



EAST-WEST COMMUNICATION INSTITUTE

Information, Education, Communication in population

IEC NEWSLETTER

No. 21/22 (1975)

EAST-WEST CENTER

Honolulu, Hawaii U.S.A.

Jamu and *Karet KB*: An Integrated Approach To Condom Marketing

Condoms (*Karet KB*) are now being distributed through Indonesia's *jamu* marketing system. *Jamu* is traditional herbal medicine which is produced and marketed by a large modern organization. In other words, the herbs are traditional, but the business of selling them is modern.

Culturally, *jamu* is a deeply rooted health promotion agent. *Jamu* products usually involve sexual well-being, such as virility. In fact, approximately 50 percent of the products are in some way sex-related. Thus the integration of condoms into the *jamu* marketing system is a natural and functional way of promoting their sale.

The plan for marketing condoms through the existing indigenous marketing system of *jamu* dealers was the creation of a small group of concerned professionals who in 1972 recognized the need for widespread distribution of a reliable, nonmedical contraceptive. They were also well aware of the distribution potential through the *jamu* system. Like most country programs, Indonesia's family planning program is dominated by

the medical profession. But what was felt to be needed was a commercial marketing approach, for the population problem is medical only in a rather incidental way.

Thus with final approval from the National Family Planning Coordinating Board (BKKBN), the *Yayasan Indonesia Sejahtera* (Prosperous Indonesia Foundation) (YIS) was signed into law on February 1974 as a private, nonprofit foundation. The objective of YIS is to increase the welfare of the Indonesian people through the execution of health programs, population and community development, and other programs in

keeping with the policy of the Government. More specifically in the field of population, YIS's purpose is to review and evaluate innovative, non-clinical contraceptive delivery systems and to stimulate their development. The first such system to be supported and implemented by YIS is the scheme to sell condoms through *jamu* dealers.

Confronting Existing Structures

YIS was confronted with certain basic problems which had to be overcome. Foremost of these problems was to convince the existing family planning structure, in both the gov-

(Continued on Page 2)

A traditional seller of *jamu* (the woman in foreground in left photo) has just sold a *jamu* drink to the *becak* driver (right foreground). These *jamu* ladies walk about with bottles of *jamu* mix in baskets slung over their shoulders. When a customer wishes a drink, they mix up one on the spot. At the other extreme, modern mobile vans carry *jamu* products to remote areas. Men (right photo) examine cellophane strips of a new *jamu* product *Karet KB* (condoms).



Jamu . . .

(Continued from Page 1)

ernment and private sector, that family planning and especially nonclinical contraceptives should move out of the clinic.

For the most part, Indonesia's family planning program is clinic-based. All of the usual variety of contraceptives are available through clinics of the national program; but there are only 2,250 clinics on Java and Bali, the two most populated islands in Indonesia. These clinics must serve a combined population of 80,000,000—which means that there is one clinic for every 35,000 people. For the prescription of oral contraceptives and IUD inserting services, Indonesia has 6,000 doctors: approximately one doctor per 21,000 persons or 3,750 fertile women. Furthermore, these doctors are heavily concentrated in urban areas while many rural areas have only one doctor for about 250,000 population. This means that only a small percentage of the population makes use of doctor or clinic services. Therefore, an out-of-clinic diffusion of nonmedical contraceptives was needed.

YIS felt it extremely important that condom marketing not be considered as the marketing of just another product—condoms—but should also be concerned with the "marketing" of the family planning concept. Condom marketing had to be viewed as an integral part of the population program and especially beamed at men. The socio-economic and cultural background of the society which determines attitudes toward family planning had to be carefully considered. Merely the implementation of a marketing scheme—or any other family planning scheme—would not alone change the socio-economic and cultural conditions which affect attitudes toward the practice of family planning. But the potential power of a well-run marketing scheme to change attitudes must not be underestimated. A systematic and thoughtful application of marketing logic to the family planning program could at least ease the transition from a positive attitude to practical application. With these considerations in mind, YIS felt it mandatory to move contraceptive supplies directly to potential customers. It was hoped that the convenience of practical application offered by the *jamu* scheme and the systematic promotion of the condom would lead to greater family planning acceptance.

Grass Roots Marketing

A second and interrelated problem

was the choice of the marketing vehicle by which the nonclinical contraceptives should be moved. There were two main choices: 1) to have an outside marketing agency come in to set up and advise on a marketing system or 2) to try to find a grass roots, indigenous system of marketing.

Considering the nature of the product to be marketed, the ideal marketing system would be one with strong cultural identity. Indonesia for many decades has had just such a viable,

indigenous commodity and system in the form of *jamu*. Both the product and the system are deeply woven into the cultural fabric of Indonesia in general and Java in particular. A second consideration, which any marketing scheme has to take into account, was the cost-effectiveness principle. By using an existing indigenous system, costs would be considerably lower than those of setting up a separate marketing/promotional mechanism. It became clear that the grass roots, *jamu* marketing sys-



DTD (Djambu Tjap Djago) has a vast network of wholesalers, retailers, mobile units, and several supply trucks. Based in Semarang, Central Java, this company has wholesalers in all large cities and towns on Java and Bali, as well as in several cities on other islands. The retailers, which number about 40,000, are located in cities, towns, villages, and even in the most remote areas on Java and Bali. DTD retailers are pervasive. There are retailers who sell only *jamu* offering a "ready-to-drink" service for their customers. Other retailers, such as general stores, food supply stores, cigarette vendors, and restaurants sell *jamu* only as a sideline. Also, some fifty mobile units crisscross the islands promoting and selling DTD products.



tem was the best alternative for the condom campaign in Indonesia.

The *jamu* companies had for some time been ready and willing to cooperate in a condom marketing scheme with YIS. Finally, after careful deliberation, Djamu Tjap Djago (Rooster Brand) (DTD), a large *jamu* company, was selected for the venture on the basis of its cooperativeness and openness in management. Thus DTD assumed responsibility for the distribution and promotion of *Karet KB* ("Rubber for Family Planning").



Approximately 50 percent of *jamu* products are related to sex. One of the best selling items is SEKHOT ("Sexhot") designed for men to increase virility. The new integrated approach links sexuality and love through the varied advertising of sex-related *jamu*. A sample radio spot goes something like this: Drink SEKHOT and then use *Karet KB*. Thoroughly enjoy yourself and show your prowess while giving pleasure and protection from unwanted pregnancy to your partner!



This envelope contains condoms—packaged just like all other *jamu* products. However, in this case, illustrated instructions are included inside. The condom pack is in color and is stamped with KB (initials mean family planning) to give prestige to the package because family planning is a national program.

What is Jamu?

