Sri Lanka Project Uses Commercial Resources

There is increasing realization around the world that traditional family planning delivery systems through clinics and other medical facilities are not adequate to meet the need for a widespread and convenient access to family planning. Thus, alternative means of distributing contraceptives and promoting their use are being developed and tested in a growing number of countries. Population Services International (PSI), a worldwide private organization based in Chapel Hill, North Carolina, is playing a leading role in this movement. (See, for instance, the article on PSI's project in Kenya in IEC Newsletter No. 11.)

PSI staff believe that family planning can be promoted successfully and inexpensively through the commercial sector by using marketing techniques. To test and further refine this idea, PSI established in 1973 a nationwide project in Sri Lanka (Ceylon) to distribute condoms and to promote their use. This has been developed with the active cooperation of the Government and the Family Planning Association of Sri Lanka. Financial support for the project is provided by the International Planned Parenthood Federation (IPPF).

An initial survey by PSI of five countries in the region had shown that Sri Lanka has a good, nationwide communication network; a high level of literacy; a good infrastructure of commercial resources; a hospitable government policy; and a high portion of married couples in the "cash" economy. These factors not only led to the choice of Sri Lanka as the most suitable country in which to launch the project, but also they were important in determining the basic characteristics of the project. First, it was decided to limit the project initially to the distribution of a reliable, non-medical contraceptive, namely, the condom. This meant that the campaign would focus on men, or, more specifically, on the 2,880,000 men in Sri Lanka's wage economy—since the product was intended to be sold for cash through retail shops. Second, the high level of literacy led to the decision to stress the use of written promotional materials and newspaper advertisements.

As with any business enterprise, the PSI project in Sri Lanka is set up in order that decisions can be made quickly. Most of the decisions are made by two persons: the Project Director and the Marketing Director. An Advisory Board includes experts in management, market research, family planning, and law. Individual members of this Board are called upon for advice on a day-to-day basis. Development of promotional materi-

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Sri Lanka Project...
(Continued from page one)

ais, management of the advertising campaigns, packaging, and product distribution are all carried out by local commercial organizations with which PSI has contractual agreements. The PSI management team integrates the entire project on the basis of a carefully planned time schedule.

Based on research on contraceptive usage in India, it was determined that complete coverage of the target population would require annual sales of 200,000,000 condoms. One percent of this number (two million) was chosen as a reasonable sales goal for the first year. It was also decided to aim for a total of 4,000 retail outlets for the condoms by the end of the first year. This number would represent 10 percent of the 40,000 retail stores—grocery shops, eating houses, pharmacies, etc.—in Sri Lanka that were considered to be possible outlets for the condoms. (Some examples of typical retail outlets appear in the accompanying photos.)

Use of Market Research

The starting point in any marketing campaign is to survey the potential consumers and retailers in order to learn: their likes and dislikes, the degree to which they already use or stock similar products, and what their attitudes are toward the product. On the basis of this kind of information, the following can be determined: the right place to sell the product, the right way to promote it, and the right price. Typically, such information is gathered by a market research company.

In Sri Lanka, PSI hired the Lever Brothers Research Division to carry out the market research which included: surveys of the public's knowledge, attitudes, and practices regarding family planning, with special reference to condoms; a product survey among the public and potential retailers to determine preferences regarding distribution methods, names for the new product, size and color of packaging, and pricing; the present stocking practices of retailers; and their knowledge and attitudes regarding family planning, particularly condoms.

PSI learned the following facts from these surveys:
- Awareness and approval of family planning is high;
- Detailed knowledge of family planning is often incomplete;
- Use of reliable family planning methods is low;
- People want their sources of family planning supplies to be as convenient as possible;
- Only one-half of one percent of the retailers were stocking condoms;
- People want to be able to buy small numbers of condoms at a time;
- A price of 10 to 15 rupee cents (approximately U.S. $0.01) per condom is considered an acceptable retail price by both retailers and the public.

Role of the Advertising Agency

The critical problem of creating demand through thoughtful promotion of the product was turned over to the De Alwis Advertising Company, an experienced local agency. Its first task was to create different prototype packaging, brand names, and symbols or logos for the product, which were then tested during the market research described above.

The advertising agency recommended that the image developed for the new brand of condoms should be as positive as possible. One name they suggested and the one ultimately chosen for the product on the basis of a market survey was Preethi, which means "joy" in the two major languages spoken in Sri Lanka. Preethi thus conveys an image that is the opposite of that generally associated with condoms (for example, the belief that condoms inhibit the man's sexual pleasure). The advertising agency wanted a symbol or logo that would also be positive as well as functional. The logo chosen was based on the well-known circular shape made with the thumb and forefinger that means "good" or "OK." It is functional in the sense that a shy customer can ask for Preethi condoms by using this symbol rather than having to say the name out loud.

