Newly Acquired Resource Materials Now Available

The Communication Institute maintains a resource collection of materials on the application of communication to development programs. This worldwide collection stresses unpublished reports and other documents that are not routinely collected by libraries nor listed in standard bibliographies.

New materials on population/family planning information, education, and communication are being added to the collection constantly. These new additions to the collection are listed in this supplement which accompanies each issue of the IEC Newsletter. Relevant materials collected by the East-West Population Institute are also listed.

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

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

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

General Strategies and Programs

13-1: Aird, John S.

- traces the development of family limitation policies in the People’s Republic of China (from 1949 to 1971) with emphasis on later years) in relation to: a) population problems, population theories, economic trends, and other aspects of civil administration that seem to have influenced official decision making. Use of newspaper articles, exhibits, public lectures and discussions, motion pictures, loudspeakers is described. Four other subjects discussed are: 1) emphasis on birth control, 2) the shift to birth control as an essential means to meet economic needs of the State, 3) later campaigns that emphasized the negative, moral effects of early marriage and child bearing, and 4) the use of health agencies and fieldworkers.

13-2: Franda, Marcus F.

Discusses earlier Pakistani population programs and their negative effects on current family planning programs. Insights are provided into the reasons for the large gap between the Bangladesh people’s ability to acknowledge that a population problem exists and the practice of population limitation in their daily lives. Current government action in family planning activities is described as well as problems of implementation based on the belief that rapid expansion of the program would encourage corruption.

13-3: Howell, Catherine

Presents information provided by 52 family planning associations in 50 different countries in response to a 1967 questionnaire covering sources of income, types of publicity, clinic structure and personnel, and family planning methods available at clinics. Chapter 3 lists 15 associations and variations in their use of mobile units. Chapter 5 cites government attitudes, legal factors, attitudes of religious organizations, traditional men’s and women’s attitudes, and difficulties affecting the use
of publicity. The most and least successful methods and types of publicity and future publicity activities are listed.


Presents an overview of organizations, progress, and achievements of the National Family Planning Program in India through the use of charts and graphs, and statistical tables on family and contraceptive use. Brief reports included on the Nirodh (condom) marketing program, organized group program, voluntary organizations, training program, research, the mass education and motivation program which utilizes standards and local media, and the extension education program which emphasizes mass, group, and interpersonal communication.

13-5: Karim, M. Azizul

States that specific studies on attitudes toward family planning and on effectiveness of communication—education materials are rare in the Bangladesh Family Planning Programme and need to be undertaken immediately. All available channels of communication should be evaluated with special stress placed upon local methods and interpersonal contact. It is recommended that pre-testing of family planning education—communication materials begin with a negative approach since this would alert target groups to the problems they face. After a specified time lag, the positive approach should be used so as to relieve audiences from fears of negative consequences of non-adoption of family planning.


A study presents a review of basic problems and assumptions, existing resources, communication activities, agency needs and recommendations for administration, materials, coordination of projects, and face-to-face communications. The coordinated implementation of all agencies is explained, as well as use of target groups already classified as basic in the 1972-73 mass communication project.

13-7: Rawson-Jones, Daphne and Geoffrey Salkeld

Provides practical guidance to family planning communicators not only in Africa but elsewhere in the world. Chapters cover aids to training and feedback, radio, print and film in family planning problems of family planning communication unique to Africa are discussed.

13-8: Rosenfeld, Allan G
Family planning: can we do more? 28 p.

Describes factors that have made existing family planning programs ineffective. The family planning and the health care system, family planning methods, physicians, and commercial and private organizations have contributed to prevailing views in improving family planning programs and their effectiveness are suggested.

13-9: Shaw, A

Lists discussion questions on: strategy, research, communication design, training, and folk media based on the paper "Review and Assessment of Major Policies and Programmes in Communication Services" presented by UNESCO at this conference.

13-10: Wilder, Frank

Provides priorities and emphasis for audiences, messages, and channels in population programs, and discusses the need for the development of strategies in terms of local conditions rather than distant professional standards. A brief outline of the history of population communication is provided. The Asia Foundation's involvement in the information, education, and communication portion of Asian population/family planning programs is described.

