Pakistan Expands Continuous Motivation System

In mid-1973 the Government of Pakistan launched the Expanded Population Planning Scheme in a major effort to increase the effectiveness of its thirteen-year-old national family planning program. An important feature of this expanded program is a new cadre of full-time male and female field workers who constitute the backbone of what is known as the Continuous Motivation System (CMS). By mid-1974, 8,400 of these field workers had been recruited and trained. Their main task is to conduct three or four visits a year to all of the six to seven million fertile couples living in the more densely populated areas of the country, encouraging those who are already practicing family planning and motivating others to try family planning.

The Government’s program has passed through two other organizational approaches. First the program was based in the existing health services, but its lack of success led in 1965 to the second approach: an autonomous family planning organization composed of specially trained paramedical workers to insert IUDs, a field staff consisting of approximately 15,000 village midwives or dais, and later, approximately 700 full-time male workers in the urban areas. The dais were paid a basic retainer fee of Rs.15 per month (about US$3.00 at the exchange rate prevailing in the late 1960’s) plus incentive fees based on the number of clients they helped to recruit. Generally the dais recruited few acceptors. Program officials found that the dais had little reason to motivate women to practice family planning because it represented a challenge to their basic source of income—delivering babies—and the basic pay came whether or not they motivated anyone. In addition, the dais had no access to men in a society which is clearly male-dominated.

Thus, the Continuous Motivation System (CMS) was developed in an attempt to deal with these problems. The CMS approach is based on several concepts and assumptions:

- The process of diffusion of family planning practice needs to be planned and directed.
- An initially negative response at the first contact with a potential acceptor means little; he or she may need to be visited repeatedly both before and after becoming an acceptor.
- To ensure maximum interest and involvement on the part of field workers, a rigorous system of supervision and control is required, which, in turn, must be based on some form of record keeping related to individual performance.
- Rewards for performance should be linked to continuation of practice (that is, to non-pregnancy) on the part of the field worker’s clients and not to initial acceptance of a contraceptive method.

CMS Covers 75 Percent

To field test these concepts, the Continuous Motivation System was
Pakistan Expands...
(Continued from Page 1)

introduced in Sialkot District in January 1970. A few months later, a new five-year plan called for the phased introduction of CMS so that it would cover the entire country by 1973. However, due to the war and various political problems, by early 1973 only seven Districts (out of 40) had been able to introduce CMS. Then as a result of the findings of the 1972 census, a Presidential Committee recommended that the national program be drastically strengthened and that it be renamed the Expanded Population Planning Programme in recognition of its broader scope and intensified level of activity. This Committee suggested that the Continuous Motivation System be introduced in all areas of the country with a population density of more than 300 people per square mile—this includes about three-quarters of Pakistan's 70 million people. (Most of the less densely populated areas were to be served through a modified version of the old program involving mobile teams to provide services and information and a small number of village dais to provide contraceptive supplies.) In addition to CMS, the Expanded Population Planning Programme involves other IEC components, including: various local media; audio-visual vans; mass media and printed materials developed at the provincial and national levels; and the field workers of the Family Planning Association of Pakistan, whose purpose is to gain the support both of community organizations and of the local officials of social welfare agencies.

One Male, One Female

Under the Continuous Motivation System, one male and one female field worker function as a team. Each team is responsible for an area that has from 1,000 to 1,500 fertile couples. There are 4,200 such teams in the country. These field workers are supervised by Population Planning Officers, with each PPO responsible for six teams (12 field workers). The area covered by these six teams normally also has a full-time Population Planning Clinic, which is operated by a Family Welfare Visitor, who inserts IUDs, provides contraceptive supplies, and offers other simple medications, particularly to sick mothers and children. A Senior Population Planning Officer is responsible for in-service training and inspection activities for about three PPOs and the field workers under them. The overall head of the program in each district is the District Population Planning Officer, who is assisted by the District Technical Officer (a woman doctor who supervises the work of the Family Welfare Visitors) and by a District Publicity Officer, a post established in 1974. The overall administration of the program is the responsibility of M. Alauddin, C.S.P., Joint-Secretary, Population Planning Division, and Secretary/Commissioner, Population Planning Council, Ministry of Health and Social Welfare, Haroon Chambers, Ramna 6, Islamabad.

Regular Visits to Fertile Couples

The major responsibilities of the field workers are to provide continuous motivation through frequent visits to acceptors and nonacceptors alike and to deliver supplies, including pills, to clients who prefer not to use alternative sources (local shops and other sellers, Population Planning Clinics, health centers, and hospitals). The field worker team regularly calls on each eligible couple three or four times a year. In difficult cases, the PPO is expected to visit the clients himself. Some difficulty has been encountered in reaching husbands effectively because they are often working in the fields during the daytime. Alternative methods of motivating men are being tested. One promising approach is to assign, for a period of several days or more, male field workers to accompany men who are highly regarded in the community in order to make firm believers out of these opinion leaders with the expectation that they will in turn become effective motivators of their fellow villagers.