The basic messages, developed by the advertising agency on the basis of the results of the market research, appear in all of the media being used for the campaign. Preethi is promoted as the trusted way to plan one's family.

PSI's sole field worker distributes sample Preethi condoms to potential customers. The Preethi sign in the background indicates the retailer is stocking the product.
ly: "Preethi is simple, safe, sure." The campaign revolves around the theme that "the planned family is a happy family." A typical press ad, which shows a father clasping a child protectively, reads as follows:

"Until you want another child rely on Preethi—a trusted way to plan your family. Everyone today talks frankly about planning families. Millions of people all over the world are spacing out the birth of their children. By doing so each child gets more attention, more food and a better education. Mother's health is greatly improved. The father has less anxiety. You too can plan your family with Preethi. Preethi is a safe, sure contraceptive for men. Ask for Preethi from your dealer. Preethi is specially packaged for your convenience. A packet of three costs only 40 cents. Preethi is simple, safe, sure."

The mass media campaign has involved the use of radio, cinema, and booklets; but by far the greatest stress has been on press advertisements. The press campaign was initiated by using "teaser ads," that is, just the logo without the name or any text whatsoever. This ad appeared intensively for two weeks. It was followed by an ad that showed the logo plus the name Preethi in the two local languages plus English, which is the same design as appears on the consumer package. Then, as the "launch piece," the ad to promote the actual product, a brief statement was added referring to Preethi as a "trusted way to plan your family" and to the fact that Preethi could be obtained in local shops. Later, to create a pro-child image, the phrase "until you want another child" was added.

To provide the public with more in-depth information, a question and answer booklet on family planning, stressing Preethi, was designed by the advertising agency. A color slide shown in cinemas informs the public of the availability of this free booklet as do announcements over the radio. Entitled "How to Have Children by Plan—Not by Chance," the booklet is also sent to those who order a packet of a dozen condoms through the mail order service described below. The text of the initial version of the booklet was written in both languages as well as English; but experience has shown that this format is difficult to read and thus three separate versions are being prepared for future use.

The advertising agency also developed various "point of sales" materials, that is, items that appear in or outside each shop that stocks Preethi condoms. Each shop is given a metal sign to hang outside to advertise the fact that Preethi is for sale.

In its Preethi campaign in Sri Lanka, PSI has selected a district (Galle) to test new ideas. Group meetings are being used to see how adequate they are as a supplement to the mass media.

In this photo, the PSI field representative, who works full-time in the Galle District test market, is having discussions with high school teachers during a lunch break. He holds meetings with 40 to 80 people two or three times daily, and thus he contacts about 3,000 consumers monthly, usually in homogeneous groups: policemen, school teachers, and factory workers.

In addition, a bus card advertising the availability of the PSI booklet (described in the accompanying article) is also being tested in the district. Other marketing techniques that may be tried out in this test area include: special premium offers (for example, a free shaving mirror in exchange for a given number of empty Preethi packets), a lottery type drawing, and coupons offering Preethi at a reduced price for a limited period of time.

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Sri Lanka Project...
(Continued from page three)

Public Relations
The Preethi project, like its commercial ventures, is very conscious of the need to develop a good image with professional groups and other opinion leaders. Thus, key members of the family planning community were invited to participate in a meeting to launch the project. Progress reports are sent to about 30 leaders in family planning throughout the country, a mailing list has been established with the names of about 5,500 doctors, government officers, school principals, elected officials, etc., on it. Periodically, a mass mailing is sent to these opinion leaders to enhance their understanding and to gain their support for family planning in general and the Preethi project in particular. Materials for this mailing are designed by the advertising agency.

Future Plans
The success that the Preethi project has already experienced has encouraged PSI and IPPF to think "beyond Preethi." Under active consideration is a project to make an inexpensive, high quality oral contraceptive available through pharmacies. Tentatively called Mithuri ("the woman's friend"), a one month's supply would sell for about U.S.$0.05—a fraction of the price now being charged for other brands at pharmacies in Sri Lanka. All of the commercial resources that have contributed to the success of Preethi will be harnessed on behalf of Mithuri.

More information about the Preethi and Mithuri campaigns as well as sample materials will be furnished upon request, particularly to persons interested in trying a similar project in their own countries. Write to John Davies, Project Director, Population Services International, 35 Horton Place, Colombo-7, Sri Lanka (Ceylon).

Churches to Contribute to Communication Aspects of WPY
To further the aims of World Population Year (WPY) and to mobilize the communication resources of churches to meet the basic human concerns which have brought this Year into being, a Consultation (meeting) of Christian communicators was held in London from August 14 to 16, 1973. The Consultation was sponsored by UNDA (the International Catholic Association for Radio and Television) and WACC (World Association for Christian Communication), with the support of the Population Institute of Family Planning International Assistance. A report of this joint UNDA/WACC Consultation is now available and is entitled "The Communication Aspects of World Population Year."