The product *jamu* and its distribution system cannot be easily separated. *Jamu* is the traditional herbal medicine of Indonesia; it is prepared, distributed, and sold through the *jamu* system of marketing. The Indonesians, like many people throughout the world, believe in the close interrelationship of man with nature. This relationship extends in particular to flora and its uses in the preparation of herbal medicines for a variety of purposes. In composition, *jamu* is a blend of parts of plants mixed with other products to be either taken internally or applied externally. Traditionally, *jamu* was only prepared by a very limited number of local *dukuns* (traditional herbal specialists) in accordance with age-old recipes. Today, DTD is the oldest and one of the largest *jamu* producers/distributors in Indonesia and also a million-dollar-a-year company.

Although modern medicines are available in Java, people still trust and turn to nature's herbal "cures" in the form of *jamu*. "Modern *jamu*" consists of one-dosage packages of powdered *jamu* which is industrially packed. This powder is mixed with a glass of warm or hot water and drunk immediately. *Jamu* products number about one hundred items, about half of which are curative. The rest of the *jamu* items are sex-related, serving either as cosmetics or to enhance sexual desire. It is exactly because of the sale of these sex-related *jamu* that the distribution and sale of condoms through a *jamu* company makes for an ideal system of diffusion, and it is hoped that DTD's familiarity with selling sex-related *jamu* will make it easier to sell and promote condoms.

Indonesia is not the only Asian or African country to integrate condoms into local marketing situations. There is the *Nirodh* campaign in India (see *IEC Newsletter* No. 12), the *Preethi* campaign in Sri Lanka (see *IEC Newsletter* No. 17), and the *Kinga* campaign in Kenya (see *IEC Newsletter* No. 11). However, there is a basic and important difference between Indonesia's *jamu* scheme and that of the other schemes mentioned. The marketing mechanisms of India, Sri Lanka, and Kenya were set up with the distribution and sale of condoms as the primary goal. The promotion of the product was left mainly to the family planning programs of the respective countries. These schemes were implemented because of the increasing realization around the world that traditional family planning delivery systems through

clinics and other medical facilities were not adequate to meet the need for widespread and convenient access to contraceptives. The retailers who handle the product in these three countries are generalists in the sense that they primarily sell tea, matches, food, and other household items—and secondarily, condoms.

Indonesia's *jamu* scheme, on the other hand, is based on the total integration of the product (condoms) into a highly specific and existing indigenous marketing system—the *jamu* company, which distributes, advertises, promotes, and sells the condom as any other item in its product line. Taking into account the background of both *jamu* and the company DTD, it is reasonable to assume that such a system has more flexibility in dealing with intimate items like condoms in introducing them into the Javanese cultural milieu.

Selling Family Planning

Indonesian society, like many Asian societies, is male-dominated. Too often the males are opposed to family planning either for reasons of general ignorance or for lack of contact with clinics or field staff. Rarely does a man appear in family planning or maternal and child health clinics, while fieldworkers (usually female) tend to concentrate on the female audience. Family planning programs, to be a real success, must not only convince the men of the need for family planning, but also get them involved in the practice of it. The *jamu* scheme, with its many sex-related items, is ideally suited to bridging the gap to the male populace.

It is in this vein that radio spots play an important function. Radio spots are used both over the commercial radio and over the public address systems in the mobile units. Two highly favored *jamu* are SEKLOV ("Sexlove") and SEKHOT ("Sexhot")—the former for women and the latter for men. YIS feels it is important that an aura of sexuality and love, two factors often overlooked by family planning programs, be created and stimulated through the varied advertising of sex-related *jamu*. A sample radio spot goes something like: "Drink SEKHOT and then use *Karet KB*. Thoroughly enjoy yourself and show your prowess while giving pleasure and protection from unwanted pregnancy to your partner!"

While DTD is responsible for promotion of the product through radio advertising and mobile promotional units, YIS takes care of package and poster design and exercises strict control over the message on all pro-

(Continued on Page 4)

Jamu...

(Continued from Page 3)

motional materials. It is in this respect that YIS can follow through on its intent to sell the concept of family planning along with the product. To emphasize family planning, each package, in addition to giving instructions, also stresses that the enclosed product is for the prevention of pregnancy rather than disease. Posters and promotional leaflets are also simple and straight forward in their family planning message: on both appear a picture of a happy, healthy family—with two children.

Although it is premature to judge the success of this scheme, there is reason to be encouraged that innovation such as the promotion and sale of *Karet KB* through the *jamu* system

The relationship between the purchaser of *jamu* products and the seller is personal and friendly. It is similar to that between a bartender and his customer. It is unlike the usual doctor/patient relationship which is unequal and formal. The *jamu* customer drinks the product on the spot—usually once a week. (The *jamu* seller talks a lot in order to sell his products. In fact, there is a local expression, "You are a *jamu* seller," which means you talk a lot.) The seller approaches his customers in a folksy and often earthy manner. Because of the nature of their jobs and personalities, *jamu* sellers are being trained in family planning and are proving to be well-qualified as motivators.



On the back of the *jamu* package bearing this picture of the woman and the calendar (implying the rhythm method), it is stated "Pregnant Women Must Not Drink This." *Jamu* businessmen say that the negative message has a positive effect on sales of the product.

will create the spread of condom use to all areas and social strata of Javanese/Balinese society. The *jamu* system is clearly the most effective means of marketing condoms in Indonesia. It is a system with the closest cultural identity with the product and the capacity to reach the people at the grass roots. This is a unique approach in popularizing condoms and, at the same time, the concept of family planning.

The majority of the material in this article was taken from *International Development Review* (Vol. XVI, No. 4, 1974/4). For more information about the integrated approach to marketing *Karet KB* and *jamu*, write to: Lukas Hendrata and David Piet, Council of Churches in Indonesia, P.O. Box 2357, Jakarta, Indonesia.

AMIC Issues New Quarterly Publication

The first issue of *Media Asia* has recently been published by AMIC (Asian Mass Communication Research and Information Centre). An Asian mass communication quarterly, *Media Asia's* purpose is to meet the professional needs of communication administrators, scholars, and practitioners as well as the interests of serious laymen concerned with mass communication and society.

In the first issue, while the main thrust is on rural communication, there are also articles dealing with some unique urban problems. The philosophy behind the magazine is stated by the editor as follows: "It is as important, especially in the largely developing countries of Asia, that the development-oriented practitioner and administrator be aware of the findings of research as the researcher needs to be aware of the problems of the other two groups. The concept of banking is perhaps as hard for the bullock cart owner to grasp as it is for the financial wizard to look at the world through the eyes of the peasant. Each needs to make an effort if he is to contribute not only to the economic and political development of society, but also to the social, cultural, intellectual—and in the final analysis to the professional." In addition to articles, *Media Asia* includes special features on applied communication and a list of documents available from AMIC concerning mass communication in Asia.