Each field worker team maintains a set of dual registers or record books in which to keep up-to-date information on each fertile couple in his or her area. When CMS is introduced in a new community, the field workers first make a house-to-house survey to gather detailed information on married couples and their children. With the assistance of the PPO, the field worker team then determines which couples can be assumed to be fertile. Then, subsequent visits to these couples are recorded in the registers along with information on births and deaths, the couple's contraceptive practices, and the extent of their interest in family planning. Besides enabling the field worker team to plan the strategy for its future visits, the registers are used for checking on the team's progress and for determining whether or not they (and the Population Planning Officer) qualify for an incentive bonus.

Because of the need to maintain detailed registers, field workers under CMS obviously need to be literate. In fact, male field workers...
Planning Officers will receive both and their supervising Population is now planned that field workers the other sources of contraceptive other things, of the contraceptives decisions and other important de-
distributed to the field staff to keep
azine (see photograph on page 1) is
problems of interest to their clients, such
and some lectures and a second week
of field experience. Among
the topics covered in this course
registration of households, classi-
fication of eligible couples, contra-
ceptive methods, education of clients,
follow-up procedures, and report pre-
paration. Training is carried out on
the sub-district level by Senior Popu-
lation Planning Officers and by
selected Population Planning Of-
cers who received special training
in mid-1973 at the Training, Re-
search, and Evaluation Centre
(TREC) in Lahore. A manual in Urdu
the national language of Pakistan)
is used for training the field workers,
and later it serves as a reference
book in the field. In-service training,
including periodic six-day refresher
courses, has also been developed.
In order to broaden the knowledge
of field workers about major prob-
lems of interest to their clients, such
as health and agriculture, TREC has
prepared a supplementary reference
book. In addition, a monthly mag-
zine (see photograph on page 1) is
distributed to the field staff to keep
them informed about major policy
decisions and other important de-
velopments.

Field workers receive a monthly
salary of Rs.185 (about US$19). In
the initial test of CMS in Sialkot
District, on top of the salary, incen-
tives were paid on the basis, among
other things, of the contraceptives
sold by each field worker. This
caus[ed the field workers to] "ignore" the other sources of contraceptive
supplies set up by the program. It
is now planned that field workers
and their supervising Population
Planning Officers will receive bo-
nuses equivalent to up to two months' pay for declines in the birth rate
in their respective areas. Measure-
ment of these changes is expected
to be possible through a new data
feedback system which was being
gradually introduced beginning in
1974.

Although it is still too early to
determine how successful the Con-
tinuous Motivation System is on a
nationwide scale, the data from Sial-
kot District seem promising. The
percentage of eligible couples prac-
ticing family planning in this ex-
perimental area increased during an
18-month period from the national
average of four percent to nearly 20
percent. Yet, in spite of such dramatic
improvement, CMS costs little or no
more than the previous system that
employed vast numbers of village
midwives on a part-time basis.

ARPEA Executive Committee
Holds First Meeting

The Executive Committee of the
Asian Regional Population Education
Association (ARPEA) met at Mahidol
University in Bangkok from October
9-12, 1974. The purpose of the meet-
ing, which was cosponsored by the
Communication Institute and Ma-
hidol University, was to adopt a con-
stitution for the Association and
to plan a program of work for 1975.
The plans calls for a modest secre-
tariat, to be located initially in Man-
ila, and for several projects for
professional exchange among pop-
ulation educators in the region.
In addition, the Executive Committee
confirmed Dr. Ali Shariatmadadi,
Dean of the College of Education,
University of Esfahan, Iran, as
ARPEA President, and Dr. Alfredo
T. Morales, Director of the National
Research and Development Center
for Teacher Education, University
of the Philippines, as Secretary-
Treasurer.

In addition, to Dr. Shariatmadadi
and Dr. Morales, those people who
attended the meeting were: Mrs.
Christina Mamuri, Executive Direc-
tor, Population Education Program,
Department of Education and Cul-
ture, the Philippines; Mr. Chew Tow
Yow, Director, Population Education
Project, Ministry of Education, Ma-
aysia; Dr. Kuk Bom Shin, Executive
(Continued at Right)
Workshop for Population Education Trainers at EWCI

Twenty-eight participants representing various agencies and institutions involved in the training of population education staff in eight Asian and Pacific nations and the United States arrived at the East-West Communication Institute on September 9 for a month-long professional development workshop on "Models of instruction for Trainers of Population Education Staff."

The workshop covered four phases. In the first, participants worked in structured sessions on concepts in population education methods of instruction, teacher and staff roles in instruction, training Implications, trainer roles, and alternative training strategies and methodologies. Phase two involved work on strategies, methodologies, and materials for training; the third phase involved field work, where participants had the chance to observe programs in action in Korea and Thailand. In the fourth phase of the workshop, participants are to test the ideas and strategies they developed in Honolulu in their home environment.

The field experience in Thailand was developed jointly with the Adult Education Division of the Ministry of Education, with Dr. Kowit Vorapipatanas serving as coordinator. In Korea, the field observation was jointly sponsored by the Korean Educational Development Institute and the Ministry of Education, with Dr. Shin Kuk Bom serving as coordinator.