The report states: "Together these [two] Christian communication structures comprise the largest coordinated broadcast resource in the world, operating intensively in each of the world regions. In addition, both groups have in their memberships significant numbers of Christians who are at work in secular communication structures. Finally, the WACC has among its 117 corporate members a number of secular broadcast systems such as the British Broadcasting Corporation, the Nigerian Broadcasting Corporation, the Australian Broadcasting Commission, etc."

Among the recommendations emanating from the Consultation were: 1) that a series of regional follow-up meetings be held; 2) that the Christian communication network have closer coordination with the services available from medical missions; 3) that relationships with secular organizations be utilized; and 4) that the joint UNDA/WACC office be formed to serve as a liaison among the regions and to act as a clearinghouse for the exchange of information and experience.
## 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.

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<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Location</th>
<th>Source of Information</th>
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<tr>
<td>ECAFE: Conference on Evaluation of</td>
<td>January 5-11, 1974</td>
<td>Bangkok, Thailand</td>
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<td>Publicity Material on Family Planning</td>
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<td>Sala Santitham, Bangkok 2, Thailand</td>
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<td>Programmes</td>
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<td>Education with Special Attention to</td>
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<td>Family Planning and Population Programmes</td>
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<tr>
<td>IPPF/Africa Region: Information</td>
<td>January 21-</td>
<td>Nairobi, Kenya</td>
<td>IPPF/Africa Region, P.O. Box 30234 Nairobi, Kenya</td>
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<td>Seminar and Workshop</td>
<td>February 1, 1974</td>
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<td>UNESCO: Symposium on the Utilization of</td>
<td>February 4-5, 1974</td>
<td>Paris, France</td>
<td>place de Fontenoy, Paris 7e, France</td>
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<td>Scientific Films on Population</td>
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<td>Workshop on Population Problems and</td>
<td>March 25-30, 1974</td>
<td>Nairobi, Kenya</td>
<td>Center for Economic and Social Information, New York, New York 10017 USA</td>
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<td>Mass Media in Sub-Saharan Africa</td>
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<td>UNESCO: Meeting on Evaluation of Family</td>
<td>April 1974</td>
<td>Asia</td>
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<td>Planning Communication Programmes</td>
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<td>Association of Population Libraries and</td>
<td>April 16-17, 1974</td>
<td>New York</td>
<td>Association of Population Libraries and Information Centers, Chapel Hill, North Carolina 27514 USA</td>
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<td>Information Centers: 7th National</td>
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<td>Seminaire sur les Problemes de</td>
<td>April 22-27, 1974</td>
<td>Dakar, Senegal</td>
<td>Center for Economic and Social Information, United Nations, New York, New York 10017 USA</td>
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<td>Population et les Mass Media dans l'Afrique</td>
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<td>au Sud du Sahara</td>
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<td>UNESCO: Seminar on Mass Communication</td>
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<td>Applied Communications</td>
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<td>Applied Communications</td>
<td>June 9-13, 1974</td>
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<td>Exchange in Population and Family Planning</td>
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<td>June/July 1974</td>
<td>New Delhi, India</td>
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<td>Workshop on Integrated Use of Folk Media</td>
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<td>and Mass Media for Family Planning</td>
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<td>Communication</td>
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<td>Family Planning: Education/</td>
<td>June 24-</td>
<td>Chicago, Illinois, USA</td>
<td>Community and Family Study Center, University of Chicago</td>
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<td>Communication/Research/Evaluation</td>
<td>August 23, 1974</td>
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<td>(Twelfth Annual Summer Program of</td>
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<td>Track A: Training Family Planning</td>
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<td>Track B: Information/Education/</td>
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<td>Sustaining Family Planning Adopters</td>
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5
Study Documents Mass Communication Experiment in Pakistan

Organized efforts to promote family planning in Pakistan have been pursued on a voluntary basis by the Family Planning Association of Pakistan since 1953. A government program on family planning was first taken up in the Second Five-Year Plan 1960-1965. Inadequate motivational efforts were mentioned as one of the reasons why the achievements under this program fell much below expectations. The Third Five-Year Plan therefore incorporated plans for educational and motivational efforts through individual and group contacts at the village level as well as through widespread publicity about the aims of the family planning program.

Mass communication was thus given a prominent place in the program for the 1966-1970 period. As a part of this effort, the Mass Communication Experiment was undertaken by the Swedish Pakistan Family Welfare Project. This Project, administered by SIDA (Swedish International Development Authority), was the focus of Sweden's bilateral assistance to the Family Planning Programme of Pakistan up to June 30, 1970. The Research Section of the Project was mainly responsible for the Mass Communication Experiment, although the undertaking as a whole was the result of many people's efforts, inside and outside the Project. The research was carried out under the leadership of Dr. Roland von Euler, who was the head of the Research Section.

