1973 Dag Hammarskjold Seminar on "Communication: An Essential Component in Development Work." 27 August-9 September 1972. Uppsala, Sweden. The Dag Hammarskjold Foundation, April 1973, 142 pp. This summary report is based on the editor's notes on lectures, discussions, and some of the papers presented at the seminar. The communication aspect was considered by participants to be an essential component in activities like nutrition, agricultural extension, community development, public health, family planning and general information services. The seminar was intended to be of a practical nature, with the emphasis on applied communications and aspects such as management, function of work models, group dynamics, sensitivity training and creativity—rather than on communication theory per se.

18-2: International Planned Parenthood Federation
Information section relationships between governments and voluntary family planning associations, London, IPPF. March 1973, 15 pp. Appendices, 29 pp. The pioneering work of voluntary organizations (their development of family planning programs and their relationships with governments) is traced. Future trends of the interrelationships between governments and voluntary organizations are discussed. Charts, in tabular forms, are appended to give a worldwide summary of present relationships.

18-3: Kar, S.B.
A strategy of mass education in family planning. From INTERNATIONAL JOURNAL OF HEALTH EDUCATION, vol. II, no. 2, April-June 1968, 10 pp. The author emphasizes the need for studies that explore the relationship between motivation and the effectiveness of various communication media, especially interpersonal communication. A conceptual framework for motivational research in family planning is suggested, and ways and means of achieving effective communication are explored.

18-4: Mezrow, Jack
Educating adults in family planning: a rationale and strategy for developing countries. New York, World Education, July 1972, 21 pp. This paper examines the concept, process and development of adult education for family planning in terms of the learner, the teacher, and the materials. A suggested strategy for program development is one that is to be introduced into the existing adult education structure. The advantages of this strategy are discussed, and the functions of the adult education program in family planning are listed.

18-5: Pakistan, Ministry of Health, Labour and Social Welfare
Family planning scheme for Pakistan during the Third Five Year Plan period, 1965-1970. Rawalpindi, Lahore, Pakistan, Sweden Pakistan Family Welfare Project, 152 pp. The organization and strategies of Pakistan's family planning program for the Third Five Year Plan period, 1965-1970, are presented. The detailed guidelines for the program include discussions of personnel, budgets, training, publicity, contraceptive distribution, transportation, and evaluation. Also included are prototype training materials, including a handbook for family planning officers and trainees, training schedules, and materials (audio-visual and other teaching aids) for the family planning doctor. Tables projecting expenditures, kinds of
publicity, and contraceptive distribution by districts are appended.


Three studies are presented which analyze the problem of rapid population growth in the Philippines. The first paper, by Rev. Wilhelm Flieder, is an assessment of the population problem in the Philippines, describing the various demographic factors which contribute to the urgency of this problem. It also traces population trends from available statistics and examines some of the consequences of the existing demographic situation for the average Filipino. The second paper, by Dr. Mercedes Concepcion, gives an overview of the family planning program in the country. The report traces the development of the program and describes the sequential development of the national Government in slowing down the country's population growth rate. The third paper, by Dr. Conrad Lorenzo, details the significant strides that the Government has made in coping with the population problem.


The report summarizes the Institute's experiences in implementing an action research project in family planning in the state of Punjab from 1962-1971. The intent was to develop a method of implementing family planning in rural areas which would lead to a decrease in birth rate and which would serve as a prototype for programs elsewhere. Experiences are given of the preparatory phases in organizing and coordinating a family planning program; 2) program development in a village which includes identification of leaders, and recommendations for support at the district and state levels. Instructions and forms for evaluating the program and for registration of eligible couples are appended, as well as sample case cards for IUD insertion and sterilization.


Eight possibly mistaken assumptions about family planning behavior are reviewed as a basis for suggesting countermeasures. 1) contraceptive technology is "perfect" enough to reach present population goals; 2) biological effectiveness of contraceptives is the main criterion in determining their rate of diffusion; 3) innovation-decisions are made by individuals; 4) family planning is not a taboo topic; 5) family planning diffusion is via mass media (rather than interpersonal) channels; 6) all communications are either negative or positive; 7) family planning is mainly a medical and health matter; and 8) social, structural and institutional changes are not needed to provide motivation for small families. The main theme of the report is that family planning programs could be relatively more successful if they were aware of these possibly erroneous assumptions. Six priority topics for communication research are provided to form a basis for future programs.