The workshop was collaboratively planned by Asian and American population educators at a pilot workshop in July. The work of this pilot planning group led to the development of a workshop design and a set of workshop materials in the form of a module on Population Education: Process, Instructional Roles, and Staff Training.

Participants in the September workshop were: Bangladesh—Iqbal Ahmed, Bangladesh Rural Advancement Committee, Dacca; Dr. Mazharul Haque, Associate Professor, Institute of Education and Research, University of Dacca, Dacca; Dr. A.K.M. Obaidullah, Senior Specialist, Education Extension Centre, Dacca; Dr. M. Obaidur Rahman, Assistant Professor, Institute of Education and Research, University of Dacca, Dacca; M.A. Samad, Specialist in Training, Adult Education Division, Ministry of Education, Dacca; Indonesia—Kadar, Population Education Research Center, Bandung Teachers College; Dr. Suhanda Partasasmita, National Population Education Project, Ministry of Education and Culture, Jakarta; Hidajat Subianto, National Population Education Project, Ministry of Education and Culture, Jakarta; Iran—Dr. Ali Shariatmadari, Dean, College of Education, University of Isfahan; Korea—K.K. Chung, Planned Parenthood Federation of Korea, Seoul; Dr. Kim Jeebum, Korean Educational Development Institute, Seoul; Dr. Shin Kuk Bom, Korean Educational Development Institute, Seoul; Malaysia—Paul Devadason, Curriculum Development Centre, Ministry of Education, Kuala Lumpur; Philippines—Magdalena Dugenia, Population Education Project, Department of Education and Culture, Manila; Antonio Santiago, Philippine Rural Reconstruction Movement, Nueva Ecija; and Dr. Antonio Ulgado, Academic Vice-president, Philippine Women's University, Manila; Sri Lanka—Dhamawardena, Curriculum Development Centre, Ministry of Education, Colombo; A.M. Ranaweera, Curriculum Development Centre, Ministry of Education, Colombo, and D. Weerasinghe, Curriculum Development Centre, Ministry of Education, Colombo; Thailand—Dr. Challo Buripakdi, Ministry of Education, Bangkok; Dr. Sompong Dhamussaparoen, Ministry of Education, Bangkok; and Dr. Kowit Vorapipatanas, Ministry of Education, Bangkok; and United States—Dr. Jerry Brown, College of Education, Indiana University, Bloomington; Madeline Cahoon, Kalua High School, Hawaii; Dr. Byron Massialas, College of Education, Florida State University, Tallahassee, Carolyn Rans, School of Public Health, University of Hawaii, Honolulu; and Dr. George Aker, College of Education, Florida State University, Tallahassee.

For more information, write to Dr. John Middleton, Director of the Institute's Population Education Project, who served as overall director for the workshop. Dr. Henry Whang, Project Coordinator, served as Workshop Coordinator. Ms. Merry Lee San Luis was Workshop Program Officer.
UNESCO-Supported IEC Activities during WPY

UNESCO supported the information, education, and communication activities of some government and private organizations in Afghanistan, Belgium, Dominican Republic, Guatemala, India, Lebanon, Republic of Madagascar, Philippines, Singapore, Syria, United Kingdom, and the United States during the World Population Year Program. In addition, assistance was provided to the International Scientific Film Association for a symposium.

- Afghanistan received assistance for 1) production of two five-minute films on family planning for use in cinemas before full-length feature films and 2) a mobile motivational van for use by the Afghan Family Guidance Association in rural areas.
- The Church of Tomorrow Centre for Research and Communication, Belgium, undertook the translation and printing of coded cards containing a synthesis of selected documents relevant to population for distribution to religious and social leaders throughout the world.
- The Dominican Association for Better Family Living received assistance for producing public information materials to highlight the demographic situation in Latin America, particularly in the Dominican Republic. Assistance was also given to the National Council for Population Program for production of daily radio spots on World Population Year.
- The Association for Better Family Living in Guatemala organized two seminars for journalists and teachers and produced three programs on population, development, and pollution themes.
- Resources for the addition of scientific books on population were made available to India’s Department of Family Planning.
- Assistance to Lebanon was for the organization of an orientation program for social workers, medical personnel, etc., and for a publicity program.
- Production of a 20-minute film and slides on family planning and a series of public information materials under the UNESCO program was undertaken by the Republic of Madagascar.
- The Philippines developed a research project on the integrated use of folk media and mass media for family planning communication purposes.
- Production of two posters and a pamphlet designed for newlyweds was undertaken by the Singapore Family Planning and Population Board as part of its campaign to promote the two-child family norm.
- Syria organized a national seminar for development and population activities in which UNESCO’s regional Communication Advisor for the Arab States was actively associated.
- The Council for Education and World Citizenship, United Kingdom, produced public information documents in connection with their January 1974 conference aimed at encouraging youth to discuss problems of unemployment caused by population growth and other subjects such as human rights.
- UNESCO assistance was also made available to the World Population Year News Service conducted by the United States National Commission for UNESCO in association with 30 other National Commissions for UNESCO. The News Service was produced in five languages.
- The International Scientific Film Association held a symposium on production and utilization of scientific films on population at UNESCO Headquarters in February 1974. A wide range of films was viewed and analyzed. These included films dealing with population growth and national resources, gerontology, life from conception to birth, and the three communication training films produced by UNESCO (which were reviewed in IEC Newsletter No. 16). The report on the seminar can be obtained from the International Scientific Film Association, 38, avenue des Ternes, Paris 17, France.