13-11: Wilder, Frank and D.K. Tyagi

Records new and unusual mass communication strategy in India's family planning program. The 3 main strategies organized in terms of audience are: 1) the use of "standard" media such as, radio, cinema, and small audiences; 2) the development of messages with a direct plea to the people to have a specific number of children rather than an abstract appeal for small families; and 3) the illumination of the Red Triangle as a symbol to identify and represent family planning.

13-12: Winfield, Gerald
Communications factors in family planning programmes, channels and media, 6 p.

Describes characteristics and known effects, limitations, and suggested use of media within specific channels and arenas of action. The material is organized in chart form.


Presents joint statements prepared by a UNESCO invitee and a WHO invite to in 2 countries and relevant supplementary information which are designed to stimulate and help guide discussions to enable the Consultation to achieve its stated goals for its family planning program. Communication and education components of family planning programs in relation to program planning and implementation, education and training, production and distribution of materials, studies and research programs, programs in schools and for out-of-school youth, coordination and evaluation, and their respective implications, are examined. Guidelines for the preparation of country summary statements for UNESCO/WHO consultation on communication and education in family planning are included in the annexures.


Briefly states UNESCO's approach to family planning communication and indicates areas for collaboration and cooperation with WHO. Also discussed are: 1) preparation of guidelines of training courses in family planning communication and education; 2) development of criteria for accreditation of training centers; 3) promotion of itinerant training teams; 4) upgrading of existing training centers and institutes in mass communication and distribution of research findings to family planning administrators, communicators and evaluators; 5) identification of 9 research projects; 6) promotion of mobile regional research teams to help initiate programs, and of studies on program economics; 8) study of the family planning content in satellite communication, 9) inclusion, integration, and extension of folk media as part of national strategy; and 10) assistance in making available communication and media hardware.
Use of Mass Media

13-15: Black, Timothy R.L.

Describes an experimental rural family planning program in Kenya ("Kinga" experiment) where family planning is treated as a consumer product marketing project rather than a medical approach to birth control. The future implications of the social marketing (i.e., the harnessing of commercial resources in order to achieve specific social objectives) approach to family planning in rural areas are discussed.

13-16: Research Bureau Ltd.

Vol. I: Gives baseline survey for Population Services, Inc.'s social marketing pilot project which was conducted to measure behavior and attitudes to family planning and contraceptive use in the Meru District, the test market and Kirinyaga, the control. Survey samples were based on Research Bureau Ltd.'s random route sampling method and were proportionate to the divisions in the district. Field interviews were conducted in late June and early July 1972. Also surveyed were market data such as media exposure, products purchased, where purchased, and household decision making.

13-17: Research Bureau Ltd.

Vol. II: Reviews the Meru KAP survey findings in terms of age, religion, social class, and marital status of respondents. Findings of this study were used as part of PSI's social marketing strategy for non-medical contraceptives. The questionnaire used in the pre-launch survey is included.

Formal Population Education

13-18: Finnoff, Charles Thomas
Action research: developing a pilot model for teaching population dynamics in Mysore State, India. A thesis submitted in partial fulfillment of the requirements for the degree of Doctor of Philosophy in Social Sciences at the University of North Carolina, 1972, 123 p.

States that the project has 5 objectives: 1) to establish a pilot educational model to disseminate population dynamics information; 2) to initiate a comparative study of instructional formats (formal versus informal) in an attempt to introduce an educational methodology variant into the program; and 3) to provide data to decision-makers in India upon which future policy commitments could be based. Study attempts to measure population information gained by semi-literate students focusing on relationships that exist between the quality of family life and size and by observing the comparative effectiveness of the formal and informal methods of instruction. Study was implemented by inserting an information unit containing 15 lessons into the established curriculum of selected classes in schools of Mysore State. Some 1,400 Indian students were involved.

13-19: Hertzberg, Hazel W.

Written for teachers' use in teacher training institutions for students preparing to teach in village primary schools. Population problems are presented in historical perspective; demographic terms and methodology are defined; and practice is provided in application of demographic concepts through a series of exercises on analysis of population data from local and cross-national surveys.


Prepared to familiarize the public with reasons for introducing population education into the school curriculum and the role it is expected to play in achieving the national population policy goals. The composition, objectives, and past and present activities of the Population Education Program are described and basic information on the population activities of other agencies and organizations is given.

13-21: RFSU/The Swedish Association for Sex Education

Describes the functions of sex and methods of contraception and lists both opening and suggested readings. It is designed as a teaching aid or outline for sex education courses in schools for young people between 13 and 18.