The following objectives were laid down for the study: 1) to assess the result on the adoption of family planning achieved by a mass communication campaign planned so as to concentrate on a main theme and to make use of a variety of coordinated media; 2) to demonstrate the planning, development, and implementation of such a mass communication campaign; and 3) to assess the reach of the different media employed in the campaign.

For the assessment of the outcome of the campaign, two rural areas in East Pakistan (now Bangladesh) and two rural and two urban areas in West Pakistan were selected. One out of each pair was designated at random as an experimental area, and the other served as a control area. The campaign was conducted in the experimental areas. The regular field staff of the Family Planning Programme was responsible for the execution of the campaign, such as the distribution of the printed material and arranging of meetings. The printed material included pamphlets, posters, wall newspapers, and match-box labels—all emphasizing in various ways the benefits of family planning. The campaign also utilized traditional forms of entertainment.

The recently distributed report on this project is entitled Mass Communication Experiment: A Study in the Promotion of Family Planning in Pakistan. It includes chapters on the following topics:
- The Development of the Research Plan
- The Development of the Campaign Plan
- The Development of the Campaign Material
- The Selection of Research Areas
- The Execution of the Campaign
- The Interview Surveys
- The Reach of the Campaign Media
- The Perception of the Number of Children in a Family as Determining the Level of Living
- Perception of Family Planning
- Contraceptive Practice
- Attitude Towards Family Planning
- Extent of Exposure to the Campaign and 'Outcome Characteristics'

Summarizing the results of the experiment, a separate booklet entitled the "Results of the Interview Survey" has been prepared. It reviews the impact of the Mass Communication Experiment on public knowledge, attitudes, and practices. As regards perception of family planning, for example, the booklet states: "A comparison was made between groups of respondents who differed with respect to the extent of their exposure to the campaign. A marked trend was found towards more knowledge, more awareness, more adoption, and more practice, the more the person was exposed to the campaign. However, since in West Pakistan there is practically no difference between campaign and non-campaign areas in terms of awareness, adoption, etc. (because of the already existing government program), it cannot be said that those who were more exposed, became more aware, more likely to start contraceptive practice etc., because of their greater exposure. It seems rather, that at least in West Pakistan the campaign reached primarily those who were already interested, favorably disposed, and informed. In contrast, the people in the East Pakistani villages, where no family planning programme had existed prior to the campaign, became better informed and more likely to adopt family planning as a result of the campaign."

The booklet summarizing the results of the experiment (Occasional Papers from the Population Division, No. 1) and a limited number of copies of the full report Mass Communication Experiment: A Study in the Promotion of Family Planning in Pakistan are available from the Population Division, SIDA, S-105 25, Stockholm, Sweden.
Asian Regional Population Education Association Formed

In order to better serve the professional needs of the field of population education in Asia, 65 professionals actively engaged in developing population education programs in the Asian region joined together January 14 to 21, 1974 at Tagaytay City in the Philippines to form the Asian Regional Population Education Association (ARPEA). The occasion of the formation of ARPEA was the first International Conference on Population Education in the Asian Region, co-sponsored by the Department of Education and Culture of the Philippines and by the East-West Communication Institute.

ARPEA will be a private and voluntary professional association of educators and other professionals working on any aspect of population education development within Asia, and will include as members those individuals who are not citizens of Asian countries but who otherwise meet Association criteria. The aims of ARPEA are: 1) to promote professional interchange on the technical problems of population education; 2) to enhance cooperation between individuals in the solution of population education problems; and 3) to serve as a contact and resource for educators in other parts of the world concerned with the problems of population education.

The Association will be chaired during its first year by Dr. Ali Sharemadar, Dean of the College of Education, University of Esfahan, Esfahan, Iran. Secretary to the Association will be Dr. Alfredo T. Morales, National Research and Development Center for Teacher Education, Department of Education, Manila, the Philippines. In addition to the creation of the Asian Regional Population Education Association, the participants at the Conference, working in small groups, identified priority needs within national population education programs, both school and non-school, which could best be met through collaborative regional activity. The needs were developed as a guide to regional level agencies and organizations, including the East-West Communication Institute, in their planning for 1974. Based on the priority needs identified, the Conference also made strong recommendations to a number of these regional agencies for better coordination and joint planning among them as they mount programs to meet regional level needs.

Through regional activity

This Executive Committee is working during the first six months of 1974 to develop and confirm a constitution for the Association. The Secretary plans to issue an informal newsletter based on the contributions of corresponding members and other members of the Association. Inquiries regarding the Association should be sent either to the appropriate corresponding member or to the Secretary of the Association, Dr. Alfredo T. Morales, National Research and Development Center for Teacher Education, Department of Education, Manila, the Philippines.