PRB Recovers and Plans for 1975

After 45 years’ work in the population field, the Population Reference Bureau (PRB) almost totally collapsed in May 1974 due to the resignation of its president and a severe financial crisis. It has, however, now almost totally recovered. Its publication schedule is back to normal, reports Dr. James R. Echols, now Acting President; and the PRB, which was faced with a debt of US$62,000 and had to let go almost all its employees in May, will begin 1975 with over US$250,000 in cash or commitments and the possibility of further foundation and government funding.

The familiar Population Bulletin will continue in its traditional format. Selections and Profiles will be condensed into a new series called PRB Reports which will consist of analyses of significant trends and activities in the population field, including summaries, reprints, excerpts of important speeches, papers, articles, and books.

The World Population Data Sheet, usually issued in September, will be issued in January 1975, following release by the United Nations of its universally accepted statistics on population growth worldwide. The PRB will also publish Between the Lines and occasional reports and releases on current developments in the field of population dynamics and their social and environmental consequences. It will also continue to publish Interchange, the PRB population education newsletter for teachers and schools.

A major development for the PRB is its plan to create an autonomous population information and education organization in cooperation with its present regional office in Bogotá, Colombia which has been in existence since 1966. Dr. Carlos Sanzde Santamaria and Dr. Fernando Tamyo, currently serving as advisors to the regional office, will help form a new board of trustees in Bogotá made up of Latin American experts in population and related disciplines. For more information about the PRB, write to: Dr. James R. Echols, Acting President, Population Reference Bureau, Inc., 1755 Massachusetts Avenue N.W., Washington, D.C. 20036 U.S.A.
Knowledge Into Action: A Case Study in Research Utilization

A paper entitled “Knowledge Into Action: The Use of Research in Taiwan’s Family Planning Program” has recently been published by the Communication Institute. Written by George Cernada and T.H. Sun, this paper is one of a series of research reports resulting from the Institute’s Case Study Research Program, which is being coordinated by D. Lawrence Kincaid, Research Associate. Part of the report was presented earlier at the Institute’s international conference on “Making Family and Population Planning Research Useful: The Communicator’s Contribution,” the final report of which is also now available (see accompanying article).

One of the guiding principles of the Case Study Research Program has been the description and analysis of new ideas and innovative approaches that could provide more effective alternatives to current practices. Taiwan was identified as having had considerable success in the effective utilization of research in its own family planning program and much experience in the dissemination of these research findings to other Asian countries where they have been replicated in studies and applied to their own programs.

The five research projects selected for discussion by Cernada and Sun are intended to illustrate some of the factors related to why family planning research was used—or not used—in Taiwan. The first project, “The Taichung Study,” illustrates how action-oriented research served as a base for expansion to a national program; what kind of organizational setup and approaches expedited research utilization; and how research results were used (particularly their diffusion). The second project, “Expanding the Use of Mass Media: The Kaohsiung Study,” demonstrates how a communication-oriented study with clear-cut objectives can affect a national family planning action program; the value of research and action programs being carried out by a single agency; the importance of quick feedback of study results; the value of building on previous research; and the benefits of cooperation between research and program staff.

The “Educational Savings Plan” study shows how previous research results were used to plan a non-fertility incentive program; how that research also showed the regional implications of a problem’s solution, thus making available foreign aid which helped stimulate the development of this innovative project; and some of the problems involved in influencing leaders to take action based on research.

“How to Price Oral Contraceptives” illustrates some of the reasons research results are not applied; there was no budget available for implementing the findings, and the findings were not available by the time a decision had to be made. “Free Offers for a Limited Time Only” illustrates the value of feedback from the field workers and the consumers as a source of ideas for possible pilot projects.

The paper concludes with a summary of the factors that assisted or hindered research utilization throughout the history of Taiwan’s family planning program and an analysis of some of the especially favorable factors in the Taiwan situation. Copies of this report may be obtained free of charge by writing the EWCI Publications Office.

Press/Media Seminars on Population Issues

Does population planning have as much importance to the country as social and economic development? What are the motives of the United Nations and of developed countries in encouraging developing countries to limit population growth? What methods of contraceptives are acceptable to Buddhists, to Catholics, and to Muslims? How can the media contribute to achieving population and family planning program objectives?

These questions, among others, were the subject of a series of six seminars on population issues for press/media people in Asia. It was hoped that the mix of influential media people and of population scholars will result in a more informed coverage of population news in press, radio, and television. It was also hoped that population people will gain insights into the media’s need for clear, concise, and simple explanations of population issues.