This publication is a compilation of studies on information and education programs in family planning clinics in the Dominican Republic, Colombia, and Mexico. The following subjects were examined: the in-clinic lecture system, radio campaigns, color films with narration, slides with audio cassettes, and the general needs and existing facilities of clinics. The purpose was to find out to what extent information reached the intended audience, to what extent the messages were understood, and to what extent the messages stimulated a visit to the clinic. Based on data gathered, a framework for the evaluation of information and education programs is proposed. Questionnaires, ratings of lectures on radio, spots, and of group discussions are appended.


This report is of the expert group that was convened: 1) to discuss the existing relationships between governments implementing national family planning programs and the national and local family planning associations; and 2) to develop and consider a working relationship between the two. The report discusses the total national family planning program, and to suggest areas of respective responsibility, roles, responsibilities, financing, program performance, and regional and international functions are discussed. Five selected documents, which were presented at the meeting, concern the role of voluntary organizations in national family planning programs.


The report summarizes UNESCO's general areas of activities and main priorities in family planning communication, along with a brief overview of meetings and activities during 1971-1972. The recommendations of the expert meetings held in 1972 are appended and cover the following topics: the use of broadcasting and associated media for integrated family planning and developmental messages, the development of models of training programs for communicators at various levels; research in family planning-communication, and the integrated media and mass media in family planning communication programs. Recommendations of the UNESCO/WHO International Consultation on Communication and Education in Family Planning are also appended.


This paper is an assessment of current organized communication activity in Asia that is intended to support and advance national population and family planning programs. Two general kinds of population communication are discussed. One is aimed at audiences influential in legitimizing the program or giving it greater impetus. The other is aimed directly or indirectly at present and future users of family planning services. Problems of IEC activities in Asian countries are considered generally to be societal and bureaucratic in nature. Further observations related to the operation of IEC activities in Asian countries concern the subject of messages, governmental roles, IEC personnel, IEC training, and communication research.

Use of Mass Media


This follow-up survey evaluates Population Services International's project to promote and encourage, through direct mailing, the use of condoms by young men from economically deprived groups in the U.S. The survey was designed: 1) to determine if PSI's program made significant changes in the recipients' knowledge of and attitudes toward the use of condoms for contraceptive and prophylactic purposes, and 2) to gauge any changes in condom use behavior resulting from this program. Findings are reported in terms of respondents' demographic description, sexual experience, and reactions to materials and program. Conclusions and recommendations are given for the future dissemination of contraceptives and prophylactics.
available from the Model Project Director.

18-18: McNelly, John T.


Three theoretical propositions with practical implications for professional communicators in population and family planning form the basis for this paper. These three propositions are concerned with information: 1) its role in social change; 2) its inequitable distribution; and 3) the role of the media—particularly the broadcast media—in redistributing it. The supporting evidence comes largely from the Western Hemisphere and from the field of family planning communication.

18-19: Nakkim, Lynn B.


This report is on a media campaign sponsored by Hawaii Planned Parenthood that was designed to convey a message to potential parents about the urgent need to curb the number of births. The major objective of the study was to test the efficacy of the effort and to find out if the announcements had reached the target audience. The design, objectives, and procedures involved in the Honolulu radio campaign are delineated. The pre- and post-testing of the messages on a sample of secondary school students are also described. The test measured the difference in opinions both on causes of overpopulation problems and on the treatment of the subject on the radio announcements. Conclusions and recommendations are suggested based on the campaign results. The text of the radio messages is also appended.

18-20: Okediji, Francis Oluokun and William Ogionwo


This experimental study analyzed the impact of the film, "My Brother's Children," on a rural Nigerian community. A similar rural community was used as a control area. The historical background of the 2 villages chosen is presented, as well as a discussion of the film's message as it applies to their social structure. Methodological strategies used in the data collection are described, and family planning attitudes of the 2 villages before and after the film presentation are compared. Conclusions are given using a system approach to highlight theoretical paths of investigation. Policy guidelines for the implementation of family planning action programs are suggested. Pre- and post-film questionnaires are appended.

18-21: United Nations Educational, Scientific and Cultural Organization


This report outlines the criteria for the selection of folk media for family planning communication programmes and discusses the cultural, sociological, and practical context of their use. Strategies are given both for the extension of folk media through the mass media and for their use in extension activities of other development programmes. The paper stresses the integration of folk media with mass media is also proposed. Training and research programs are stressed, and specific recommendations are made with respect to their development within family planning communication programmes. The importance of folk media is emphasized as being an extension arm of mass media, a direct contribution to cultural development, and a basis for involving institutions at the ground level in communication programs.

18-22: The Victor-Bostrom Fund for the International Planned Parenthood Federation


The varied articles in this booklet concern the general theme of the commercial distribution of contraceptives. The role of international agencies in relation to the commercial distribution of...
contraceptives is also described. All 12 articles are illustrated with graphs and photographs.