The poster above won first prize in the Family Planning Association of Hong Kong's poster competition held during the summer of 1973, one of over 300 entries. At the same time, a slogan contest was held and approximately 2,400 entries were received. The second prize slogan ("A Family of Four is the Happiest of All") was then combined with the design from the poster to create the large display illustrated in the photo below. The display was prepared for the annual Chinese Manufacturers Association (CMA) Exhibition of Hong Kong Products. Standing in front of the display before the Exhibition opened in December are (from left to right) Mrs. Peggy Lam, Executive Secretary of the Family Planning Association (FPA) of Hong Kong; Dr. David Radel of the East-West Communication Institute; Professor Daphne Chun, Director of the FPA; and Mrs. Josephine Tang, Publicity Officer of the FPA, who was the person in charge of the contest and the display. At the end of the CMA Exhibition, the FPA (152 Hennessy Road, Hong Kong) was planning to move the display to its main clinic and administrative building and to mount it on the outside of the building. The FPA also plans to develop a new poster based on the combination of this design and slogan.
Catalogue of Film Footage
Issued for WPY

In observance of World Population Year (WPY), a "Catalogue of Audio-visual material available on the population situation in South-East Asia" has recently been published. The catalogue is being distributed by UNESCO (Radio and Visual Information Division, Office of Public Information, UNESCO, Place de Fontenoy, 75700 Paris, France), in cooperation with the United Nations Fund for Population Activities.

The purpose of the footage listed in the catalogue is to place at the disposal of film and TV producers and other interested parties, a visual record of some of the problems connected with population in South-East Asia, in particular, Indonesia, Malaysia, the Philippines, Singapore, and Thailand. The footage is offered in an undated state so that the producer may use his full creative approach in making his film. Costs involved are those of laboratory reproduction.

The main themes dealt with in this footage are the following:

- Health (mother/child, expectant mother);
- Nutrition (child, mother, expectant mother);
- Education (population education, biology, reproduction);
- Labor (employers' and trade unions' effort to increase population education and contraceptive facilities in factories and work areas);
- Family Planning (motivation to achieve acceptancy of family planning techniques, contraception, sex education);
- Social Conditions (transmigration of persons from over-populated regions to less-populated ones; housing and living conditions in both heavily-populated and under-populated areas);
- Legislation (attitude of governments towards enactment of laws designed to combat over-population, to ensure public cooperation in population-reduction programs, towards religious, cultural, racial, and economic factors).

Included in the footage on the above themes are sequences on: 1) interviews with professional executives, opinion leaders, government officials; 2) use of training situations for population education; 3) family planning in work situations; 4) involvement of groups for motivation/education purposes; 5) use of folk media (puppets, dancing, etc.) for motivation; 6) hospital scenes and interviews with doctors and patients; and 7) role of non-governmental organizations.

The catalogue provides the following information about the footage: its length, location, a description of content, the speaker or subject, and language. It also indicates whether the footage has synchronized sound, non-synchronized background sound, or is silent.

Jesuit Communicators Act
On Population IEC

JESCOMEA (Jesuits Engaged in Social Communications in East Asia) held a conference in the Philippines in mid-1973 to define a philosophy and strategy for population education in East Asia. The conference received financial support from UNFPA (United Nations Fund for Population Activities). During the months prior to the conference, each of the communicators analyzed population IEC activities of the government, private agencies, and the Catholic Church in his own country.

The members of JESCOMEA then decided on an operational plan for dealing with the population aspects of development. Each nation's representative proposed an individual communication project suited to local needs and resources.

Some of the specific area and country projects which emerged from the conference are:

- The Philippines launched a rural mimeo press—with 26 editors publishing parish bulletins in six dialects, in areas rarely reached by the printed word.
- Korea will publish articles in two theological magazines; send out a traveling dramatic troupe to play to audiences in the rural areas; and run workshops for Bishops and other religious leaders.
- The Republic of Vietnam is developing TV dramas, based on discussions with mothers and children and then tested on tele-clubs through the use of portable video-tape machines.

Recently, JESCOMEA received a grant from FPIA (Family Planning International Assistance), a division of the Planned Parenthood Federation of America. This grant will be used for films, television, radio, and pamphlets to effect changes in attitude of church leaders and to promote family planning on a voluntary basis in Hong Kong, Indonesia, Japan, Korea, the Philippines, Taiwan, Thailand, the Republic of Vietnam, and Sri Lanka.
First Modular Program is Conducted by EWCI

Forty professional communicators from population and family planning programs around the world have been learning about the latest techniques and research findings in their field, as well as engaging in technical and cultural interchange with their international colleagues at the Communication Institute's Modular Professional Development Project which began on February 25.

Representing public and private, national and international organizations and institutions, they have been participating in individualized schedules for varying lengths of time during a ten-week period ending in early May. The innovative Modular Project has provided the participants with a broad base of population IEC learning opportunities for which specific professional development programs have been designed. From among the variety of modules available, each participant selected those best suited to the participant's needs, background and experience, present responsibilities, and future job expectations. Planning for each individualized program was carried out through joint consultations between the participant and the Institute staff.