Sponsored jointly by UNESCO and UNFPA, this series of seminars was held in Iran, Korea, Malaysia, the Philippines, Sri Lanka, and Thailand. The objectives of these seminars were to inform key media people of the social and economic consequences of today’s rapid population growth. A demographer was invited to present the reasons for concern about population growth as they affect education, agriculture, health, industry, manpower, and the gross national product. An obstetrician described the latest medical research and information on human reproduction and contraception. Government officials described continuing family planning programs and population policy issues. The media

"Making Research Useful: The Communicator’s Contribution"

A unique conference report has recently been published by the Communication Institute. The report is based on the conference entitled “Making Family and Population Planning Research Useful: The Communicator’s Contribution,” held at the Communication Institute in December 1973. Instead of the traditional compilation of individual papers, the report provides brief summaries of the papers, the key points discussed, and the conclusions reached by three groups of participants: researchers, “linkers,” and practitioners. The “dialogue” format captures some of the flavor of the lively debate that characterized the conference. In the final chapter, the participants rank their recommendations in terms of urgency, appropriate audience, and responsibility for implementation, pulling together a number of practical suggestions for the better utilization of research. Readers may obtain single copies of this report free of charge by writing the Publications Office of the Communication Institute.

(Continued at Right)
African Communicators Discuss Population, Mass Media

CESI (U.N. Centre for Economic and Social Information), in cooperation with other regional and international organizations, has organized three seminars on population problems and mass media in Africa during the past two years. Under the direction of Mohamed Riza, each seminar focused on the specific problems of a given region of Africa.

The first seminar, entitled "Population Problems and Mass Media in North Africa and the Middle East" (organized by CESI, IPPF, the Tunisian National Family Planning and Population Office, and the State Secretariat of Information of Tunisia), was held in Tunis in September 1973. The second seminar, entitled "Population Problems and Mass Media in Sub-Saharan Africa" (organized by CESI, the Economic Commission for Africa, and IPPF), was held in Nairobi, Kenya in March 1974 for the English-speaking nations of this region. The following month, a counterpart to this second seminar (organized by CESI and the Economic Commission for Africa in collaboration with UNESCO), was held in Dakar, Senegal for the French-speaking nations of Sub-Saharan Africa.

Each seminar was attended by approximately 25-30 journalists and information officers from representative countries of the region. The main objective of each seminar was to define the role of information officers and journalists in population-related matters and to determine what actions they could undertake in their countries in order to remedy population problems.

The discussions related to communication at the three seminars centered on: 1) the pros and cons of different communications methods; 2) the role of mass communication in creating audience awareness of population problems; 3) the importance of radio as a means of information dissemination in Africa; 4) the use of mass communication as an agent of social and attitude change; 5) the role of mass communication in influencing decision-making in the process of modernization; 6) the role of the communicator in the African community; 7) mass communication techniques and communication research; and 8) government allocations for mass communication services and facilities.

At the end of each seminar, the participants expressed the need for stronger official population policies in order to facilitate the implementation of their recommendations. They also expressed the desire that more seminars of this nature be held in the future. For more information, write to CESI (United Nations, New York, N.Y., 10017 U.S.A.).

Family Planning Information As a Prerequisite to Marriage in the Philippines

A high Filipino government official has recently asked local mayors to draw up ordinances requiring applicants for marriage licenses to present certificates showing they have received family planning information. Currently, 28 municipalities and one city have sent copies of proposed ordinances to the Department of Social Welfare.

One municipal council has already passed an ordinance requiring that "no marriage license shall be issued to applicants except upon [their] presentation of a certificate from the municipal health officer ... that said applicants have either together or singly undergone family planning orientation."

Five Filipino municipalities have organized coordinating councils for this purpose. The guidelines for family planning services suggest that information include: a couple's role as marriage partners and as parents, communication in marriage, human sexuality, and family planning and responsible parenthood.

Press/Media Seminars...

(Continued from Page 6)

representatives themselves consulted about the most effective ways media can disseminate population information.

The media people had many suggestions to facilitate their work. They called for a Center for Population and Family Planning where materials in clear, concise, and simple language could be obtained and where data could be interpreted and checked with population scholars. Particularly helpful, they said, would be assistance in the selection of the most suitable media for specific groups; for example, newspapers for the urban educated and radio for the rural people. In particular, it was suggested that women in the media should be involved in disseminating family planning information. It was felt that women speaking on family planning and population control would be more influential among fertile women than men.

For more information, write to Yvette Abrahamson, Division of Development and Application of Communication, UNESCO, 7, Place de Fontenoy, 75700 Paris, France.

Institute's Professional Development Schedule

The East-West Communication Institute will offer the following professional development opportunities in addition to those described elsewhere in this Newsletter. Regional conferences in Asia based on needs and interests identified through other professional development and research activities of the Institute will be announced as they are scheduled.

Modular Program—February 10—April 4, 1975
Modular Program—October 20—December 12, 1975
International Conference—December 1-5, 1975
Ideas On Applying Communication to Development

"A true communication professional does not express anything. He helps people to express themselves." This statement is one of many significant observations in a highly illustrated book entitled Applied Communication in Developing Countries: Ideas and Observations, by Andreas Fuglesang.