13-22: Wayland, Sloan R.
Bases for determining the content of population education, 14 p.

 Defines "content" in three different ways and focuses on the definition most relevant to population education. It also defines "information" and outlines its objectives, and analyzes the extent and scope of a suitable curriculum.

13-23: Wayland, Sloan R.

Describes status, problems, and prospects of population education programs provided by formally organized educational establishments around the world and emphasizes the current absence of systematic attention to population and family planning in education systems. The establishment of links between family planning specialists and educators is discussed, and basic considerations in developing goals are set forth.

13-24: Wayland, Sloan R.

Discusses the emergence of population education as an innovation responding to a rapidly growing population. A brief review and history of population education activities in countries around the world are provided. The problem of population education's tendency to face new problems in terms of past experience rather than in the context of new developments is described. Discusses current and projected role of population education with emphasis on integration. Five elements involved in curriculum innovation are identified and their relation to population education in the United States is discussed.

13-25: Wayland, Sloan R.

Sketches some of the principal questions which bear on UNESCO's role in population education in general, and in particular, on the immediate purpose of the meeting. In considering possible answers to these questions, the meeting may be in a position to provide guidance not only on specific matters such as the objectives, content and scope of the proposed training courses, their duration, and the level of participation of participants, but also on the wider, overall program of action into which the courses should fit and of which they would be an integral part.

Extension Education/Interpersonal Communication

13-26: All, Md. Hazrat

Study I: Attempts to determine characteristics of 129 contraceptive drop-outs, who are defined as adopters who took contraceptive supplies for at least one month and then discontinued. Reasons for discontinuation are based on data collected from clients' records kept in family planning clinics in 22 villages of Comilla Kotwali Thana during July 1968 to June 1969. Ten tables indicating age, number of children, occupation of husband, etc., are prepared from drop-out data which were originally supplied by semi-literate and illiterate village women.
Study 2. Attempts to identify some factors indicating effectiveness of Dais (midwives) in recruiting IUCD acceptors, and Agents (male shop keepers, etc.) in supplying contraceptives. Factors considered are socio-economic status, age, length of service, etc. Findings indicate that middle-aged, married and experienced Dais are better family planning workers and that younger, unmarried, experienced, and higher income group male Agents are more effective workers. Analysis is based on interviews with 22 Dais and with 32 Agents in Comilla Kotwali Thana. Data on the workers' performance were collected from official records between July 1969 and June 1970.


Serves as a teaching aid for the nursing school educator. Curriculum materials, guidelines, and suggestions for further exploration into major aspects of family planning are included in unit form. An annotated bibliography, a list of available films and filmstrips, and suggestions for sources of additional material are included.

Training for IEC Roles


Part I: Descriptive. Describes the 63 midwives who were selected to take a 3-week orientation course in family planning at the Family Planning Training-cum-Research Institute, Rajshahi, Bangladesh, in 1965-66. Findings prior to the course covered aspects of midwifery as a profession, caste factors, and socio-economic background of the clients. The training program should be continued. Utilization of country midwives as village workers under the Family Planning Programme is described. Bibliography, 18 p.

Part II: Experiment. Investigates utilization of country midwives as village workers under the Family Planning Programme in 1969 and describes the follow-up of the women studied in 1965-66. A comparison between Dai midwives of the original study and Organizers (members of the government Family Planning Programme) of 2 towns, and a further comparison between 3 groups of Organizers, are also presented. Findings on the follow-up study cover evaluations of the contents of the course and socio-economic background. Vocational knowledge and skills, socio-economic background, are assessed in the comparative studies of the Dais and Organizers.


Focuses on the interest and activity of the Workshop to evolve a basic, comprehensive plan for the training component of national family planning programs. To achieve this, the Workshop was based on 2 documents. The first provides information on the present status, past developments, and future ideas of training programs in the 9 IGCC countries. The second document sets the framework for formulating a national plan that concludes that a national plan for training of family planning workers should comprise factors influencing the formulation of training programs and goals, determinants of the training tasks for programs, priorities, strategies, concurrent training of different categories versus training one category after another for the entire country, team training, placement of trained personnel, development of curricula and training systems, and evaluation of training programs.