Formal Population Education


The objective of this sourcebook is to help secondary and high school teachers to relate causes and consequences of population change to other social and environmental issues already being explored in the classroom. All discussions are based on the principle that there is a critical relationship between numbers, distribution of people, and the capacity of the human ecosystem. The sourcebook includes concepts with supportive discussions, suggested activities, references, recommended reading matter, and a list of relevant films.


Options is a guide for exploring population trends and their possible effects on the future. It is based on the official response to the Commission on Population Growth and the American Future, which was established by the President in 1970. The objective of the study guide is to foster an understanding of the Commission's recommendations and to help students: 1) learn how population changes in the United States affect the individual and society; 2) realize how their own actions can change the size and character of the population; and 3) evaluate the impact of population changes as well as the individual and public decisions on population trends. Options can be used either with the film: Population and the American Future, or as a discussion guide. It can also be used to create a short study unit.


This teacher's manual provides an integrated approach to population growth and the environment within the context of other dimensions of society. The units include: 1) introduction, 2) environment, 3) population—growth and distribution of human population, 4) impact of population growth on society, and 5) strategies for the future. These units are designed so that students may make their own decisions through consideration and evaluation of concepts. Discussion questions, glossary of terms, annotated bibliography, annotated film list, suggested readings (reprints of articles), and a student workbook are appended.


This collection of resource materials, activities, and bibliographies is designed to be a handbook for elementary school teachers in the planning of strategies for teaching population concepts and related subjects. Three areas are considered crucial in the investigation and exploration of the impact of population growth on students: population literacy, awareness of the limits to growth, and an outlook towards a desirable future. Bibliographies are included on periodicals, films for children, books for children, books for teachers, films, and list of available materials and projects.

Extension Education/Interpersonal Communication


The objectives and plan of action are presented for a population education project for youth to be implemented in youth clubs in community welfare centers in Iran. A one-page course outline for sex and population education for the program is included.


Interpersonal communication and interaction in a rural community in the Philippines are studied. The purpose is to trace the general processes of communication and interaction among the entire female population and to relate these processes to the manner in which family planning information diffuses through geographical and social space. The Social Field Theory model is employed to test the hypothesis that the degree and direction of behavior between pairs of women in the barrio social system are a function of the extent to which they share common attributes, such as social, economic, psychological, and geographical characteristics. Data were gathered by using a series of structured interview schedules. The geographical contributions to interpersonal communication are examined, and general weaknesses in traditional geographical approaches are discussed. The interview schedule is appended.

Education for Functionaries, Professionals, and Leaders


This study analyzes the opinions and knowledge that elites in Kenya have about population processes and their relationship to development. The research report consists of: 1) a case study of the emerging support for a population policy in Kenya since 1952; 2) an analysis of the results of interviews conducted with members of the Kenyan elite during 1971; and 3) a content analysis of statements by the elite in the local press since 1967. Findings are examined for implications for further research and for guidelines for an elite population education program in Kenya, with the guidelines being placed in a comparative framework through a review of similar programs elsewhere. A 178-item bibliography, a chronology of population events in Kenya, and sample elite education materials are appended.

Social, Cultural, and Psychological Aspects of Family Planning


This survey concerns the knowledge, attitudes and practices of married couples, 15-49 years old, in a province of Indonesia. Based on the study results, consideration will be given to the expansion of family planning programs outside of this area. Part I is an introduction to the survey and a description of the research methodology. Part II includes an analysis of the data. Part III contains summaries, conclusions, recommendations, and proposals for the execution of family planning programs in the future.


This overview summarizes the findings of 173 studies conducted in India dur-
The purpose was: 1) to find costs, benefits and more specific concentrations of KAP surveys; 2) to determine areas where such surveys have not been conducted; and 3) to assess general attitudes toward family planning. Appendix I is entitled “Attitude towards family planning: practice/method/over-all level of knowledge of family planning: Specific methods, and over-all practice level of family planning: Specific methods.” It includes the results of KAP surveys organized by author, year, study conducted, sample area, and attitudes toward knowledge of, and practice of family planning. Table II is entitled “Attitude towards family planning, reasons for rejecting/applying family planning and reasons for wanting/not wanting more children as brought out by various KAP.”


This article discusses the applicability of marketing concepts to the promotion of social objectives, such as family planning. The nature of the marketing phenomena and some recent conceptual developments in the marketing field are delineated. Social marketing is defined, and the conditions under which it may be carried out effectively are surveyed. The four planning variables in the social marketing planning process—product, price, place—are examined in terms of social objectives.