The problem-centered modules prepared for the program include: Fundamental Human Communication, People and Population, Planning Communication Programs and Campaigns, the Role of Communication in Social and Economic Development, Organization and Management of Family Planning IEC Programs, Helping People Learn, Product Testing and Evaluation, Using Existing Media, Low-cost Communication Technology, Production Laboratory, Reaching Rural People, Beyond Family Planning, Role of the Consultant, and Information Resources and Their Utilization. For more information about the modular program, write to John Middleton, Chairman of the Modular Task Group, in care of the Communication Institute.

Project participants include: Republic of China—Ing-El Cheng, chief, Health Education Section, National Health Administration; Joseph H. Ong, health educator, Committee on Family Planning, Taiwan Provincial Health Department; Tsy-Rong Wang, junior specialist, Taipei Family Planning Promotion Center; and Dr. Tsung-Haien Wu, director, Bureau of Public Health, Colombia—Jorge Chaves Rosero, educational activities supervisor, Ministry of Health; Arab Republic of Egypt—Moustafa Ibrahim El Enany, head, Information, Communication Department; and Mohamed Ali Assi, director, Planning and Evaluation, United States—Ben Kremenak, representative, American Universities Field Staff (P.O. Box 150, Hanover, New Hampshire 03755 U.S.A.) at U.S. $1.00 a copy.

Birth Control Manual from People's Republic of China

"Delayed Marriage and Planned Birth" is a Chinese birth control manual translated by Loren Fessier and published as a Fieldstaff Report by American Universities Field Staff. The translation making up the bulk of this report is a manual or pamphlet published in 1972. It was compiled by the Planned Birth Leadership Group of the Kwangtung Provincial Revolutionary Committee.

The book explains the reasons for advocating delayed marriage and planned birth. It emphasizes both the introduction of physiological knowledge about pregnancy and commonly used scientific methods of contraception and sterilization.

The manual states the following five reasons for birth control:

1. It is advantageous in enabling the broad masses of the people to have more time and energy to read and study, to participate in political activity, to elevate their thoughts and political consciousness in revolutionary practice, and constantly reform their world view.

2. Second, it [planned birth] is beneficial to accelerating the building of socialism and supporting world revolution. If the population were to increase without plan, the speed of socialist construction would inevitably be affected.

3. Third, planned birth is beneficial to elevating the standard of people's health.

4. Fourth, planned birth is beneficial to the education of future generations and to better cultivating successors to the tasks of the proletarian revolution.

5. Fifth, planned birth is beneficial to the rational arrangement of individual and family life.
Options: A Teacher’s Guide to U.S. Population Commission’s Film

Options is a study guide to the written and film version of the Report of the Commission on Population Growth and the American Future. Prepared as an instructional aid, Options provides basic resource information to help stimulate inquiry by students and community groups into the implications of population changes and the policies which influence these changes. The guide discusses the individual’s role as well as the economic, social, environmental, and international implications of population change.

Basically, Options offers a complete set of learning objectives for population education. Twenty-five objectives are stated corresponding to three basic goals. The goals are to help students: 1) learn how population changes in the United States affect the individual and society; 2) realize how individual actions can change the size and character of the population; and 3) evaluate the impact of public decisions on population trends.

More than half of the 75-page study guide is devoted to specific activities and plans to promote understanding of various aspects of population growth. Suggested uses are: 1) for teachers—as a complete course, as a supplement to related courses, or as a small study unit; 2) for community groups—as seminar materials for weekly discussion groups; and 3) for libraries and speakers’ bureaus—as a reference.

Copies of Options can be obtained in two ways. Copies are available from the Population Reference Bureau, 1755 Massachusetts Avenue, N.W., Washington, D.C. 20036 U.S.A. for U.S.$0.50 apiece. In addition, copies will be sent free with the 60-minute film, “Population and the American Future,” which is available on a free loan basis from Modern Talking Pictures, 2323 New Hyde Park Rd., New Hyde Park, New York, New York 11040 U.S.A.

“Population and the American Future” is the film version of the official report of the President’s Commission on Population Growth and the American Future. The film combines statistical data and factual material with descriptive footage to report the Commission’s findings on the economic, social, political, environmental, and ethical aspects of past and present population trends and future population growth in the U.S.

Consisting of two parts, the first part of the film examines the consequences of unlimited population increase on various facets of U.S. society and shows rather specific reasons why the population should become stabilized. In the second section, dealing with the control of population growth, the film emphasizes the need for education of the population regarding consequences of unlimited growth and stresses the ideal of family planning so that every child is wanted and faces the best possible opportunities of life.

Either of these two 30-minute segments is now available for school use. Readers wishing to have the film on free loan should write the address given above. Those who wish to purchase the film (at U.S.$300) should write to Fisher Film Group, 216 East 49th Street, New York, New York 10017 U.S.A.