Research and Evaluation


Evaluates the relative effectiveness and efficiency of family planning programs directed at husbands, at wives only, or at both, using data collected.
from an urban program in Dacca, Bangladesh. Research methodology, evaluation design, summary of findings, and implications for future family planning programs are discussed.

13-36: Rosario, Florangel Z.
Why aren't we communicating as we ought to? Some reflections on communication patterns in family planning. Presented at International Colloquium on Social Psychiatric Implication on Population Control, Honolulu, East-West Center, 11-12 May 1973, 7 p.
States that the reason for the little use of mass communication programs in family planning is that many of these studies have approached communication in a "fragmented" way—dealing either with source, message, channel, or receiver variables. Two guidelines for improving programs are: 1) developing understanding so that interacting members in any 2-way communication see each other as equals, and 2) understanding social structure and some forces that have effects on communication decisions. Approaching communication through systems analysis is perhaps the only way its usefulness in the area of population control and development can be examined.

Provides descriptive analysis of contraceptive usage: family planning, health, and population planning. The analysis is conducted in terms of age, average income and education, pill and IUD use-continuation, contraceptive method used, pregnancy rates, and proportions of "spacers" and "limiters" in 1970 as compared to 1971.

13-38: Ostenia, Trinidad S.
Outlines a conceptual framework to help describe and explain the process of contraceptive adoption in any cultural setting. The initial responses to a family planning program by the residents of Bunkipur, a village in North India, are analyzed in order to develop the model. Approaches and concepts suggested are relevant for other cultural settings and for the collection of comparable cross-cultural data.

Describes the interdivisional task force considerations of the issues of population and its implications and the National Council of Churches' responses to them. The major headings were theological perspectives on planning, population and development, population and environment, roles of women and men, moral and ethical implications of advances in medical technology, and abortion. Pros and cons of each issue are explained, with final decision left to the individual. A bibliography and discussion guide of critical questions are included.

13-40: Marshall, John F.
Factors related to knowledge and practice of family planning were tested.

Information Sources and Bibliographies

Gives annotated list of 131 books selected for a small library of a developing family planning association. Arranged alphabetically, the entries fall under the headings: general-population; family planning; health; and population programs; contraceptive methods; abortion; training; knowledge, attitudes, and practices of contraception; status of women; sexuality; education; communication; sex education; population education including environmental conservation; venereal disease; parenthood, religion, and family planning; reference books and history.

13-42: International Planned Parenthood Federation
Gives annotated list of 18 mm films arranged alphabetically with subject and geographical indexes. Citations include title, length, date, language, price, distributor, and address of distributor.

13-43: Marshall, John F., Susan Morris, and Steven Polgar
Culture and natality: a preliminary classified bibliography. From CUR-
Provides bibliography of 349 citations intended to document the relationships between culture and natality and to encourage further research. Most studies listed were written by anthropologists. The bibliography omits studies primarily concerned with mortality, migration, urbanization, reproductive physiology, and human genetics. Studies are arranged alphabetically by author under the topics: general, methods in study of culture and natality, population history, ecological approaches to the study of culture and population, specific factors related to reproductive behavior, population policy, consequences of population size and distribution, and depopulation. An author index is included.

13-48: Paulston, Rolfand G.
Provides annotations of 68 bibliographies, directories, and related reference works in various aspects of education programs in the non-school educational sector. Entries are classified under the sections: program planning; area studies; agents; target learner population; instructional messages, methods, and materials. All works included are found at the Hillman Library and at International and Development Education Program Clearinghouse of the University of Pittsburgh, Pennsylvania.

13-49: Planned Parenthood—World Population
Consists of an annotated list, including prices, of booklets, paperbacks, curriculum materials, newsletters, catalogues, films, posters, and exhibits published by PP-WP. Subject headings include: birth control, family planning—why?, family planning—general, infertility, marriage and family life, public policy, research, legal status, family planning and poverty, and religious attitudes.

13-50: Rosario, Florangel Z.
Provides an annotated bibliography of published and unpublished research studies from 1946-1972. The seven categories used to provide brief "summarizes" of each study are: 1) researcher or sponsoring agency, 2) independent variables, 3) research locale, 4) research design, 5) data-gathering methods, 6) type of respondent, and 7) type of sampling. Two alphabetically arranged indexes are organized 1) by distribution of studies according to research locale, and 2) according to independent variables, such as opinion leadership, motivation, communication strategies, etc.