A subscription to *Media Asia* at S\$16.00 or US\$6.50 may be obtained by writing Asian Mass Communication Research and Information Centre, 39 Newton Road, Singapore 11.

Through publications such as *Media Asia*, AMIC carries out the responsibility of raising the standards of teaching, training, research, and practice of mass communication in the region. In addition, AMIC is one of several regional documentation centers around the world working under the coordination of UNESCO to promote the dissemination of information pertaining to mass communication. AMIC is a non-profit educational institution serving Asia from its headquarters in Singapore. It is jointly sponsored by the Government of Singapore and the Friedrich-Ebert-Stiftung, an independent foundation in Germany.



UN's Top Woman Speaks Out About Women

Selected Statements by Helvi Sipilä

"It has been established beyond doubt that in many of the developing countries women as a group are the most underdeveloped, underutilized and undervalued of all human resources"—so stated Helvi Sipilä, Secretary-General of the International Women's Year Conference. During the past year, she has made various other statements regarding women and development:

"The status of women in the world today is still generally inferior to men's in the educational, economic, legal, social and political areas. The majority of women still live in drudgery in the most underdeveloped rural areas in the least developed countries in the world. The largest majority are confined throughout their lives to the nearest family circle, where they continue the traditional life of their mothers and grandmothers. Most of them are overburdened by continuous child-bearing and child-rearing, house chores without any labor saving devices... Often these women, who are socially and legally totally dependent on their husbands or other members of the family, are expected to produce a large number of children—especially sons—for economic and social security, for the prestige of the family and in order to replace those who die.

"Too often women's problems have been dealt with by policy-makers as though they were 'luxury' issues, worthy of charity from those who happen to care or believe in the merits of equal rights. Too often the need to eliminate discrimination against women has been dealt with as an isolated issue, seen only from a 'human rights' perspective, so that the way in which women's lack of rights contributes to other human problems such as illiteracy, malnutrition, maternal and child morbidity, unemployment and mass poverty has rarely been understood.

"Too often discrimination is seen as an end in itself, something that can be legislated away. The psychological and cultural origins of discrimination have been insufficiently understood, as a consequence of which many men and women remain ignorant of its extent and indifferent to its practice.

Women's Contributions Downgraded

"The United Nations Commission on the Status of Women, in cooperation with the International Labour Organization, has studied the participation of women in the economic life of their countries. These studies have been hampered by the lack of statistics. When statistics do exist, the different systems used for compiling them do not always give an accurate idea of the real participation of women in their countries' economy. Statistics in many countries and especially in the developing countries do not recognize the contributions of women in agriculture or in animal husbandry, although these two fields might form the bulk of the production of the country and women might be the principal farm workers.

"Since the contributions of women are usually ignored in statistics, women are not taken into account in economic planning either. Women are not given the necessary training and assistance to increase their productivity by modern methods of farming, by loans or by the establishment of cooperatives. One of the reasons for

this lack of assistance to women is the generally held opinion that men are the heads of families.

Women's Status and Family Planning

"A study, requested by the UN Economic and Social Council, reviewed the relationship between the status of women and family planning. Based upon information from over 50 governments, on in-depth studies in various research institutes, and on findings of inter-regional and regional seminars, a report was submitted to the Commission on the Status of Women in January 1974. This study clearly reveals the relationship between the status of women and their ability to exercise their right for decision making as to the number and spacing of their children. The study shows that the knowledge and will as well as the ability to make family planning decisions depends on a number of factors, including health, information and education, employment, status in civil law, economic independence, and political and other participation in the life of the society.

"The impact of education and gainful employment on fertility was significant. The study showed that the couple's fertility was more strongly correlated with the educational level of the wife than that of the husband. This would suggest that investment in female education has a greater impact on fertility than the same investment in education for men. In most developing countries, the education of women appears to have a very strong impact on their fertility, but where higher education is confined to a small elite, its impact on overall birth rates is slight. Unlike industrialized countries, however, where a significant reduction in family size may not appear until much higher levels of education are reached, even the transition from illiteracy to literacy has some influence on family size in many developing areas. In all countries, women with higher education marry considerably later, are less likely to marry at all, desire smaller families and are far more likely to know about and practice 'modern' effective contraception than are less educated or illiterate women. Yet, today most women of reproductive age in developing countries and especially in rural areas, are illiterate and without effective options to choose education, employment or reduced fertility. These women compose about 60 percent, or well over a majority, of the world's 800 million illiterates.

Employment for Women and Fertility

"Even a high level of education may not contribute to a lower desired or actual family size, however, if a woman does not find adequate outlet for her skills in a career or other rewarding nonfamilial activities. In other words, female employment alone may not influence fertility significantly unless a woman's education has prepared her for something more than subsistence agricultural labor, unpaid work in a family enterprise, or other low-status, low-paying jobs.

"The interrelationship between the employment of women and family planning varies from country to country, but certain common factors emerge. The relationship between female employment and fertility seems most clear in the industrialized countries. Women who are employed full time in developed countries tend to have

Sipila Speaks . . .

(Continued from Page 5)

smaller families (or to remain childless) more often than those who are employed part time or not at all . . . Women in professional occupations, which require higher education and provide greater social and economic rewards, have smaller families than those in blue collar and service occupations. Women with a high degree of work commitment are more likely to know about and practice modern and effective methods of birth planning.

Politics and Women

"Another factor affecting population growth rates is women's participation in national planning and decision making. It is a fact that progress has been faster in matters of great concern for women as individuals and mothers in countries where they have participated actively in political decision making. Their needs have been heard and understood and they have been able to improve the quality of life of their families and, consequently, of society as a whole. This has meant not only fewer children but better family planning. It has meant better health services, especially in maternity and child care, larger maternity and child allowances, and improved housing and social services, as well.

The Success of Population Policies

Commenting on the statement "Governments do not have babies, people do" made by UNFPA Executive Director Rafael Salas, Sipila remarked: "This statement stresses the human element involved in population questions, the human element which is too often forgotten in this context. All states do have the sovereign right to decide upon their population policy, but the success of this policy depends ultimately on the reproductive behavior of individuals.

"To what extent people follow a chosen policy depends on many factors. It depends on their knowledge and information on the policy. It depends on their understanding of the motivation behind the policy. It also depends on the availability of information and means to act according to the policy.

"The human right of couples and families to determine freely and responsibly the number and spacing of their children has been embodied in various United Nations instruments. The 137 Governments represented at the World Population Conference adopted by consensus a new wording according to which every "individual" has this right.