A brief survey is presented of the status of women’s rights throughout the world in general and their role in the planning of their families in particular. The progress of governments and organizations in promoting family planning is discussed, and the function of the UNFPA is explained.


This paper evaluates the possibility of using Afghan pharmacists as change agents for family planning adoption. It is based on a survey of the knowledge and attitudes of pharmacists about contraception and the idea of family planning. Questions in the survey examined their attitudes toward: 1) the availability of information and free contraceptives and the effects this would have on a pharmacist’s business, 2) whether or not a pharmacist’s business, and child health as affected by contracep-

Development and Production of IEC Materials

18-38: What’s the real thing? Proceedings of a conference to evaluate family planning educational materials. Atlanta, Georgia, Emory University, 16-17 August 1972, 51 pp.

This conference brought together 50 family planners, patients, and communicators to discuss 26 educational publications on family planning. The objectives were to evaluate the quality of the materials and to learn how to conduct a more effective conference for the evaluation of such materials in the future. The evaluation of the 26 materials was based on the following criteria: 1) audience suitability; 2) whether the material stresses that family planning is a voluntary choice; 3) clarity of instructions; 4) appropriate length of the materials; 5) specific inaccuracies in the material; 6) quality of artwork; 7) constructive suggestions which would add to the clarity or acceptability of the publication. Photographs of the publications are also included.

18-40: Family Planning Association of Hong Kong. Theme, slogan, and symbol study worksheet for Hong Kong: evaluation of non-verbal presentations. 10 pp.

The development of non-verbal presentations of family planning information is traced in Hong Kong, the design and production of materials on family planning for public information, including the rationale for slogans used, is explained. Examples of slogans, the years they were used, and the extent of media use are included together with synopses of six one-minute films.

Research and Evaluation


The five studies treated in this paper illustrate some of the ways family planning communication research was used in Taiwan. These studies are: 1) the Taichung Study; 2) Expanding the Use of Mass Media; 3) The Educational Savings Scheme; 4) The Pricing of Contraceptives; and 5) The Free Township Pill Study. These case studies were conducted in Taiwan to evaluate the effectiveness of various types of communication campaigns.
Information Sources and Bibliographies


This annotated bibliography includes more than 300 articles in English collected by the Center. Articles are grouped under the categories: 1) general; 2) administration; 3) training; 4) information, education, communication; 5) democracy and sociology; 6) evaluation; 7) medical; and 8) others. This bibliography is intended to be used in conjunction with the volume, "Taiwan Population Studies Summaries," issued by the Taiwan Provincial Committee on Family Planning in November 1973. Both volumes combine to provide a reference to population and family planning program studies in Taiwan.


This directory provides information on family planning and population libraries in India. Libraries are categorized under headings: central institutions, regional family planning training centers, and demographic research centers. A short description of each library, its staff, collection, budget, services, publications, officer-in-charge, and librarian is given.


Recent additions to the Audio-Visual Library include: slides, flipbooks, leaflets, booklets, and realia. Entries include annotations, producer's or distributor's name and address, and prices.


This annotated bibliography of 146 documents includes entries on family planning and better health, administration of family planning and maternal and child health services, programs in education; family and marriage; maternal and perinatal mortality; infant mortality; contraception; age and parity; birth weight; nutrition; maternal and child health and care; family size; and birth order; socio-economic and cultural factors; extramarital pregnancy; abortion; and mental health.


This annotated bibliography includes books and periodical articles on those aspects of women's position in society which affect not only their awareness and use of family planning, but also their fertility. Works are categorized under the headings: general, employment, psychological aspects (including female role, sex role, conditioning of children, husband-wife communication, domestic division of labor); economic and social development; law; education; and the works organized by country.


Documents, mostly short journal articles, on family planning projects in industry are included in this bibliography. The emphasis is on India and Japan where most of these types of projects have been attempted. Population for workers is also included in this annotated list containing 58 works.


This annotated bibliography covers all aspects of family planning and mental health: the population explosion, mental health services, pregnancy, unwanted children, contraception, abortion, and the mentally handicapped. The 58 entries include books, conference papers, research reports, and periodical articles.


This annotated bibliography of 43 documents is a selection of the views of the major religions toward family planning. The first part of the bibliography covers religions originating in Europe and the Middle East. The second part deals with the main Oriental religions.


This annotated bibliography lists basic books and periodical articles on social work and family planning. Documents are listed under the headings: general works, family planning training for social workers, abortion counseling, mobile clinics, work with and role of social workers in developing countries.