The book is a follow-up of "The Story of a Seminar in Applied Communication," which was the title of the report from the 1972 Dag Hammarskjöld Seminar on "Communication—An Essential Component in Development Work." The book originated in one of the vividly illustrated lectures Fuglesang gave during the seminar: "Communication by visual aids—from perception to creativity."

The book is primarily intended as a manual for development workers in the field. However, the ideas, observations, information, and illustrations are as relevant to the mass media producer as to the field worker. The main issues dealt with are:

- From Extension Talk to Community Therapy. What is a community? The internal communication system. Opinion leadership and authority. Integration of the field worker into the community. Sensitivity as a prerequisite to closeness with the community.
- Perception and Pictorial Illiteracy. Experience as related to visual perception. Perceptual structuring of reality. Pictorial literacy as the result of an informal educational process. Photographs as being easier to perceive than drawings. Acquisition of pictorial language as necessary to understanding a picture. The pictorially illiterate and the illiterate as representing varying positions on a continuum of experience.
- Creating Visual Aids. Pictures perceived as concrete things by illiterates. "Blockout" photographs (without the background) as being easier to understand than regular photographs. The importance of elimination of details and concentration on the subject in effective photographs. Linking up the "visual" with oral tradition. Visual aids as a process of interacting with a group. Pictures as seen via experience and memory. The necessity of developing a visual style which is functional in relation to the pictorially illiterate audience.
- From Motivation to Media. Successfully applied communication as an integral part of the overall development program. Motivation as based on creation of new opportunities. The importance of money in motivation. The right media mix as more important than a single medium, as long as it is integrated with face-to-face communication. The difficulties of using films for pictorially illiterates. Live action on a neutral background as most functional in films.

The book is designed to solve the problem stated in the Introduction: "...practitioners (in the communication field) have not yet got beyond the conventional, one-way, information-service thinking. The lack of the vital dialogue with the public is manifest in practice in the almost total absence of methods of FEEDBACK in communication programmes, ranging from agricultural extension to family-planning." It follows that Fuglesang does define development as "an expression of consciousness."

Applied Communication in Developing Countries: Ideas and Observations is available from the Dag Hammarskjöld Foundation, Övre Slottsgatan 2, S-752 20 Uppsala, Sweden. The price is Swedish Kronor 30 (approximately U.S. $6.20).

The Test of the Married Stones

Fuglesang states that field workers who are trying to communicate messages which are expressed in concepts of mass and quantity must be very cautious. The audience may not have the tools which are necessary for understanding, for example: recipes for good nutrition and instructions for taking the birth control pill. The social environment of most illiterates, in particular, does not provide them with the stimulation which is necessary for comprehension of certain concepts. The author cites as one example the "test of the married stones":

"We placed about 15 egg-sized stones in a row on the table in front of the subject. Then we asked him or her to co-operate in placing 15 smaller stones in a new row, so that there were two parallel rows, and each big stone had a small stone in front of it. After that we carefully reached agreement that there were just as many big stones as there were small stones, because they were pairs or 'married'. Finally, whilst the subject was looking on, we moved the smaller stones into a shorter row by reducing the space between them. Then we asked: 'Are there now more smaller stones, more bigger stones or are there as many small stones as there are big stones?' Again it seems as if the illiterate often does not retain what he saw just a few minutes ago and therefore does not integrate it in the interpretation of the new situation. About 60 percent answered correctly, but the instability of the concept is still evident in the remaining 40 percent, who answered that there were more bigger stones because the row was longer, etc. It is characteristic that half of those who answered correctly were semi-literates. Also it should be noted that the district was a cattle area where counting was certainly important."

Cartoons such as this one were made as resources for use in Egyptian publications or graphic materials and have been published in Egyptian newspapers. For more information, write to: Mustapha El Anany, Director, Information Department, Population and Family Planning Board, 7 Hussein Hegazy Street, Cairo, AR Egypt. As space permits, the IEC Newsletter will feature other cartoons in this series. The cartoons are noteworthy in that none of them requires a caption.
Although specific attention to population IEC as such was limited, the Population Tribune held in Bucharest was, in effect, itself an effort in population IEC. One of the Tribune's goals was to inform the participants (who included representatives of NGOs officially recognized by the UN Economic and Social Council, individuals, and participants in the World Population Conference) of the wide range of population issues, some of which were not raised at the Conference itself. Although the Tribune, by design, did not make a formal statement, the second of its goals was the encouragement of appropriate action by individuals and NGOs. A number of statements representing a variety of points of view were drafted. A third goal was to provide an opportunity for interaction between government representatives and individuals; this was accomplished through the vast number of formal and informal meetings that occurred at the Tribune site. The Tribune's final goal was to raise controversial issues such as abortion and food problems not likely to be treated at the Conference.

Specific IEC program activities included a session on Population and Family Life Education chaired by Raymond Rodriguez (UNESCO) and one on Information Sources in the Population Field organized by the Population Information Project, George Washington University Medical Center. Another IEC activity sponsored by the Tribune was a daily newspaper, Planet, to report on both Conference and Tribune events, edited by Frances Dennis and John Rowley of IPPF. Richard Hankinson of OECD (Organization for Economic Co-operation and Development) provided an information service on population activities of various agencies. Catherine Wood of IAVRS (International Audio-Visual Resource Service) organized film showings on population-related matters.