"Who is this individual? A man can decide to have a child but only a woman can give birth to one. Naturally, it usually is a joint decision of the man and the woman. But who has the final say, if they disagree, and what are the consequences of disagreement? This depends on a number of cultural, traditional, attitudinal, religious, educational, social, economic and legal factors. But if every individual had the . . . right to decision making in these questions, would it not result in no child being born into the world against the will of the mother? What this really means is that in the end the success of any population policy depends on the decisions and the reproductive behavior of women. Therefore, the success of the World Population Plan of Action depends on decisions taken by women.

"The responsibility of an individual in the context of the number and spacing of children should mean responsibility to herself or himself and to the child to be born. The decision should take into account the health of the mother and the family's ability to provide . . . nutrition, shelter, education, training, and economic opportunities. It should also take into account the capacity of the community and society at large to make provisions for these needs. But how many women or men are conscious of the many and varied implications of their decisions?

"On the other hand, what does 'free and responsible decision making' mean for the more than 500 million women illiterates upon whom the success of our population policies ultimately rests? In other words, does the success of these policies depend on those who are least equipped to carry them out? I am referring here to the women who are without freedom, without education and without knowledge of the consequences of child-bearing to their own lives and well-being of their children, to their families and society as a whole.

Rapid Population Growth Harms Women

"The study requested by the Economic and Social Council also reviewed the effect of population trends on the status of women and came to disturbing conclusions. A rapid rate of population growth, which affects everyone's access to education and employment, may have a more detrimental effect on women than men. Especially if women are denied equal opportunities with men in these fields, they will suffer greater economic deprivation." [A United Nations background study notes that poor health, malnutrition, heavy workloads, and constant pregnancies all result in the physical exhaustion of women and account for their lack of interest, energy and time required to improve themselves and acquire basic skills.] "This situation may in turn produce additional population growth if women have no alternative role to that of motherhood. In fact, the high fertility rates which are the cause of concern to so many countries at present may be not so much the cause of underdevelopment as the consequence of it. To correct this situation will clearly require new measures to improve the status of women in many countries.

"Although the need for the integration of women in the total development effort has been stated in broad terms in the International Development Strategy, very little appears at first by way of detailed objectives or targets. A group of non-governmental organizations pointed out recently that the Strategy omitted to mention even such essential policy measures as the need for equality of men and women in law and in practice, and the need for separate rural and urban programs to assist women in different circumstances. Their valuable statement concluded: 'If social objectives are to be attained, economic growth secured and human resources mobilized, the strategic importance of women as persons must be recognized and opportunities provided for their active participation in all development efforts . . . Development will be handicapped as long as women remain uneducated, without legal, or economic equality, with too small a voice in family and community decisions and unequipped for employment.' "

IWY Delegates Direct Majority Attention To Women, Development, and Population

The officially sponsored United Nations International Women's Year Conference had two main objectives: 1) to adopt a World Plan of Action on Women—based on a draft plan prepared by the United Nations Secretariat, and 2) to review and address

through special resolutions, "Current trends and changes in the status and roles of women and men, and major obstacles to be overcome in the achievement of equal rights, opportunities, and responsibilities, the integration of women in the develop-

ment process as equal partners with men."

In addition to the World Plan of Action on Women, Conference delegates adopted over thirty resolutions and declarations. Like the Plan, women, development, and population received the majority attention of the delegates. Among these resolutions were:

- **Research on population and the integration of women in development.**

This resolution seeks to establish an entity which will further investigate the interrelationships between demographic change and the status of women; the status of women is seen as both a consequence and determinant of demographic change and stresses "the economic, social and demographic benefits that may be derived from the integration of women in development."

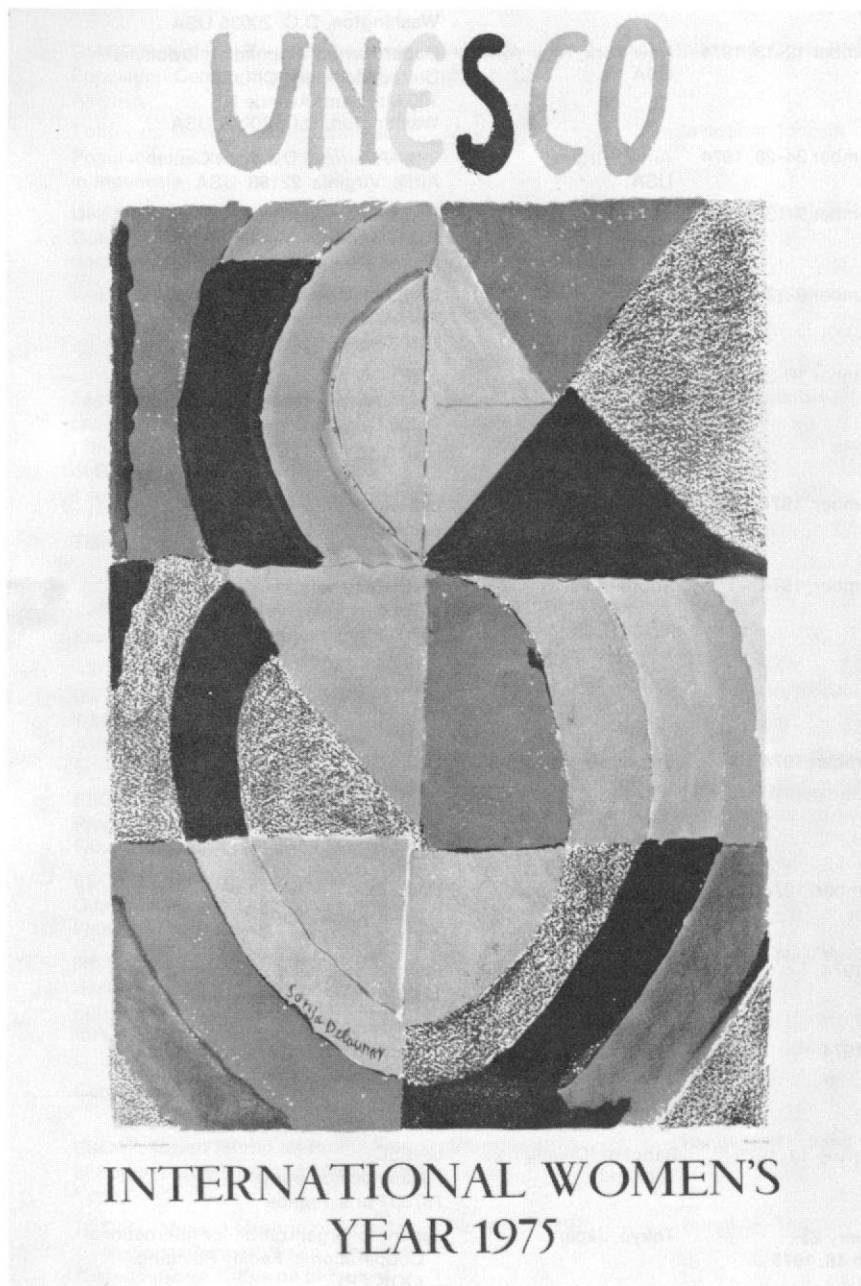
- **Family planning and the full integration of women in development.**

This resolution contains four points: 1) population education should be directed at all persons and not just at women as the population at risk; 2) family planning should be integrated with maternal and child health care; 3) both women and men should be involved in the choice about family size and have the necessary information to make a choice; and 4) women should have more control over the services that are directed largely to them.