IPPF Issues Report on Community Approaches to Young People

IPPF has recently issued the proceedings of a workshop entitled New Horizons in Population Education: An Exploration of Community Approaches to Young People. The workshop, held from June 5 to 8, 1973 in Tokyo, Japan, was sponsored by IPPF’s Western Pacific Regional Office (Hoken Kai-kan 1-2, Ichigaya Sadohara-cho, Shinjuku-ku, Tokyo, Japan).

The four objectives of the workshop were: 1) to explore the expanded concept of population education; 2) to explore community approaches to population education; 3) to plan strategies for the extension of population education through community channels to youth; and 4) to mobilize potential diffusers of population education to youth.

The workshop was attended by approximately 70 people from Hong Kong, Japan, and Korea. In addition, there were a limited number of participants from outside the region, as well as representatives from IPPF’s Western Pacific Regional Office.

In concluding the workshop, J.A. Johnston, UNESCO consultant in Population Education stated: “When a workshop target group is nothing less than all youth, when its content is little short of the whole of ‘population awareness’ and when it envisages communication strategy as ‘every possible channel of country approach,’ then evaluation is an almost impossible task. Yet in the last analysis there is an unassailably valid form of assessment—which specific projects have been mounted in the youth field? How successful have they been in educating out-of-school youth to make more responsible decisions about population related behavior?

“If we seek a truly new horizon in population education to work toward... let it be this very practical one.”

IEC NEWSLETTER Welcomes Stories from Readers

The IEC Newsletter is pleased to receive articles and/or photographs from its readers. Subject matter should primarily concern population IEC activities. Original material, not previously published elsewhere, is especially welcome.

All copy which is submitted for possible inclusion in the IEC Newsletter should be typed with double-spacing between the lines. Photographs will be retained by the Institute for its permanent files, unless otherwise requested. Manuscripts and other materials should be submitted to: Barbara Yount, Editor of the IEC Newsletter, in care of the Communication Institute.
LIFE WORLD 2000—New TV Series

Teachers of junior high school students in the U.S. now have the opportunity and the means to incorporate a population education curriculum into the classroom via the public television station in their area. KETC-TV, a non-commercial educational station in St. Louis, Missouri, has just completed production of a 12-program videotape series designed to introduce students to population issues, processes, changes, and consequences.

The title of the series is LIFE WORLD 2000. Each program is 15 minutes in length, is in color, and presents the information in a variety of formats: documentary, drama, comedy, television advertisement, motion, interview, slapstick, animation, and humorous and dramatic sketches.

The programs represent an attempt to achieve a balance in American education by presenting different points of view on population matters. The twelve program topics are: 1) Overview; 2) Is there an optimum level of population?; 3) Trends; 4) Migration; 5) Pollution; 6) Feeling crowded?; 7) Metropolitan areas; 8) Families and babies; 9) Zero growth?; 10) Attitudes; 11) Population policy; and 12) Alternative futures.

According to KETC-TV executive producer Don Jeffries, the 15-minute programs strive to make young students aware of population growth as an issue without using "crisis" words such as overpopulation and population explosion. "It does not attempt to answer questions," he said, "but does address itself to the notion that Americans tend to think of population as 'somebody else's problem.'"

A comprehensive "Guide for Teachers" accompanies the series. The guide contains population education content, as well as suggested classroom activities, exercises, and discussions. In addition, a supplementary manual has recently been published. It contains a "population values inventory" of questions to measure changes in students' attitudes before and after viewing the series, as well as additional classroom activities. At the end of the manual are evaluation forms to be completed by the teachers. This information will be used to revise the basic Guide later in the year.

LIFE WORLD 2000 will be distributed throughout the U.S. to public television stations by National Instructional Television (NIT) for broadcast beginning in September 1974. The format will be on 2-inch color video tape at 15 ips hi-band. At present, the series is not available on film or smaller tape formats, but these alternatives are under consideration. For more information about program plans and development, write Don Jeffries, KETC-TV, Channel 9, 6996 Millbrook Boulevard, St. Louis, Missouri 63130 U.S.A.

World Education Develops Information Resources on Family Life Planning

World Education, a private, nonprofit organization, is dedicated to functional education for adults. It is founded on the belief that effective learning takes place where educational opportunity intersects with vital daily concerns. Specifically, World Education plans, implements, and supports literacy and other nonformal education programs related to family planning and food production—those fields most crucial to individual and national development.

Currently, three different types of publications of interest to the IEC practitioner are available from World Education:

- **World Education Reports** is a quarterly journal of program developments in the field of functional education for family life planning. Basically, it reports on both failures and progress in relating functional education to family life planning. This journal draws heavily from the projects in Asia, Africa, and Latin America in which World Education is actually involved. However, also included is information from other projects, such as meetings and publications, that is closely related to this field. Essays and individual opinions appear in a regular section called "The Forum."