Stephen Viederman (Assistant Director, Demographic Division, Population Council, 245 Park Avenue, New York, New York 10017 U.S.A.) was Director of the Tribune Program. According to Viederman, "The World Plan of Action, adopted by the Conference, pays considerable attention to communicating, informing, and educating various groups about population issues. The importance of doing that is underlined, in my personal view, by much of the misinformation and misinterpretation of the Bucharest events that appeared in the North American press. Complex issues have been simplified to the point that some of our leading papers seemed to have judged the Conference a failure because the birth rate did not begin falling on the closing day. It is the responsibility of those concerned with the full range of population education and communication to renew and strengthen their efforts toward a broader and more meaningful understanding of the issues, moving away from slogans to the real issues in all their complexity."

"Blue Lady" Pops Pills for Publicity

In order to identify locations where contraceptive pills are available, AID officials suggest that self-adhesive (see accompanying graph) symbols would be useful to commercial distributors, pharmacies, family planning clinics, and field workers. Small labels could accompany each package of pills so that recipients could place the label in a conspicuous place as a daily reminder to take the contraceptive pill. Gummed labels of the "Blue Lady" could be affixed to correspondence and publicity materials. Larger labels could be used for pharmacy counter or window displays, on field worker's vehicles, at family planning clinics and other locations involved in family planning programs. These labels could be used together with such national family planning symbols that are already in use. Through radio and other types of media, people could be advised that contraceptive pills are available at the sign of the "Blue Lady."

The "Blue Lady" label has a varnish coating to protect it from the elements, and it is hoped that field testing will provide data on the durability of this label under worldwide climatic conditions. The trial run of the "Blue Lady" decals now being distributed for evaluation was printed in four sizes: 2½" x 3", 4" x 5", 8" x 10", and 11" x 14". For more information about these decals, write to: Russell J. Swenson, Agency for International Development, Office of Population, Room 215 RPE, Washington, D.C. 20523 U.S.A.

M.A. and Ph.D. Programs Concentrate on Population Education

Florida State University at Tallahassee, Florida is offering M.A. and Ph.D. programs with concentration in population education. These graduate degree programs are offered through the College of Education and the College of Social Sciences.

The candidate's program is developed in consultation with his or her advisor to meet individual needs and interests within the framework of the general requirements of the Graduate School. The Florida State University Program in Population Education is based on the principles of multiple options and theme-related instruction. For more information about the program, write to: Professor Byron G. Massialas, College of Education, Florida State University, Tallahassee, Florida 32306 U.S.A.
Sol Gordon Tells How to Communicate with Teenagers about Sex

"How can high school girls be expected to be responsible about using birth control when all knowledge is gotten on the street? Many don't even have a clear picture of how babies are made. 'Oh, I thought you couldn't get pregnant if he only comes one time,' a girl once told me. 'You can only get pregnant right after you're married,' another said. And then there are others who knew about the pill so that they took their mother's, sister's, or friend's pills or they took a pill before they had sex or after they had sex. Most girls just pray.'


For years Sol Gordon (Director, Institute for Family Research and Education, 760 Ostrom Avenue, Syracuse, New York 13210) has been talking with teenagers about sex. He has also listened. The result is The Sexual Adolescent: Communicating with Teenagers About Sex. Prepared originally as a report to the Commission on Population Growth and the American Future, the book is written for professionals and concerned laymen—particularly parents—who want to communicate more effectively with adolescents about sex. Single copies of The Sexual Adolescent are available at US$3.65 from Ed-U Press, 760 Ostrom Ave., Syracuse, New York 13210 U.S.A.

In addition to the how (practical suggestions and techniques for communicating with adolescents), the book presents the what and the why: what to communicate, the facts teenagers need, and why they need the facts. They need facts, Gordon maintains, so they can behave responsibly. "Adolescents will have sex whether we like it or not, whether there are restrictive laws or not, whether there is sex education in the schools or not."

Why adolescents need to know the facts about the various aspects of sex and why they should have access to contraceptives and professional attention are the concerns of the first three chapters. Other chapters deal directly with the information adolescents need now to prevent outofwedlock pregnancy and to prevent and treat venereal disease. Sources of help are discussed. The last four chapters have long-range implications: the evolving attitudes and programs of religious groups; sex education courses (what they should include and how they should be taught); sexual morality; and enlightened sex education for exceptional adolescents. The final chapter contains recommendations for specific steps that can be taken toward the major goal: preparing youth for mature, responsible adult sexuality. Also included is a comprehensive list of resources: practical guides for solving immediate problems, and materials for research, for the adolescent to read, and for teaching (including films and kits).

Consequences are the book's central concern—communication both the goal and the tool. Communication is Sol Gordon's watchword. His Institute has published a series of comic books designed to appeal to nonintellectual teenagers who are not inclined to read (see IEC Newsletter No. 17). They turn away in boredom from conventional sex books illustrated with anatomical diagrams in which, Gordon asserts, "you can't tell the front from the back."