- **Measures for the integration of women in development.**

This resolution recommends that impact statements on women be incorporated into all development plans of both national and multi-national assistance agencies. The resolution states that plans should establish base line indicators as means of measuring progress in the integration of women in development and should assure that women participate on an equitable basis at all levels of decision making.

For more information about the Conference, write to: Judith Bruce, Women's Program Officer, Family Planning International Assistance (FPIA), the International Division of the Planned Parenthood Federation of America, 810 Seventh Avenue, New York, N.Y. 10019 USA. As an FPIA press release concludes: "Women in 'developed' countries have different lives from women in 'developing' countries, but all women are united in the discrimination they encounter as women—the worst off of men is better off than his woman."



This poster (in 12 vivid colors) was created by Sonia Delaunay for UNESCO and the International Association of Art in honor of International Women's Year. Available from the Public Liaison Division, UNESCO, 7 place de Fontenoy, 75700 Paris, France, the poster costs 50 francs (US\$12.50). It is the first of a series of posters to be created for UNESCO by celebrated contemporary artists on themes such as human rights, racism, environment, education, and the protection of cultural heritage. Delaunay is known for her research into the properties of colors. She has been instrumental in extending the cubist approach into the areas of textile and fashion design, thus bringing modern art to the woman in the street.

IEC Events

The following list has been compiled from information reaching the EWCI. 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.

Event	Date	Location	Source of Information
Curriculum Development Seminar International Family Planning Project	November 3-7, 1974	Nepal	American Home Economics Association 2010 Massachusetts Ave. NW Washington, D.C. 20036 USA
Women and Population: A Seminar	November 12-13, 1974	New York, New York USA	Department of Population Problems United Methodist Church 100 Maryland Avenue NE Washington, D.C. 20036 USA
Applied Communications	November 24-28, 1974	Airlie, Virginia USA	Inter-American Dialogue Center Airlie, Virginia 22186 USA
Family Planning Seminar	December 9-13, 1974	Kuala Lumpur	Press Foundation of Asia P.O. Box 1843 Manila, Philippines
Meeting of Experts on International Study of the Conceptualization and Methodology of Population Education	December 9-13, 1974	Paris, France	UNESCO 7 place de Fontenoy 75700 Paris, France
UNESCO: Meeting of Experts on Deployment of Resources Amongst Various Components of Family Plan- ning Communication Programmes Financed by UNFPA	December 16-20, 1974	Paris, France	UNESCO 7 place de Fontenoy 75700 Paris, France
International Conference on Mass Education and Population Control	December, 1974	Armidale, Australia	University of New England Armidale, NSW Australia 2351
Regional Field Operation Seminar on Post-literary Activities and the Production of Prototype Educational Materials for New Literates and People of Low Educational Attainment, Ex- posed to Population Education and Family Planning Projects	December, 1974	South India	UNESCO 7 place de Fontenoy 75700 Paris, France
UNESCO: Institutes of Mass Com- munication and Regional Communication Centers: Workshop on Introduction of Population Content in Schools of Journalism	December, 1974	Strasbourg, France	UNESCO 7 place de Fontenoy 75700 Paris, France
UNESCO: Intensive Three Week Course on Research in Family Planning Communication	December, 1974	New Delhi, India	UNESCO 7 place de Fontenoy 75700 Paris, France
ILO/UNFPA: Sub-Regional Workshop on Co-operative Education and Pop- ulation (For 6 Anglophone Countries)	Late 1974	Africa	International Labour Organization 1211 Geneva 22, Switzerland
ILO/UNFPA: Sub-Regional Workshop on Co-operative Education and Population (For 6 Francophone Countries)	Late 1974	Africa	International Labour Organization 1211 Geneva 22, Switzerland
UNESCO: Consultative Seminar on Training Needs in Population Education Programs	January 6-13, 1975	Bangkok/Chiangmai, Thailand	UNESCO 7 place de Fontenoy 75700 Paris, France
Special Seminar on Family Planning (Field Workers)	February 23- March 16, 1975	Tokyo, Japan	Japanese Organization for International Cooperation in Family Planning (JOICFP) Hoken Kaikan, 1-2 Ichigaya Sadohara-cho Shinjuku-ku Tokyo 162, Japan
IPPF: ESEAO Regional Seminar Work- shop on Community Education	March 24-29, 1975	Kuala Lumpur, Malaysia	IPPF/East and South East Asia and Oceania Region 246 Jalan Ampang Kuala Lumpur 16-03, Malaysia