- **World Education Projects** is a periodic paper reporting on a specific project in the field of functional education for family life planning. The first issue (May 1973) was devoted to "The Thailand Project: an Innovative Program in Functional Literacy and Family Life Planning."

- **Functional Education for Family Life Planning: I, A Program Plan; and II, Program Design** are two monographs written by Thomas Keehn and David Harmon, respectively. These two books are the first in a monograph series devoted to the integration of family planning education with literacy and nonformal adult education programs. Volume I, *A Program Plan*, published in 1971 costs U.S. $1.00, and Volume II, *Program Design*, published in 1973, costs U.S. $3.00. Basically, the monograph series is designed to explore in depth problems of particular interest to program planners concerned with curriculum, materials production, teacher training, and evaluation.

All of the above publications are available from World Education, 1414 Sixth Avenue, New York, New York 10019 U.S.A.
Visitors to the Institute's Projects in Population Communication

Zulifki Amsyah, Head of Library Department, BKKBN, Jakarta, Indonesia
Jeanne Atkins, Administrative Assistant, Freedom of Information Center, University of Missouri, Columbia, Missouri, USA
Charles Ausherman, Deputy Communications Director, Carolina Population Center, Chapel Hill, North Carolina, USA
Willard Boynton, Deputy Director, Office of Population, USAID, Washington, D.C., USA
Cameron F. Bremseth, Assistant Director for Program, Office of International Training, USAID, Washington, D.C., USA
Yoke Fah Cheah, Lecturer in Library Science, MARA Institute of Technology, Petaling Jaya, Malaysia
R.A. Amincari Maryam Darwis, National Family Planning Coordinating Board, Jakarta, Indonesia
Joan Fraser, Executive Director, Hawaii Planned Parenthood, Honolulu, Hawaii, USA
Lawrence Hunting, Master of International Administration Candidate, School of International Training, Brattleboro, Vermont, USA
K. Kanagaratnam, Director, Population Division, World Bank, Washington, D.C., USA
Arthur A. Kimball, Director, Office of International Training, USAID, Washington, D.C., USA
Ana Manarini, USAID field training, Asuncion, Paraguay
Arthur Manoharan, M.D., Professor, School of Medicine, Boston University, Boston, Massachusetts, USA
P.O. Nuhma, Swedish Authority on Communication and Marketing/Consultant for SIDA, Stockholm, Sweden
Chayran Pichitkul, Educator, Adult and Rural Education, Curriculum and Instruction, Thanburi, Thailand

David Piet, Communications Consultant, Church World Service, Jakarta, Indonesia
Nancy Piet, Communications Consultant, Church World Service, Division on Health and Responsible Parenthood, Jakarta, Indonesia
Russell Quinton, Supervising Information Officer, National Media Production Center, Manila, Philippines
Ambassador Leticia Ramos Sahani, Chairman, United Nations Commission for Women, New York, New York, USA

Mary-jane Snyder, Family Planning and IEC Consultant, Chicago, Illinois, USA
Eric Tenraa, Department of Anthropology, University of Western Australia, Nelslands, Western Australia
Donald Warwick, Institute of Society, Ethics, and Live Sciences, New York, USA
Donald Walls, Chairman, Department of Journalism, Washington State University, Pullman, Washington, USA
Mahani Yusof, Assistant Documentalist, IGCC Reference Center, Kuala Lumpur, Malaysia

IFRE Communicates with Youth

The Institute for Family Research and Education (IFRE) is basically devoted to the strengthening of the American family. Major divisions of the Institute are: 1) The Family Planning and Population Information Center, which is primarily concerned with the reduction of unwanted pregnancy and VT among teenagers, and 2) Ed-U Press, which handles the publication and distribution of educational materials for the Institute. (See accompanying photograph and caption.) The Institute is one of many programs designed to improve the quality of life developed by Syracuse University's College for Human Development.

Among the educational materials published by Ed-U Press for the IFRE is a series of educational comic books based on topics such as sex, VT, birth control, nutrition, and drugs. (See IEC Newsletter No. 7 for a review of their comic "Ten Heavy Facts About Sex.") The use of comic books as teaching aids came about through the discovery that average teenagers don't spend much time reading and that comic books are the only materials that a large number of teenagers willingly do read. In the words of IFRE's Director, Dr. Sol Gordon: "We're going beyond providing youngsters information they can accept and are actively pushing for the education of parents in human development so that they will be a strong and responsible force in the education of their own children."

This comic book, as well as comics and pamphlets on other subjects and a newsletter for professionals, is published through Syracuse University's non-profit Institute for Family Research and Education by its publications arm, Ed-U Press. This comic book and its predecessor "Ten Heavy Facts About Sex" are available for U.S.$0.25 from Ed-U Press, Syracuse University, 780 Ostrom Avenue, Syracuse, New York, 13210 U.S.A.