According to the book's Foreword, "Sol Gordon is...writing about a controversial subject. In The Sexual Adolescent he expresses his personal views... Many readers will disagree with some of his opinions; none will agree with all. But most will find ample grist for the intellect's mill—which is, after all, what books are for; what, in good circumstances, controversy can generate; and how communication begins."

The sub-message on this poster continues: "You may not think you'll spend that much. But by the time your child reaches eighteen, you'll have spent that much and more. Just for the basics. The price is steep. If you want to send your son or daughter to college that $40,000 figure nearly doubles... Children are beautiful, but how many can you and the world afford?"

This poster ad was developed for distribution free of charge to ZPG chapters and individuals. The ad was developed by McCann-Erickson advertising company in New York City. For more information, write to: ZPG, 1346 Connecticut Avenue, N.W., Washington, D.C. 20036 U.S.A.
Population Education Designed for Muslims in the Philippines

Population education materials designed for the Muslims of the Philippines moved closer to a reality as a result of a population education curriculum workshop held in Marawi City, the Philippines. From May 13 to 23 more than forty educators and civic and religious leaders worked at Dansalan College, which sponsored the workshop, on population education materials for in-school and out-of-school Muslim target groups. Held in cooperation with the Population Education Program of the Department of Education and Culture, the workshop was assisted financially by The Asia Foundation.

The workshop was under the chairmanship of Ms. Dalomebi Lao of the Dansalan College Community Service. Assisting her were two Indonesian consultants in population education and family planning motivation: Ms. Mafauchah Yusuf, who is currently the executive director of the National Population Education Program of the Indonesian Ministry of Education and Culture, and Mr. Mardhani Dipo, the director of the Bureau of Information and Motivation of the National Family Planning Coordinating Board of Indonesia. Ms. Yusuf is a well-known Muslim woman leader of Indonesia. She has served in the Indonesian parliament as a representative of the Muslim women. In addition, she developed a population education program for the Muhammadiyah organization in Indonesia. This organization of more than two million Muslim women is the largest Muslim organization in Indonesia. It supports several hundred schools, hospitals, clinics, and social welfare programs throughout the country.

Population education materials that are being developed by the Population Education Program of the Department of Education and Culture and Philippine Wesleyan College served as the basic resource materials for the in-school program. These were examined to determine how they could be made more meaningful for Muslims. Sub-units integrating population education from a Muslim perspective were then developed for science, social sciences, religion, vocational arts, and health subject areas.

The out-of-school group used materials that are currently utilized in the adult education and functional literacy program of Dansalan College. These materials were expanded to include the four target groups of mothers, farmers, out-of-school youth, and students in the literacy classes.

Three Dansalan College staff members are now receiving additional population education training under the auspices of the Population Education Program. Following their training, the staff will train teachers in the Dansalan College high school department and the forty-five teachers of adult education classes sponsored by the Dansalan College.

After the materials have been revised and translated into Maranao, they will be tested in the various classes. The material will then be evaluated and revised as necessary. It is hoped that the revised materials can then be made available, through the Department of Education and Culture, for use in other Muslim areas of the Philippines.

As an integral part of the development of these Muslim-oriented population education curriculum materials, Dansalan College will be conducting a research program to assist in the final preparation of the materials. Surveys will be taken to determine attitudes among the participants in the target groups as well as the localities where the materials will be utilized. This information will provide additional guidelines in the final stages of the curriculum development.

It is planned that additional exchange visits between Muslim groups in the Philippines and Indonesia will be carried out in order to learn what is being done to strengthen population programs among the Muslims. Audiovisial and other materials will also be developed for use among Muslims. All of the present activities are on a pilot basis, and ways will be continually explored to make population education and family planning motivation more acceptable among the Muslims of the Philippines.

For more information, write to: Lloyd G. Van Vactor, President, Dansalan College, Marawi City, M-206, the Philippines.

Southeast Asia Population Research Awards Program is Established

The IDRC (International Development Research Centre) and the Ford Foundation have established a joint program to stimulate and encourage Asian social scientists to undertake research projects in population and to develop their research skills. A series of awards will be made, each for a period of one year, for relatively small, sharply focused research projects. Particular emphasis will be placed on attracting young faculty members in provincial universities, graduate students, and staff members in appropriate fields in governmental and other organizations. The program is open to nationals of the following countries: Burma, Indonesia, Khmer Republic, Laos, Malaysia, Philippines, Singapore, Thailand, and Vietnam.

The range of research areas to be covered will be broad, including a wide variety of research problems relating to population, excluding reproductive biology. Two examples of research areas that could fall within the general focus of the program are: 1) evaluation of on-going population education programs; and 2) incentive schemes. Application forms and further information may be obtained from: SEAPRAP, International Development Research Centre, Tanglin P.O. Box 101, Singapore 10.

About the IEC Newsletter

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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, The IEC Newsletter, in care of the Communication Institute, East-West Center, 1777 East-West Road, Honolulu, Hawaii 96822 U.S.A.