The 8th National Sex Institute of the American Association of Sex Educators and Counselors	April 2-5, 1975	Washington, D.C. USA	American Association of Sex Educators & Counselors (AASEC) Suite 304 5010 Wisconsin Avenue NW Washington, D.C. 20016 USA
Annual Meeting of Association of Population Libraries and Information Centers	April 14-17, 1975	Seattle, Washington USA	APLIC P.O. Box 6701 Washington, D.C. 20020 USA
Workshop on Production of Audio-visual Materials & Displays	April 23-25, 1975	Baltimore, Maryland USA	Family Planning Training Institute Planned Parenthood Association of Maryland 4th Floor 24 W. Franklin Street Baltimore, Maryland 21201 USA
CIACOP: Regional Training Course in Population Communication for Latin America	April 28-July 4, 1975	San José, Costa Rica	CIACOP Apartado Postal 10333 San José, Costa Rica
Follow-up Meeting to First National Population Correspondents Workshop in Indonesia	May, 1975	Jakarta, Indonesia	Population Division, ESCAP Sala Santitham Bangkok 2, Thailand
UNESCO: Consultative Meeting on Out-of-School Programmes in Population Education	May, 1975	Bangkok, Thailand	UNESCO 7 place de Fontenoy 75700 Paris, France
International Women's Conference	June 19-July 2, 1975	Mexico City, Mexico	Centre for Social Development and Humanitarian Affairs United Nations New York, New York 10017 USA
Family Planning: Education/Communication/Research/Evaluation (Thirteenth Annual Summer Program of Graduate Study) Track A. Population Education Workshop Track B. Improving the Content and Effectiveness of Family Planning Communication-Education Programs Track C. Improving Family Planning Through Evaluation	June 23-August 22, 1975	Chicago, Illinois USA	Community and Family Study Center University of Chicago 1126 East 59th Street Chicago, Illinois 60637 USA
IPPF/IOF: Regional Communication Workshop/Workshop for Communication Personnel	June 23-July 2, 1975	Kathmandu, Nepal	IPPF Indian Ocean Region P.O. Box 772 Colombo 7, Sri Lanka
ESCAP: Expert Group on Motivational Programmes for Hard-Core Groups in Family Planning	June, 1975	Bangkok, Thailand	Population Division, ESCAP Sala Santitham Bangkok 2, Thailand
ESCAP: Travelling Seminar for Communication Workers in Family Planning Programmes	June, 1975	(unknown)	Population Division, ESCAP Sala Santitham Bangkok 2, Thailand
5th Annual Summer Workshop on Sexuality: Preparing Parents and Future Parents to be the Sex Educators of Their Children	July 8-17, 1975	Syracuse, New York USA	Institute for Family Research and Education 760 Ostrom Avenue Syracuse, New York 13210 USA
National Workshop of Population Correspondents	September, 1975	Iran	Population Division, ESCAP Sala Santitham Bangkok 2, Thailand
ESCAP: Expert Group on Production of Population Education Materials for Youth	October, 1975	Bangkok, Thailand	Population Division, ESCAP Sala Santitham Bangkok 2, Thailand
ESCAP: Informal Meeting of Experts on Regional Support for an Integrated Programme for Diffusion of Family Planning and Agricultural Technology in the Asian Setting	November, 1975	Bangkok, Thailand	Population Division, ESCAP Sala Santitham Bangkok 2, Thailand
ESCAP: Expert Working Group Meeting to Establish Guidelines for Translation of Population Materials	December 8-12, 1975	Bangkok, Thailand	Population Division, ESCAP Sala Santitham Bangkok 2, Thailand
UNESCO: Meeting of Experts on Deployment of Resources Amongst Various Components of Family Planning Communication Programmes Financed by UNFPA	1975	Paris, France	UNESCO 7 place de Fontenoy 75700 Paris, France

UNESCO Publishes New Series on Population Communication

Population Communication: Technical Documentation is a new series of publications produced by UNESCO on communication for development, including population activities. UNESCO has previously published reports on consultations it has held with leading experts and practitioners in the field of communication for development since 1972. The purpose of the new series is to present a synthesis of the technical documents and papers prepared for these meetings. The *Population Communication: Technical Documentation* series is intended for use by both the theorist and the practitioner in developmental communication.

The two reports published thus far are: "Communication media, family planning and development" and "Communication research in family planning: an analytical framework." Three other documents in the series, to be published soon, will cover the subjects of research and evaluation, training, and the integrated use of folk media and mass media for development and population activities.

The first in the series, "Communication media, family planning and development," is based on a paper prepared by Frances Berrigan for the "UNESCO Experts' Meeting on the Integrated Approach to the Use of Broadcasting and other Communication Media in Family Planning and Development." The document explores possible approaches whereby media can be used to complement one other in order to advance development and to integrate family planning and other developmental messages. The paper outlines the merits and limitations of the various media, the functions they can perform in the service of family planning, and possible ways of using the media.

The thesis of the publication is that an integrated approach to the use of mass media should be based on unified policy, planning, and production. It is pointed out that family planning is not an isolated activity and that it must be considered in its social and economic context. However, the paper states that because family planning touches on so many other sectors, the responsibility for maintaining the family planning program should not be spread too widely.

It is suggested that in order to develop an integrated approach to the use of mass media for family planning, media people need to be oriented in family planning. At the same time, family planning communica-

tion specialists need to have a sympathetic understanding of the various stages of media production. The document states that this type of cooperative understanding, perhaps made possible through joint training sessions for media people and family planning communication specialists, is necessary to ensure that family planning productions "stand up to and bear comparison with other productions."

The paper also emphasizes the need for the participation of audiences not only in programs but also in their preparation. In addition, ideas on the use and promotion of group listening and viewing are discussed.

"Communication research in family planning: an analytical framework" is the second document in the series. Prepared by Snehendu B. Kar, this paper reviews significant elements of communication research and evaluates their implications for future research and family planning strategies, with particular reference to developing countries. Rather than summarizing major communication research, this publication extracts the significant generalizations and implications from a diverse field of literature which could serve as a frame of reference for decisions for further family planning research and communication strategies for change.

The paper describes the process of planning and implementing a communication program as being similar to the process of clinical treatment of an illness. Just as the physician diagnoses the illness before the administration of treatment, the process of changing behavior must begin with an understanding of the reasons for the behavior. Then a determination must be made of which factors can be changed through communication, followed by a careful evaluation of which forms are most efficient and effective. The publication is designed "to strike a balance between presenting sound generalizations and those issues which are not conclusive and yet are of great significance for communication research intervention in family planning."

These publications are available in English, French, and Spanish. Requests for copies should be addressed to: Kanwar B. Mathur, Department of Free Flow of Information and Development and Application of Communication, UNESCO, 7 place de Fontenay, 75700 Paris, France.

IWY Bulletin Lists Activities and Resources

The "International Women's Year Action/Resource Bulletin" offers information and suggestions to individuals and organizations who wish to become involved with improving the role options and status of women at community, national, and global levels. The Bulletin is a compilation of relevant resource materials, possible activities, statistics, and contact persons. It was prepared by the Organization Liaison Division of The Population Institute (110 Maryland Avenue NE, Washington D.C. 20002 USA) in cooperation with Zero Population Growth.

As an example, the Bulletin suggests that readers: conduct surveys on the family planning services available in their communities, assess the quality and extent of such services, and actively correct possible deficiencies. The resource materials list includes addresses of sources and costs of special periodicals, articles, and documents available on the interrelationships of women's status and family planning.

Proceedings on "Communication Strategies for Rural Development" Now Available

The proceedings of an international symposium on "Communication Strategies for Rural Development" have recently been published by Cornell University.

The symposium, held in Cali, Colombia from March 17-22, 1974, was jointly sponsored by the New York State College of Agriculture and Life Sciences at Cornell University and the Centro Internacional de Agricultura Tropical (CIAT).

The proceedings include the papers presented by the participants and the results of workshop sessions on communication research, training, and design and use of materials. Major sections of the book include: Challenges and Opportunities, Factors Involved in Communication Strategy, Facilitating Rural Communication (Case Studies), Developing Resources for Rural Communication, and a Forward Look at Communication Strategies.

Copies of the 280-page book are available from the Communication Arts Mailing Room, Research Park, Cornell University, Ithaca, New York 14850 USA. The price is US\$9.50.

Visitors to the Institute's Projects in Population Communication

Tevia Abrams, Project Specialist, UNFPA, New York, New York, USA

Leota Pita Alailima, Editor-Managing Director, South Sea Star, and Chairman, Pacific Island News Association, Apia, Western Samoa

Angelina C. Almanzon, Vice President and Asian Regional Representative, International Association of Schools of Social Work, Manila, Philippines

Celine Aluvihare, Market Researcher, Waragoda Estate, Kelaniya, Sri Lanka

M.P. Alwis, Program Officer, Population Education, Ministry of Education, Colombo, Sri Lanka

Sarath Amunugama, Director, Combined Services, Ministry of Public Affairs, Local Government and Home Affairs, Colombo, Sri Lanka

Belan Apayor, Public Health Nurse, Regional Health Training Center, Davao City, Philippines

Charles R. Ausherman, Research Coordinator, Carolina Population Center, University of North Carolina, Chapel Hill, North Carolina, USA

George H. Axinn, President and Executive Director, Midwest Universities Consortium for International Activities, Inc., Michigan State University, East Lansing, Michigan, USA

David Barney, Fellow, The Academy for Contemporary Problems, Columbus, Ohio

Ovid U. Bay, Director of Information, Federal Extension Service, U.S. Department of Agriculture, Washington, D.C., USA

George Beal, Chairman, Department of Rural Sociology, Iowa State University, Ames, Iowa, USA

Charles F. Blackman, Special Assistant, Office of Population and Humanitarian Assistance, USAID, Washington, D.C., USA

Hans C. Blaise, Advisor on Development Administration, The Ford Foundation, Makati, Rizal, Philippines

G. José Maria Blanch, Director, CIACOP, San José, Costa Rica

Lertlak Sudhipitak Burusphat, Communication Programme Officer, Development Support Communication Service, Bangkok, Thailand

Gelia Castillo, Consultant on Rural Development, The Ford Foundation, Manila, Philippines

John Cavanagh, President, Fawcett-McDermott Associates, Inc., Honolulu, Hawaii, USA

Co Thi Bich Thuy, National Midwife, Public Health Service, Saigon, Vietnam

Edith S. Coliver, Director, Institutional Relations and Program Services, The Asia Foundation, San Francisco, California, USA

Carlos Cordero, Sr., Training Director, Information and Education Department, CIACOP, San José, Costa Rica

Nicholas Danforth, Consultant, Population Focal Point, ILO, Geneva, Switzerland

Ananda Mohan Das, Statistical Officer, Health and Family Planning Ministry, Dacca, Bangladesh

Griffith Davis, Deputy Chief, IEC Educational Services Division, Office of Population and Humanitarian Assistance, USAID, Washington, D.C., USA

Salah Dessouki, Regional Director, IDRC, Beirut, Lebanon

James Fawcett, Regional Representative, Demographic Division, The Population Council, Singapore

Jean Fewster, Population Program Officer, Human Resources Division, FAO, Rome, Italy

Generoso (Gerry) Gil, Director, Information Division, Population Center Foundation, Makati, Rizal, Philippines

Robert Y. Grant, Multisector Officer, West Asia Division, Office of Population and Humanitarian Assistance, USAID, Washington, D.C. USA

George G. Greenleaf, CAE, Executive Vice President, Ohio Grain, Feed and Fertilizer Association, Inc., Worthington, Ohio, USA

Hans Groot, Communication Specialist, IEC Section, F.P.I.A., Planned Parenthood-World Population, New York, New York, USA

Gunardi, Professor, Department of Rural Sociology and Agricultural Economics, Bogor Agricultural University, Bogor, Indonesia

Iaropolk N. Guzevatii, Senior Research Fellow, The Institute of Oriental Studies, The Academy of Sciences of the USSR, Moscow, USSR

Philip Harvey, Director, Population Services International, New York, New York, USA

Philip Helfrich, Director, International Center for Living Aquatic Resources Management, Honolulu, Hawaii, USA

L. Hendrata, M.D., Chairman, Indonesian Welfare Foundation, Jakarta, Indonesia

Hilde Himmelweit, Professor and Chairman, Social Psychology, London School of Economics, London, England

Ishrat Hussain, Population and Nutrition Projects Department, IBRD, Washington, D.C., USA

Annette Jere, Department of Extramural Studies, University of Botswana, Lesotho, and Swaziland, Botswana

Misha Jezernik, Professor, Institut za Sociologijo, University u Ljubljani, Ljubljani, Yugoslavia

Prema Kahandagamage, Tutor, Department of Health Services, Anuradhapura, Sri Lanka

K.K. Kanagaratnam, Director, Population and Nutrition Projects Department, IBRD, Washington, D.C., USA

Myung Hee Kang, Mass Media Section, Information and Publication Division, Planned Parenthood Federation of Korea, Seoul, Korea

Vijay Kapila, Official in Family Planning Programs, State Health Department, Tamil Nadu, India

Thomas B. Keehn, President, World Education, Inc., New York, New York, USA

Jarrold Kieffer, Assistant Administrator for Population and Humanitarian Assistance, USAID, Washington, D.C., USA

Jae Hee Kim, Acting Head, Information Division, Planned Parenthood Federation of Korea, Seoul, Korea

P.J. Koh, Secretary General, Korean Traders Scholarship Foundation, Seoul, Korea

David Korten, Visiting Associate Professor, Graduate School of Business Administration, Harvard University, Boston, Massachusetts, USA

Eddie Chen-Yu Kuo, Lecturer in Sociology, University of Singapore, Singapore

Joo Hyun Lee, Secretary General, Planned Parenthood Federation of Korea, Seoul, Korea

Graham Leonard, Advisor on Education, IPPF, London, England

Rose Leota, Nurse (Sister), Family Planning Association, Auckland, New Zealand

Richard Chin-Bee Lim, Instructor, College of Medicine, University of Singapore, and Health Education Officer, Ministry of Health, Singapore

Chung-Sheng Liu, Senior Technician, Office of Health Planning, National Health Administration, Taipei, Taiwan

Dhan Nani Lohani, Chief Instructor, Assistant Nurse Midwife Training School, Kathmandu, Nepal

Ella Haswidi Lubis, Trainer, West Java Provincial Training Center, IPPA, Indonesia

Muhammed Luthfi, Editor, "Mertjar Sur," Jakarta, Indonesia

(Continued on Page 12)

About the IEC Newsletter

This Newsletter is distributed on a bimonthly basis by the East-West Communication Institute to over 6,000 individuals and organizations in approximately 133 countries and territories. Material in this Newsletter may be reproduced without prior permission—provided attribution is given to the *IEC Newsletter*. 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
USA

**Visitors to the Institute's
Projects in
Population Communication**

Tevia Abrams, Project Specialist, UNFPA, New York, New York, USA

Leota Pita Alailima, Editor-Managing Director, South Sea Star, and Chairman, Pacific Island News Association, Apia, Western Samoa

Angelina C. Almanzon, Vice President and Asian Regional Representative, International Association of Schools of Social Work, Manila, Philippines

Celine Aluvihare, Market Researcher, Waragoda Estate, Kelaniya, Sri Lanka

M.P. Alwis, Program Officer, Population Education, Ministry of Education, Colombo, Sri Lanka

Sarath Amunugama, Director, Combined Services, Ministry of Public Affairs, Local Government and Home Affairs, Colombo, Sri Lanka

Belan Apayor, Public Health Nurse, Regional Health Training Center, Davao City, Philippines

Charles R. Ausherman, Research Coordinator, Carolina Population Center, University of North Carolina, Chapel Hill, North Carolina, USA

George H. Axinn, President and Executive Director, Midwest Universities Consortium for International Activities, Inc., Michigan State University, East Lansing, Michigan, USA

David Barney, Fellow, The Academy for Contemporary Problems, Columbus, Ohio

Ovid U. Bay, Director of Information, Federal Extension Service, U.S. Department of Agriculture, Washington, D.C., USA

George Beal, Chairman, Department of Rural Sociology, Iowa State University, Ames, Iowa, USA

Charles F. Blackman, Special Assistant, Office of Population and Humanitarian Assistance, USAID, Washington, D.C., USA

Hans C. Blaise, Advisor on Development Administration, The Ford Foundation, Makati, Rizal, Philippines

G. José Maria Blanch, Director, CIACOP, San José, Costa Rica

Lertlak Sudhipitak Burusphat, Communication Programme Officer, Development Support Communication Service, Bangkok, Thailand

Gelia Castillo, Consultant on Rural Development, The Ford Foundation, Manila, Philippines

John Cavanagh, President, Fawcett-McDermott Associates, Inc., Honolulu, Hawaii, USA

Co Thi Bich Thuy, National Midwife, Public Health Service, Saigon, Vietnam

Edith S. Coliver, Director, Institutional Relations and Program Services, The Asia Foundation, San Francisco, California, USA

Carlos Cordero, Sr., Training Director, Information and Education Department, CIACOP, San José, Costa Rica

Nicholas Danforth, Consultant, Population Focal Point, ILO, Geneva, Switzerland

Ananda Mohan Das, Statistical Officer, Health and Family Planning Ministry, Dacca, Bangladesh

Griffith Davis, Deputy Chief, IEC Educational Services Division, Office of Population and Humanitarian Assistance, USAID, Washington, D.C., USA

Salah Dessouki, Regional Director, IDRC, Beirut, Lebanon

James Fawcett, Regional Representative, Demographic Division, The Population Council, Singapore

Jean Fewster, Population Program Officer, Human Resources Division, FAO, Rome, Italy

Generoso (Gerry) Gil, Director, Information Division, Population Center Foundation, Makati, Rizal, Philippines

Robert Y. Grant, Multisector Officer, West Asia Division, Office of Population and Humanitarian Assistance, USAID, Washington, D.C. USA

George G. Greenleaf, CAE, Executive Vice President, Ohio Grain, Feed and Fertilizer Association, Inc., Worthington, Ohio, USA

Hans Groot, Communication Specialist, IEC Section, F.P.I.A., Planned Parenthood-World Population, New York, New York, USA

Gunardi, Professor, Department of Rural Sociology and Agricultural Economics, Bogor Agricultural University, Bogor, Indonesia

Iaropolk N. Guzevatii, Senior Research Fellow, The Institute of Oriental Studies, The Academy of Sciences of the USSR, Moscow, USSR

Philip Harvey, Director, Population Services International, New York, New York, USA

Philip Helfrich, Director, International Center for Living Aquatic Resources Management, Honolulu, Hawaii, USA

L. Hendrata, M.D., Chairman, Indonesian Welfare Foundation, Jakarta, Indonesia

Hilde Himmelweit, Professor and Chairman, Social Psychology, London School of Economics, London, England

Ishrat Hussain, Population and Nutrition Projects Department, IBRD, Washington, D.C., USA

Annette Jere, Department of Extramural Studies, University of Botswana, Lesotho, and Swaziland, Botswana

Misha Jezernik, Professor, Institut za Sociologijo, University u Ljubljani, Ljubljani, Yugoslavia

Prema Kahandagamage, Tutor, Department of Health Services, Anuradhapura, Sri Lanka

K.K. Kanagaratnam, Director, Population and Nutrition Projects Department, IBRD, Washington, D.C., USA

Myung Hee Kang, Mass Media Section, Information and Publication Division, Planned Parenthood Federation of Korea, Seoul, Korea

Vijay Kapila, Official in Family Planning Programs, State Health Department, Tamil Nadu, India

Thomas B. Keehn, President, World Education, Inc., New York, New York, USA

Jarrold Kieffer, Assistant Administrator for Population and Humanitarian Assistance, USAID, Washington, D.C., USA

Jae Hee Kim, Acting Head, Information Division, Planned Parenthood Federation of Korea, Seoul, Korea

P.J. Koh, Secretary General, Korean Traders Scholarship Foundation, Seoul, Korea

David Korten, Visiting Associate Professor, Graduate School of Business Administration, Harvard University, Boston, Massachusetts, USA

Eddie Chen-Yu Kuo, Lecturer in Sociology, University of Singapore, Singapore

Joo Hyun Lee, Secretary General, Planned Parenthood Federation of Korea, Seoul, Korea

Graham Leonard, Advisor on Education, IPPF, London, England

Rose Leota, Nurse (Sister), Family Planning Association, Auckland, New Zealand

Richard Chin-Bee Lim, Instructor, College of Medicine, University of Singapore, and Health Education Officer, Ministry of Health, Singapore

Chung-Sheng Liu, Senior Technician, Office of Health Planning, National Health Administration, Taipei, Taiwan

Dhan Nani Lohani, Chief Instructor, Assistant Nurse Midwife Training School, Kathmandu, Nepal

Ella Haswidi Lubis, Trainer, West Java Provincial Training Center, IPPA, Indonesia

Muhammed Luthfi, Editor, "Mertjar Sur," Jakarta, Indonesia

(Continued on Page 12)

About the IEC Newsletter

This Newsletter is distributed on a bimonthly basis by the East-West Communication Institute to over 6,000 individuals and organizations in approximately 133 countries and territories. Material in this Newsletter may be reproduced without prior permission—provided attribution is given to the *IEC Newsletter*. 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
USA